Access By Design

Web Sites for Audiences of All Abilities

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precisely:
documents by design

Accessible Web Sites are for everyone

- Everyone benefits from a well-crafted web site

- A well-crafted site is based on sound design principles

- By following the principles of good design, we can make our web sites accessible right from the start.

Principles of (Web Site) Design

- Simplicity

- Economy

- Readability

- Coherence

- Legibility

- Clear Organization

- Easy Navigation

Design Principles & Web Design

- Simplicity $\longrightarrow$ Uncluttered

- Economy $\longrightarrow$ Loads quickly

- Readability $\longrightarrow$ Gets to the point

- Coherence $\longrightarrow$ Everything helps the audience get the point

- Legibility $\longrightarrow$ Anyone can read it

- Organization $\longrightarrow$ Predictable arrangement

- Navigation $\longrightarrow$ Easy to find what you're looking for

Adaptive and Other Technologies

- Screen enlargement programs

- Color manipulation programs

- Alternative navigation devices

- Text-to-speech screen readers

- Braille readers

- Palmtop computers

- Text-only browsers

Web Design Features that May Affect Accessibility

- Font and background color combinations

- Images used as headings

- Non-standard use of HTML tags

- Framesets and tables

- Image maps

- JavaScript and ActiveX

- Animations and dynamic HTML

- Cascading Style Sheets

Conclusion

- By following sound principles of design, we can develop web sites that
  - Reach diverse audiences of all abilities
    - Users of different platforms and browsers, users of adaptive technologies, and users of portable computing devices.
  - Meet the needs and expectations of the whole audience
    - The same high-quality experience for everyone
  - Taste great *and* are less filling
    - Well designed sites are simple yet elegant