well welcome everybody my name's mark

Walker from

abilitynet I'm the host of the webinars

for abilitynet we've got two people

you're going to hear from today who are

introduced to a moment Abby from

abilitynet

and Jack we're going to run through some

slides about accessible written content

and we're going to take about 35 to 40

minutes so sorry enough I'm just I'm

gonna tech moment here gonna work out

the best way to click here we go so

we're gonna talk today about accessible

written content so that's all about

content Lee you could write both on the

web but also the mic doing word

processing or anywhere else that you're

putting content we're going to cover two

main areas how does layout designer

4matic affect legibility and readability

Abby's going to talk about that and then

introduce you to Jack in a moment but

Jack is going to talk about planning and

writing and testing and the actual

processes for making sure your content

is accessible along the way there'll be

lots of top tips and ideas and at the

end would be a question and answer but

please do feel free to use the question

announcers and go along and we want to

make this as a sort of interactive as

possible and we'd like to engage you in

the process as much as we can to make

sure you get what you want from from the

session so to begin the process I'm also

just going to check that the software's

working I'm gonna launch a poll so you

should be able to see a poll and I want

this is just a litmus test really to see

we were talking - how often do you check

the reading age of your written content

and I think that one thing is I'm gonna

check the software's working the other

thing you're gonna give me a sphere on

the sorts of things that are you were

already doing so and we've got I can see

that most people have now answer the

question we've got a small number of

people for whom it's

workflows everyday and Jack can you see

the poll I'm just checking because we

haven't used this community before you

know you're on mute I can see the

answers but I can't I can't see the

results I thought that was a case I

think the panelists can see the results

okay so if I pull up the results I'm

hoping you can see this to share the

results with with everybody you'll see

what the results are majority of people

are not checking

well not the majority but the most tip

checked answer is that you'll not check

in the reading age that you're rarely

checking it those two add up to more

than 50% of the people you've answered

and there's a small number of people who

are checking it for every post so I'm

just going to run another poll then

because I'd like to know what your role

is and this will give us an indication

of the sorts of ways that we can steer

the discussions so which of the

following best describes your role in

relation to this webinar you can choose

more than one

are you a Content person producing

writing are you interested in technical

details you may be a web person and

developer somebody actually running the

website that people are using to publish

content you may be a designer you may

have the word accessibility in your role

and be an accessibility specialist in

your team you may be managing a comms

team that's the role I'm bringing to

this I'm the marketing and

communications manager for our team so

I'm very interested in how our team does

this collectively or you maybe have

another role so choose the best one that

fits you and that will help us steer the

discussion

okay if anybody when I see people

raising hands if they have anything that

they need some help with can you use the

Q&A I've got the Q&A open here so if you

could use the Q&A spot if anybody has

any issues that may need any help with

use the Q&A I'm essentially hosting the

event so I'll try and pick that up once

we're into the content okay so I'm share

the results back with you

and you can see the vast majority of you

are 61% of you were doing some sort of

content role and and then the rest

there's a bit in there about website

management design and layout there's a

reasonable amount of your doing that 30%

people said there's another layer yeah

and this 30% of you said we hope you're

an accessibility specialist so I hope

we're not preaching to the choir too

much but hopefully there'll be stuff in

here that you'll recognize and things

that you won't have seen before okay

thank you very much for that so um we've

we've got to two people speak to us

today first person I'd like to introduce

you to is Jack Jack can you tell us a

bit about your role at scope and the

work that you do there yeah sure I'm

seeing a content designer at scope I

work on information advise content for

disabled people in their families that

normally means writing content that

helps them to make decisions and we do

that by you know gathering as much

evidence as we can as to what the need

is writing it and posting it and

iterating it with the people who need it

I've been there about 18 months 2 years

in October and you worked on a big

project I think I mean there's a bit of

a big shift going on with scope I think

the big did a digital project I think

that's helpful to know about that yeah

so this is um quite a new way of working

the scope I joined when we were piloting

it so um they wanted to wanted to adopt

a content design approach somewhere that

was quite well embedded

in government digital and had been

picked up by one or two other larger

charities so Citizens Advice and some

social enterprises like co-op but yeah

it's a new way of working for scope so

it started off as a very small team so

it was me

one user researcher and a project

manager and we just did one epoch we

looked at employment work and employment

for disabled people in their families

and we trialed that for six months and

then we that project has gotten larger

and looking at more and more subject

areas so we're just finishing transport

and social care at the moment so and a

primary role of scope is obviously

sharing information to people through

through the website and other means so

it's a core activity for scope to

publish information it's a core activity

to publish the information is also being

used across our services so things like

our helpline and our frontline

employment services the ideas they'll be

touring off the same core information

and for the services as well which that

the website is the primary one yeah

thank you

well we'll come back to you in a second

um the first thing I let's do for that

anybody hasn't come across abilitynet

before just tell you a little bit about

what we do we have a variety services we

we help make the world the digital world

accessible to all so we have digital

accessibility services we do testing and

consultancy training another similar

agency type services a whole range of

different companies user some people at

Barclays and Lloyds Banking Group for

example of in customers for several

years we have a qi and DSA services DSA

s is able students allowances we offer

advice to universities and we also do

one-to-one support for individual

students were eligible we provide

support in the workplace to help

disabled people identify the reasonable

adjustments that will help them be as

productive as possible we have a network

of 300 volunteers are going to people's

homes and have on them with RIT and our

website has loads of advice information

and resources including my computer my

way which is a piece of information

about all the different adjustments on

every computer

we run technical awards technical awards

are open for entries now they'll be

plugged heavily all the way through the

webinar we also run an IT volunteer

conference in June where we work with

the RNIB

to bring together IT volunteers to share

best practice and we have an event

called tech share pro that we run in

November it's being hosted by Google

this year in London and that's in 2011

first of November and we were over the

hour an idea on that as well so we work

across a range of different

organizations and we have support from a

whole host of different partners

including Microsoft IBM BT Google

Berkeley scope Lloyds Banking Group

Stroke Association Samsung and many more

so I've done the poll so I'm gonna just

jump into the video so Abbey

unfortunately it was chefs she's been

slated for this for on time and then

last week a client asked her to be on

site today and there's no way she could

get out of it so she's a she's an

accessibility consultant for abilitynet

and so I've recorded an interview with

you that I'm gonna play with you play

play now you can still ask questions

over the top and obviously I can't ask

Abby any questions but I'll try and

answer them at the end if you have

anything that comes up in this but you

want to know more about again if you can

just okay so hi Abby um can you tell us

a bit about your role and havoc is

connected to accessible content

so last 15 years or so working in the

assistive technology and accessibility

field on a lot of that work has been

focused around helping people with

dyslexia reading difficulties and

cognitive difficulties and one of the

key factors with that is making sure

that digital content is presented in the

format that is readable but also can be

converted and personalized to suits

different people's needs about being

flexible as well so the key areas I

wanted to talk about today are fonts and

colors layouts and structure so let's

start the first one is Oh fonts and one

of the top tips for fonts so critical

one it's something that seems to really

interest designers when we

have websites were talking about

dyslexia and technology fonts has always

got the biggest hits and generally

actually there's a lot to do with

familiarity of font that people like

fonts that they are used to reading but

we have got research and a lot of

anecdotal evidence that people prefer

sans-serif fonts if they have a reading

difficulty dyslexia not the serif fonts

so good examples that are recommended

are Arial Calibri which is the Microsoft

fonts for Donna or if you're looking for

an open-source font for websites open

sans is a good one and I I've often

heard people talking about dyslexia and

specific fonts it seems from this that

you're suggesting that there isn't a

great deal of evidence researching

actually technology and solutions will

help and when we look at the projects

and some experiments where we've tested

different fonts with dyslexic readers

and non dyslexic readers there isn't any

evidence that the dyslexia fonts stand

out as being much easier to read and

people who are not dyslexic or have any

visual difficulties with reading find

them really distracting so again

sans-serif fonts like Arial tend to come

out best in those experiments what's

actually being shown is that things like

word character and line spacing have a

bigger impact so often with these fonts

one aspect of them is that the letters

are all the same size and they're well

spaced but you can get that through many

of the open fonts that people can access

already right thank you so and then

there's plenty of other top tips that

you've got here for layout

considerations one of the things is all

capitals some people with reading

difficulties will look at the shape of

the word and try and recognize that if

they have problems actually breaking

down the word into the phonemes and

understanding it so we recommend using

sentence case avoiding all capitals that

also affects people who listen to text

either with screen

or text-to-speech because the actual

phrasing of the voice changes if you're

using capitals essentially its shouting

we recommend using twelve to fourteen

point font size but be aware that font

sizes are not equal depending on which

font you choose

so some fonts will still look very small

at twelve points

try to get to twelve or fourteen points

with the website equivalent if you can

underline and italics can also get in

the way of reading essentially underline

there's it's breaking up the shape of

the word italics the letter spacing gets

affected so if you do want to use some

form of emphasis bold is the best way to

do it

as I mentioned paragraph and line

spacing and word spacing and the things

that can really have an effect on

readability and generally with line

spacing we found about 1.2 to 1.5 is the

best level of line spacing suits ahead

for double line spacing is to spaced and

people get distracted so just just to

check in your you're primarily referring

to print related measures their point

and other things so do you have the

equivalents if you were doing CSS stuff

do you work with people on that you can

work calculate you can go to px or your

emphasized on website design and we tend

you tend to set it at baseline font size

for your websites and then everything

sort of scales up from there so again

and we tend to think of large print as

being 18 px or all bigger so sort of

aiming for sort of 16 as your base font

is is a good level to go for writing is

trying to use bullet points and break

down long sentences interest into

concise points helps everybody with

readability it means we can sort of see

the important points quickly and then

another thing to do with layout is

there's been some projects where people

have looked at how people are reading

using eye-tracking software and they

found that using long

lines particularly wide screens can be

difficult for people who have reading

difficulties

so keeping sort of a central column

shorter lines can help people tracking

the text as well it also helps with

website design because it means that

your site works on many different size

of screens and left-justified text again

also helps people track back to the

beginning of the lines that can also

help as well I noticed often on columns

as well just just to the side often if

you're trying to read a PDF in it on

your screen to go to the bottom of the

screen and all the way back out to the

top again page into columns that's it if

you're doing that on a tablet or a

mobile phone you're having to scroll

backwards and forwards it doesn't

refloating with columns really affects

people who are having to change the font

size and zooming because it's not going

to actually reflow into one column for

them so thinking about just designing

all in one column it's better for

everybody

[Music]

another area people are aware of it can

affect readability and for people vision

impairment they're often trying to make

high contrast between the background and

foreground but people who have who get

tired eyes or have some visual

sensitivity where the text can move on

the screen actually want a lower

contrast between the background and

foreground again research-wise it's a

bit mixed people say is this actually a

true fact so but when we talk to many

people who have reading difficulties

there tends to be some evidence that

they prefer either pale blue cream

backgrounds with black text or also sort

of pale pink and pale green are also

popular but the creams and the blues

tend to be the ones that stand out and

generally also the general population

are quite happy with cream or very pale

gray backgrounds as well that's

something they are more familiar with

cream paper being quite common in some

areas so think

the background-color you're choosing you

still have to make sure that there is

sufficient contrast between the

background and foreground colors off

whites moving towards cream also can

help people with readability as well

yeah well I'd this is just a summary

really of those points that I've made so

think about line spacing length and

justification altering the font size and

style color overlays background of paper

so those are the types of things that

can affect readability and there's just

a link there if people wanted to access

the British dyslexia Association style

guide which has been based on this

research so it summarizes many aspects

of how you can make dyslexia friendly

text both for print and online text as

well great and you're referring to the

dyslexia Association they've done lots

of research as well behind you you

mentioned research

primary interest that people have in

research in this stuff yes it's one area

where there are lots of projects that go

on around the world and the BDA style

guide has been around for twenty years

and I've been involved in evolving over

time and last year in 2018 we went and

looked at all the literature that was

available based on the recommendations

that have been made previously and

updated the guides to represent the

latest research findings this is just

sort of putting all that advice into

context for examples on the screen just

to show you obviously the the top right

example has low contrast and it's green

and red which also affects people color

blindness and it's italic so pretty much

I can't read that at all the top left is

good contrast but capitals so you can't

really see necessarily where the

sentences start the bold is not as clear

as well and the bottom left is two

columns but it's also justified text so

we get this what we call rivers of white

space big gaps between words so it's

very difficult to see where the column

starts and finish the bottom right hand

corner cream background to clear

sans-serif font and easy to read text

and if we just move on

see two other examples of how that could

be laid out so in the top box we've got

with a larger line spacing as well but

with a wide column so you can see that

it's very clear to see each line of text

and a narrower column in the bottom box

so there are options of how you lay out

the text but hopefully that's shows how

much impact this camp has and just

finally in terms of people you're

working with do you typically work with

the people writing and producing the

content or are you much more about the

designers because I'm just thinking some

people won't have any way of controlling

this on their website ens is allowing

that I think it's essentially with

accessibility it's its content writers

and designers it's two different

separate roles designers can set up

templates they can set up how the

content is laid out on the page the

width of the lines the color sort of

often at a site level in the template

but then with the content people it's

also about how they use emphasis how

they use headings how they use bullet

points so if we just move on to the next

slide

thinking about structure and headings is

really important

break up text with headings so people

can scan through and see what's on the

on the page very quickly and use font

size and bold to discriminate not

underlined or capitals so taking those

those pointers that we've just talked

about about readability but the other

critical factor and one we still see so

much is using Styles either in Word

documents or PowerPoint or equivalent

and also on the web using heading tags

so actually people apply the semantics

behind the text that's just on the

screen because that helps people with

screen readers because they can navigate

by headings but also people who can see

there's lots of widgets available we can

get an outline view or you can also see

it within word and things so it means

you can jump you can see that summary it

also means that if they change the look

at the documents they change the fonts

they change the colors which a lot of

people do including myself

forever taking time to new roman' of any

documents I receive the headings are

still maintained if you just use

formatting bold change the font change

the font size that will all be lost so

all that hard work you've done is lost

if you don't use the actual technology

behind the text to apply your semantics

and structure and I know because I had a

look when we were doing this that

there's a lot of helpful advice about

using style guides and style sheets in

Word in particular and I always struck I

did desktop publishing that's probably

the first thing I did in terms of using

a computer and there's all about

hierarchies and heading styles and it's

built it's been built into word for

years but but it really does help the

way you write is well I think absolutely

and also I'd say if you're thinking well

actually I'm producing PDFs structures

all in PDFs and and the easiest way to

create an accessible PDF is to start

with word create an accessible Word

document use the accessibility checker

and then when you export it make sure

the headings are being exported as tags

and as bookmarks as well and all that is

built-in as well and there's some very

easy tools as well online to check

headings

when you're checking on a website any

accessibility checker will show you if

you've got a heading structure correctly

great thanks well thanks for having

that's brilliant and um I think you know

what we can see here is if there's a lot

of very simple things you can do it

every stage and just to make the content

more readable and accessible thank you

all right thanks everyone

I think you're happy I can take a

request and obviously um so let's get

back over to the slides just need to

close this video control there we go

so I have to apologize and firstly I

managed to cover up the chat box

when I played the video we don't

normally have videos on these so I

didn't realize that was going to happen

so I've got some chat here and I know

that the there's been some questions

about the poll I think that the problem

with the poll is that they the content

on the web page when you're viewing this

is a browser won't necessarily appear

I'm not sure whether you could vote or

whether you couldn't vote but I think

there's an issue there around how you've

actually accessed it and I just

apologize I didn't see I didn't have the

chat enabled so I couldn't respond to

that immediately and I can also see

there's a lot of questions on there that

I'll try and come to so I just want to

pick up a couple that came to came

through that somebody mentioned about

what Abby had said obviously Abby's not

here to reply that I'm just picking a

couple of just to say just to show that

you can ask some questions and we'll do

Q&A at the end as well and firstly do

you recommend left-aligned or central

aligned text on websites is it was clear

from Abby that we left aligned is the

first choice you can use centered

central centered text sometimes that's

helpful for highlighting something but

and we've just been through some stuff

on our website and we've moved

everything to left aligned absolutely as

far as possible and that was for

readability and accessibility purposes

and then also how does choosing the

color of how does choosing one of those

colors affect people you want to change

the background color themselves there

are lots of places where people can

change the background color themself you

may make that fine

you may make that option available on

your website or it may be that they use

their browser or it may be that they're

using word for example you can set up

colors within your office documents to

make them more readable typically you

can see I made the background color of

the slides you're looking at slightly

off-white one thing I hadn't spotted

before the Abby mentioned is that some

people prefer not to have too much

contrast that you do need to create a

contrast between the foreground and

background color but too much black on

white can actually get tiring and be

difficult for people to read and hence

the slightly softer color improves that

readability so that's a couple of things

I've picked up I'm going to go through

the chat I'm going to introduce it Jack

and and go through the chat and see what

else I missed so apologies for that and

not not picking up on that sooner so

Jack hello um we've introduced you

there's a nice cheery photograph of you

I'm gonna let you crack on with your

slides if you've got control of the

machine just checking their technology's

working let's see what we can see if you

get the next one day we go we function

definition of what is that is that

people can understand it as possible

when they're trying to solve a problem

they can find it and we in order to do

that we try to make sure each bit of

content we produce address is a real

need and we use the same language that

our users use today I'm going to talk

about in the context of accessible

content team culture planning content

with data writing tools have to get

feedback and what how to do just enough

testing to get kind of a high high value

on in terms of your return on investment

which I'm calling just enough testing

move slides we can't I might jump - I

don't appear to have control for me I do

and I'm jumping the labeler shop I'll

change it Jack I think that's probably

it would really be unsure about the

technology there so a place like my team

culture please yeah thank you very much

culture is shared ideas of ways of

working that could be really grand

things like how you include people that

come into conversations you have and how

you influence people standards can be a

really big part of this and there're

standards up there for you to borrow or

steal so thinking about things like the

government digital service this is an

advice have published some great stuff

and there's a really great ongoing

project and led by content design London

um the readability guidelines project

whether they're pooling all the evidence

needed usability studies in relation to

you to content into one place and in a

wiki that people can go in and edit and

I think Lizzie Bruce who is organizing

that is with us today hello you're able

to move your microphone very slightly

people are saying it's a little bit

quiet I can it's not any better for

people that's the only better for me yes

thank you smashing okay we move on

please mark in talk about planning

constantly data so the goal is to have

each individual piece of content a

solution to real well to a real-world

problem it's relevant and easy to use

Sarah Richards talks about being able to

feel the be able to see and feel the

edges of the piece of content you're

you're writing that that's really

important and because the sensation is

we're driven to help people and that can

drive us to throw in anything that's

relevant to a piece of content but

what's relevant isn't always useful

so having clearly defined edges that a

problem you're trying to solve really

helps and the way to do that is to

ground the content you're planning in

data unfortunately there's a whole heap

of methods from the UX research world

and to borrow from its borrow from and

adapt so that can not usually looks like

writing user or job stories we're going

to talk about more in a bit before you

start writing your content and maybe

bolster those up with acceptance

criteria so those are two tools you used

to articulate the problem you're trying

to solve which will help your content to

be easier to understand and test

next slide please mark

so this is a job story or a job story

template it's basically a brief which is

I'm sure something that anyone who

commissioned any content is familiar

with it's just a really really

lightweight one and it starts job story

starts with a when trigger and then move

on to the real world goal the problem

someone is trying to solve so the the

effect they want to see in the real

world and then you can I want to do

statement which tells you about how the

user thinks they need to solve their

problem sometimes that is the best way

to do it and sometimes it isn't but it

always tells you something about the way

they think and that's really really

helpful when you're you're planning how

to structure something and the as a

statement which the people often get

very hung up on demographics and try to

cram a lot of data in there actually the

only things you need to included things

which are relevant to the problem that

you're trying to solve so we if we're

writing a piece on employment for

example at scope and where it's about

applying for jobs how you do that might

be really different depending on if you

had a job before or if you haven't had a

job before the things like that and

you'll be able to hone in on what those

data points are gonna the more the more

research you do so forget skip on to the

next slide mark we've got an example job

story there we go yep so here we've got

when I can't work full-time so that I

can work and manage my condition I want

to find a flexible and part-time work as

a disabled person that the when trigger

in that story is quite light someone

could find out they can't work full-time

after kind of quite a catastrophic event

in their lives

um or it could be quite a slow going to

build up over time you've probably have

to cater to both of those so if I had my

time again I might work both of those

you

into the job story but there's an

example I'm have to share other ones

with people there if they're interested

okay next slide please mark so we big on

feedback at scope one of the and the

quicker you can get it back the better

one of the quickest way ways you can do

that is to use tools that provide

feedback as you write

one of those is Hemingway which is a

browser based and and a desktop app

content editor which gives you feedback

on the complexity of what you're writing

it does give you a reading age we and we

do have a reading age we aim for in

scope it's quite it's quite low people

often ask me what it is and I might is

somewhat facetious answer is probably

lower than you think it should be I

think the the average reading age in the

UK is something like 9 years old so your

audience may not be 9 years old but that

there will be people for whom that is

their reading age and even if it's not

if you're if you're using words that are

part of someone's core vocabulary which

is to say the words they use most every

day it's going to be much easier for

them to read you can have this expend

much less effort so I kind of I call

that the drop effect from language there

are some people who specifically need

drop curbs but we all benefit and

similarly if you make your content as

easy and as faster read as possible then

you you open that up to two more people

regardless of their reading age Citizens

Advice have actually made their own

content checker as a plugin for google

docs they blocked about that which is

really really exciting stuff so when

they get insights from their research

about content that does or oh patterns

of content they're doing don't work or

words that do and don't work they can

fly

those in their in their editor another

tool we use is pair writing so where we

have a Content person and a subject

expert who will write a piece of content

together and we found that really

helpful it avoids being drafts between

each other and it's all myself in the

problem where if you know you know

enough to say that something is correct

you probably don't know it aren't able

to check if it's clear and for a person

who's new new to the subject and their

writing is one of the tools you can use

to solve that problem we do that on all

our information advice content app at

scope and Jack do you in who do you

involve in the pair's is that typically

just writers in similar roles or do you

mix it makes up on overcoming to some

sort of stuff that just the pair's

particularly yes scope the way we do

that is we have one content person at

one content designer and one such an

expert they will that could be in that

subject expert could be a member of

staff sometimes we don't have that

expertise in-house and we have to hire

someone and they an awful lot of our

work actually involves been keeping that

roster up-to-date and nurturing those

relationships getting people its

integrated into that into the way of

working and because it's quite

collaborative and most people enjoy it

but it's normally the first time people

have done something like that so during

those sessions or sit in front of it a

job story and acceptance criteria and

sometimes

each we vary in what we go in with I go

in with enough information to ask for

intelligent questions I have peers here

who let's go into the first draft there

are different ways of solving the same

the same problem but the idea is you

leave that session with something that

is maybe rough or possibly even very

rough notes but the subject expert

agrees is correct and then the the

content designer can go and refine that

into something that looks more like a

finished piece first draft great thank

you

and that leads onto this point I guess

that the good feedback from anybody when

you're doing writing is structured in

some way yeah thank you

it does um if it can be if you get the

feedback you weren't expecting or it's

the kind of feedback you weren't

expecting it can be quite soul-crushing

as I'm sure some of our audience knows

I'm the best safeguard for that is to

let people know the kind of feedback

you're in the market for and we've

building on the work of other people

principally the government digital

service and in GDS and we've made that

part of our workflow in the form of

crits sharp basically feedback workshops

and we're going to talk more about in

the next slide the goal when I love

crits they're really collaborative

exciting spaces that the point of a crit

is not to have a crit it's to avoid sign

off and to avoid track changes which

actually people kind of think is us of

governance II management you type thing

but like the seeds of inaccessible

content can be sown in your feedback

process if you get something which is

appended or complicated with lots of

legalese because that that's how your

sign-off process works and your

ten could well become inaccessible very

very quickly so yeah these are the roles

that define roles we have in our critic

scope it's a content designer you wrote

the piece is in there in chairs to

create the there's another content

person in there with an editorial role

who is there to advocate the plain

English be a second pair of eyes and to

make sure that we stick to the style

guide we have the subject expert who is

in fact check the content that we write

and he's a researcher who advocates that

the user need and the context in which

that needs lives and it people can step

outside their role but fortunately if

they step out out of their role they're

normally stepping into someone else's so

that's a quite neat way of kind of

avoiding disputes or disagreements in

that sometimes I certainly expect we had

an opinion about how something should be

phrased and I can't as chair I can

remain neutral and say something like

that's really interesting Alex our

editor what do you think and it defuses

the situation in kind of quite a neutral

neutral way you can do this in lots of

ways

we run ours over Google Docs and do

things like but which means that we can

be anywhere that if you're fortunate

enough to have a team at all in one

place that can work really well too um

people here have the opportunity to

comment against the Google Doc ahead of

time doesn't that we know that not

everyone is massively extroverted and

and some people like to think it quietly

and leave their leave their points there

ahead of time you could replicate that

by giving people post-it notes to stick

against a piece of content if you're

doing it in in in the room yeah and

that's what creates that um thank you

Mark

that's yeah the right right time to move

on doing a bit of testing can go really

way to helping your content be

accessible all the things we talked

about are important like aiming for a

reading age is important using good

semantic structured headings are

important you can do all those things

and still end up with something that is

hard to read and understand similarly

second draw parallels with the web world

is what development world you could

develop something that was totally work

at compliant but it's pretty hard to use

accessibility is usability with um the

plus inclusive design so if you do some

testing with the people the content is

for that that is one of the main tools

you can use to check something that's

accessible we do a variation on what we

call highlight highlighted testing we

read content and we ask people to

highlight the things that they like to

highlight the things that they find hard

to understand or disagree with or to

tell us things that are missing there

that can be paper paper lady exercise or

can do it on directly onto Google Docs

which makes it easy easy to share you

can do that remotely or in person the

advantage of doing it remotely is it to

me you can reach a much more diverse

range of people we were doing in-person

paper testing during the pilot phase of

the project which is great you got lots

of really rich feedback from people you

could see people unlearning stuff or

hesitating thinking about underlying

underlining something and then skipping

it and you could say hang on what was

going on for you there the disadvantage

of that is we limited ourselves to

people who could get to zone 2 in London

during working hours which was obviously

a very self selecting group of people

and for some people that was fine i we

were testing a lot of content that was

for people who were seeking work but

when we moved on to other topics we felt

like we had to diversify in order to get

a better but as

Brett of of people to do that and

testing a piece of content with between

two and five people will go a long way

we're really lucky at scope we have

people to help us recruit participants

who fit a certain profile and I'm aware

that everyone has those kind of

resources

if you are really stuck then just

someone who is not the person who broke

the content will provide some valley tea

ideally somebody doesn't work for your

organisation at all and if you have any

kind of customer facing a function of

the organization you work I'm just go

and hang out with them and see if you

can intercept some customers okay so I'm

just I'm gonna do this quickly objectors

because we love lots of people who were

asking about links so within the

document that we're using today the path

will be shared and the links may work

when we post them we put them on

SlideShare and on our website but will

also be producing a list of links so

that will be followed up in the follow

up so and there is a lot of lot of stuff

you've referenced there which I just

wanted to reassure people will be

available afterwards so and finally so

I've got Leslie got to say Jack that was

fantastic there's a few comments coming

in and I just wanted to underline

something that as you said at the end

this is something that you're doing in

an organization that's got a reasonably

sized team working on range of different

roles trying to publish a huge amount of

content hmm we've got some people saying

now obviously as you said I don't have

as much resource available or it's not

something that I'm doing in quite the

same way

I think what's useful to point out is

that a lot of the links that you can

pick up through Jack's talk will guide

you to something which is useful to you

but the first thing to start with

probably is the last thing is that the

testing is one of the most valuable

things that you can do I think and

involving people in the process which is

what your your structure does that Kris

I think is an amazing way of

bringing in a very structured way lots

of different feedback from different

people when you just sat there on your

own and you're trying to do this for

yourself on your own website in a small

voluntary organization obviously them

less relevant but it's still important

to realise that you'll get a lot of help

by engaging with other people and that

that's part of making it accessible they

don't necessarily have to provide you

with insights because they have a

particular disability they may just help

you just tease out and make your your

your reading your content more inclusive

and that inclusive means that you could

put it in front of somebody and they can

understand what you're trying to say

without sort of getting in the way of

jargon and all the other stuff that

often people find difficult with content

so um I think that's for me that's a big

takeaway that the testing whatever

format it seeing gives you that starting

point for thinking about how you're

going to publish something to make it

more accessible I'm gonna switch to

questions and answers we've got about

just looking at the time and try and

finish at 12 so about 10 minutes I've

got a few things I'm just gonna scroll

back through firstly somebody asked

about underlining and Abby mentioned

this in her notes she suggested that

underlining wasn't a good way of

highlighting content I've just noticed

that if I click back you can see we've

got a lot of underlined text on the

previous slide um there is there is

obviously sometimes a conflict between

the advice and one of the points about

linking writing putting links on the

pages you can tell that these are links

and sometimes there's a visual language

that you're using

I think the point would be that if you

underlined the whole of a page full of

text it would make it unreadable very

quickly

she was also I think the thing that I

picked up on was that if you're going to

emphasize some words use bold because it

doesn't change the shape of the letters

as much as and a lot so this one that's

where this is sort of slight conflict

there potentially but this one is using

underlining to say I'm a link you can

click on me you'll find something useful

the bold is saying I'm trying to

emphasize this point and I'm not going

to tell us Alex either underline it yeah

I think I keep in and say Paul this

you should do if you have to highlight

something but it's probably preferable

to highlight something by structuring

your document in a way that it stands

out on its own so if something's really

important put it in a subhead yeah if

you do end up in a corner where you have

to highlight some body text bold is a

better tool than metallics great also I

can confirm with recording this and

we're going to share her I hopefully

I've mentioned a couple of times we are

going to share it afterwards and all the

links that we have in here will be we

shared as well and any other feedback

that we get through here if there's

stuff you think we please do add it to

us and as a pastor for us in the chat

box or on the Q&A and we'll include that

as links because I know there's lots of

resources out there that people find

useful in different ways and yes the

recording we share will be shared on

YouTube and we'll have captions so we

have to be able to three captions if we

can we'll burn the captions in and we're

looking at ways of doing that on a

longer recording so that will be

captioned but it may be that they're

captioned on YouTube you have to watch

them on YouTube I know some people but

that's the way we're doing it next so

there's a few questions here

are there any predefined standards for

creating content on social media I think

the variation accessibility features in

each platform Twitter and LinkedIn I'm

just going to pick up on something and

just to jump back I think there's three

things that I want to mention in terms

of written content which just highlight

the differences in how you can make

content accessible and also I think my

sort of finishing point would be that

there's some rules here that you need to

know about and then there's some stuff

that you just need to practice and the

best example I can give you is a

lifetime's work on alt text trying to

make alt text work well we actually have

a session that we've run separately

about writing good alt text it's a in

its own way it's about practice so alt

text is what you add to an image so that

a screen reader will read it back to you

and so for people who are particularly

visual impairment using a webpage

they'll have a screen reader reading to

them and when it hits a picture it will

try and

tell you something about the picture and

that information comes from the alt text

the alternative text that's supplied

there's various ways you can add alt

text but if you're using a standard web

website builder there should almost

certainly be some way of adding alt text

the first thing is to remember that it's

there and to use it the other content is

that you can then consider whether it's

decorative or whether you do need to

explain what's in the image and although

we did some work recently on our website

and I was struck by the advice I was

getting from our accessibility

specialists was often that you've over

egged the alt text because actually it's

obvious within the content what it is

that that image is trying to say and

that it's purely decorative really it's

just another way of saying the same

thing so if you want to make alt text

decorative if you want to say this image

you don't need to know what's in this

image you just put open inverted commas

close inverted commas as your alt text

and the screen reader just ignores it so

there's a good example of making content

accessible doesn't mean that you

absolutely have to describe every image

in every possible way sometimes actually

turning off the description is going to

make it easier for somebody to consume

it and not not need to read as much

content got a few people in here

offering advice on the chat on that in

the Q&A there and that's very helpful I

see if I can catch up on that in a

moment

another one I wanted to mention was link

text the classic don't do is when you

see a whole sentence written down and

right at the end it says here underlined

and if you were using a screen reader

then often you're going to jump through

content looking for links to find out

where that content could take you and

that's going to read out that link text

and if you simply write the word here

and underline it with the link then

that's the only thing that that screen

readers going to hear and read out so

it's better to start by putting a link

in that you would actually be able to

read out so for example find our example

of our guidelines here I don't think

you'd either here but that's a matter of

styling some people prefer to put that

in some don't but the fact is that you

could read that that

linkout and it would make sense and it

would take you somewhere even if you

didn't have the previous words in the

sentence so that's a very simple one and

link text just needs to be

self-explanatory as you're typing it

into the or into your document and then

you underline it and link it out to the

to the webpage there's a few questions

about reading age this has been

mentioned a couple of times and the

probably the thing to say is that there

is perfectly acceptable for your reading

age to be well above what the average is

depending on what your audience is I

think the point about making your

content accessible is that it should be

something that you can you can see

there's a proprietary audience that the

point the Jack made is that the average

reading age is actually possibly lower

than you expect accessibility tools like

office accessibility checker will

include reading as well so you can you

can use the reading age as a guide it

doesn't necessarily mean that you're

working to an absolute figure just be

aware that it's a thing and then my

final top tip is you might not realize

how many accessibility features are

built into office now this is relatively

recent so people won't necessarily have

seen this but all of the core office

tools have an accessibility checker in

them it will be in the ribbon would be

somewhere within the um the the process

of that creating a document in the first

place is that you can use the checkers

that are built into word now one of the

things in there is a reading a checker

will give you some indication of the

complexity of the content and it'll also

do a grammar checking for you so don't

forget that those tools that you're

building your content in you could write

your content in word and then import it

into your website and you'll get all of

those checking tools in that beforehand

similarly to the to the tool that Jack

suggested which was Hemingway which is

freely available and equally has lots of

helpful tips that it's guiding you on as

you're producing content so couple

questions here there's some stuff about

can you use the open brackets and closed

brackets for Twitter image I'm not going

to guess because I don't know the answer

specifically for Twitter so Twitter face

and other social media platforms do have

one text in them they all behave

slightly differently Facebook will

attempt to give you automatic

alt text if you don't have any and

Twitter does have some tools putting it

in and I think that you need to look at

the tools themselves at Twitter or

Facebook or whatever they will have some

guidance on that and but they do vary

across them so somebody's just saying

can i clarify about the link text

if you imagine reading the text that

you've written in a sentence imagine

reading just the link does it make sense

does it say we have video which you can

watch about this topic rather than video

link here which would tell you nothing

about the video that you're going to or

the fact that it's even in the context

of the sentence so just make sure they

stand alone

the worst case scenario is when you just

put here the word click here and that's

the worst because it just says here it

doesn't tell you anything about what

you're going to or what it is and just

think about it as the opposite that make

it clear and make it readable a couple

of bits more here so it says somebody's

pointed out the Twitter leaves alt text

blank by default I don't know if that's

the same as leaving its decorative I

don't if anybody can tell me that but I

don't think it is I think that leaving

it blank means it will still be read or

will say that it's an image and read an

image in the voice-over stuff in the for

example okay so can you tell me more

about how to use infographics how's that

what's the best approach to making

infographics accessible I think

unfortunately that's a very different

topic because it's much more about use

of graphics i have seen workshops about

that i don't know we've ever run

anything about that perhaps we can

consider that for the future but I would

suspect that's very different what we're

talking about here I think is the

written word making sure that you're

considering the the issues we're talking

about the nature of the text you're

writing and the

the reading agent so on okay so I'm

gonna stop there it's 11:59 jack thank

you so much for joining us thank you for

having me and we've covered so much I'm

not surprised at the chat is still

active the questions are still coming in

I'll do my best to round those up and

we'll provide some feedback information

after the event including all the slides

and a video recording and all the other

stuff so I hope you found this useful I

just want to finish with a couple of

extra things what's next we're going to

share the recording and the blog post we

have a webinar next week about tech tips

for people with Parkinson's you can sign

up for that on our website entries are

open for the tech4good awards that's at

Tech forged Awards comm and we do do

training like this and we can provide

training to particularly in-house teams

and others around any range of

accessibility issues so if that's of

interest please do let us know we will

have continued to have free webinars as

well but we do also we can also provide

paid for training if that's of interest

to you so thank you everyone for joining

us and look forward to seeing you soon

on the next webinar