Understanding Key Concepts
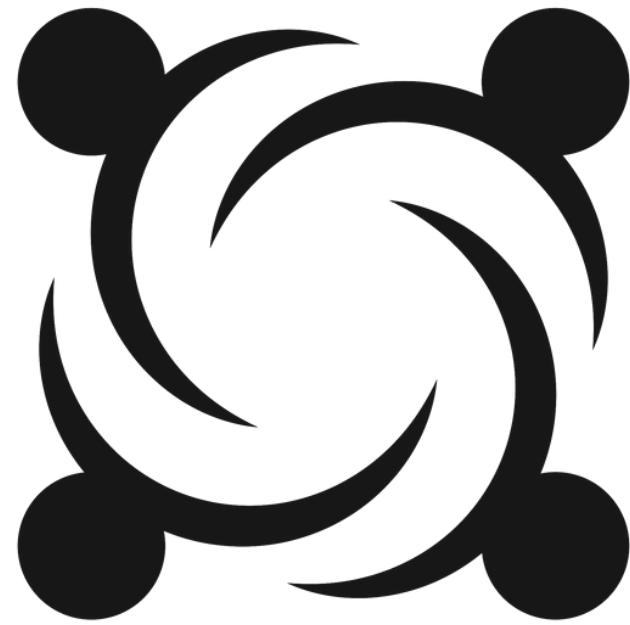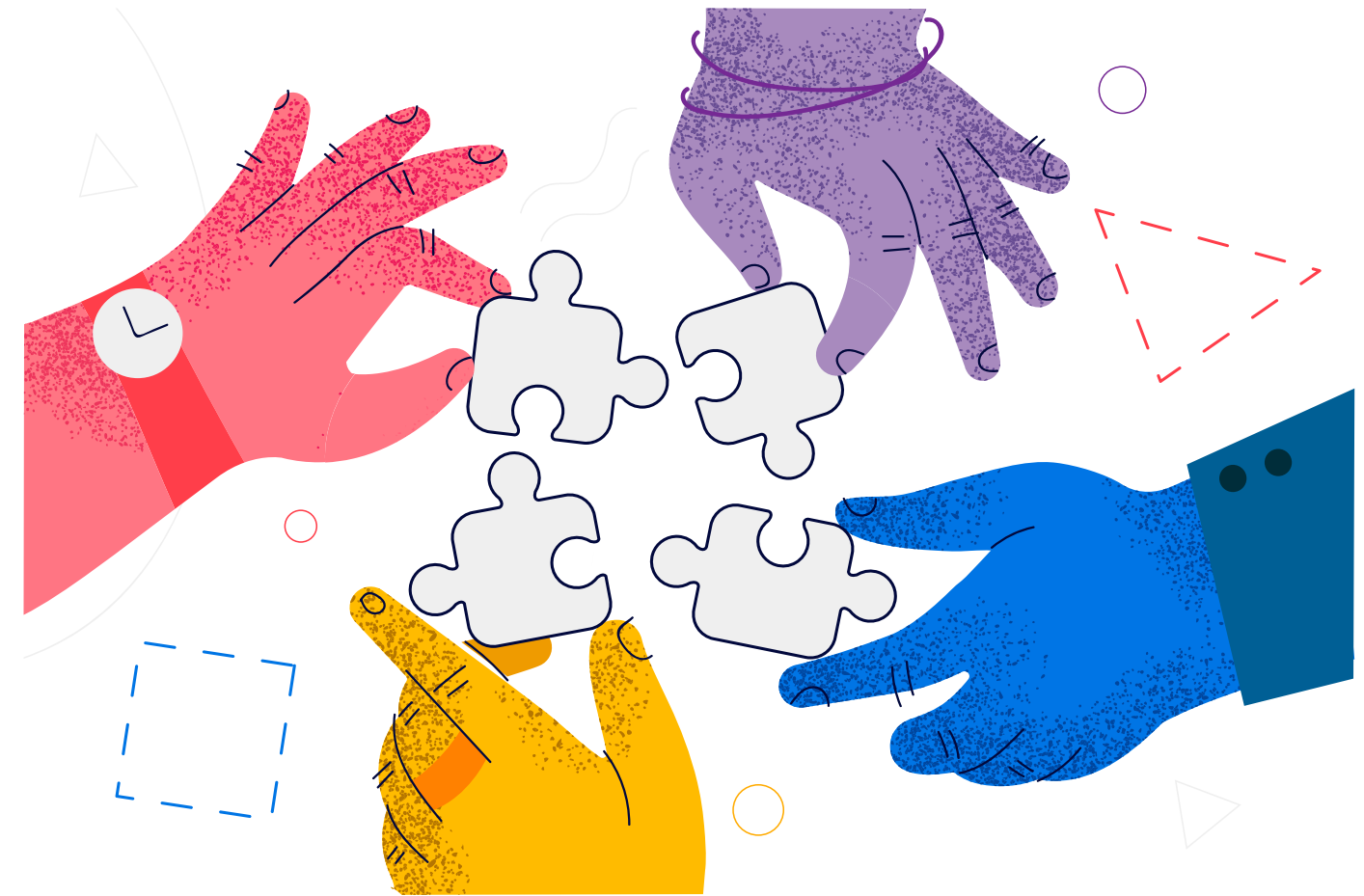

#SocialMediaAccessAbilityForAll

Alt Text - Four hands bring different pieces of a puzzle together

SAKSHAM
disability

Understanding Key Concepts - 1

Before we learn how to create accessible content, let's get to know a few key terms and concepts which we will come across in our learning.

People with Disabilities

People with disabilities have a long term condition. People with disabilities often face barriers which mean they are not able to join in with everyday life. Persons with disabilities are not one homogenous group but different. Their needs can be different too.

Alt Text - A person with a disability is working on his laptop. He's using a wheelchair and you can see his bag next to him. Different icons like settings, email, web-browser, and chat appear in the background.

Accessible

Accessible means it is easy to use and suitable for people with different needs. We might have to share our content in a few different ways to make sure they reach the right people. For example, if we communicate by radio and microphones, it's not good for deaf people.

Understanding Key Concepts - 2
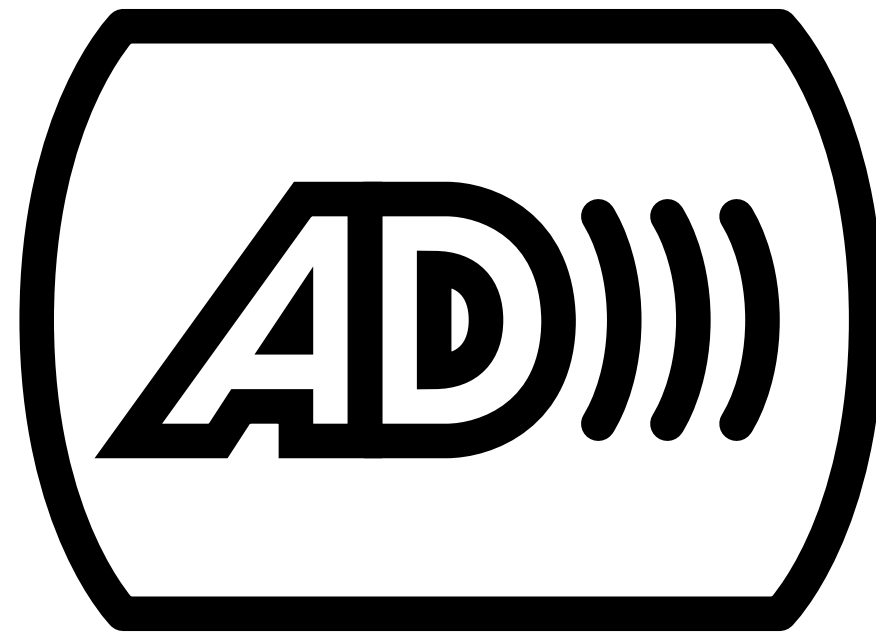
Accessible Communication

There are rules about making information or content online accessible. These simple rules are important. They mean that our information can be read by lots of different people.

Audio Description

Audio description is where someone speaks about what is happening on the video, film or show.

Making pictures accessible

We can make pictures accessible to people who have difficulty seeing by adding some alt text. Alt text is some words to describe the picture. The words are hidden, but can be read out to people using a text reading device.

Colour Contrast

Choosing colours that are very different from each other so they stand out.

Alt Text - Logo of Audio-description "A" and "D" letters next to one another with three sound bars to the right of the "D"

Closed Captions

This is a text version of the sounds and words being spoken on the film or video.

Understanding Key Concepts - 3

Subtitles

These are on videos. They describe the spoken words on the film or video. They are also useful for people who don't understand the language being used.

Transcripts

This is where someone writes down what people have said and prints it out for people to read after the meeting.

Assistive Technologies

Assistive technologies are any item, piece of equipment, or product that is used to increase, maintain, or improve the functional capabilities of persons with disabilities.

Assistive technologies for ICTs include Screen readers, Refreshable Braille displays, Magnification software, Voice recognition and dictation software, Head pointers and other alternative pointing devices, Switch devices

Alt Text - A boy is holding his smartphone and recording his voice. Next to him is the dictation icon