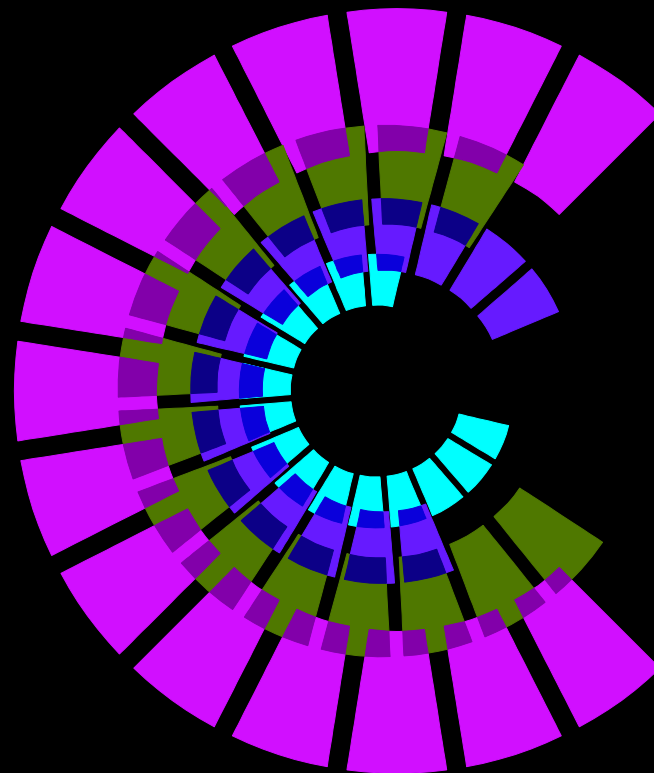


Shane Hogan,
Senior Standards Officer
& Senior Policy Advisor

The Centre for Excellence in Universal Design



The Burren & Cliffs of Moher GeoPark LIFE Project
Universal Design Workshop, Ennis 25.01.16

Writing

- Content
- Design
- Easy To Read

Writing – Content - 1

- Think of the person you are writing for
- Be personal
- Use active verbs, not passive
- Make text easy to read and understand
- Avoid Latin and French expressions

Writing – Content - 2

- Define abbreviations or acronyms
- Keep sentences short
- Use simple words
- Consistent terms and formats
- Use a house style

Writing – Design - 1

- Sans Serif font
- At least 12 point font – 14 point better
- Avoid BLOCK CAPITALS, *italics*
- Avoid underlines

People recognise and read words by shape.

Writing – Design - 2

- Left aligned text
- Clear formatting and structure
- One idea per paragraph
- Avoid text over images
- White space to allow text to stand out

Writing – Design - 3



Writing - Exercise

A visitor's pass will be issued after the register is signed and photographic identification is furnished.

We will give you a visitor's pass once you sign the register and show your photo ID.

Writing – Easy To Read

- Short, simple sentences



- Pictures or graphics

- May need ‘partner’

- Choose relevant publications

Easy To Read - Legal

• S.28 Disability Act 2005



• “ that information published by the body, which contains information relevant to persons with intellectual disabilities, is in clear language that is easily understood by those persons. ”

• Best for practical issues

Easy To Read – Special Olympics

08



Football – You can do it with some of your friends and family in your free time. There are lots of football clubs you can join.



Swimming – You can swim in your local public swimming pool. You can do it for fun or you can have lessons to help you get better. There are also lots of swimming clubs you can join.



Badminton – Lots of leisure centres allow you to hire a badminton court. There are also lots of badminton clubs you can join.



Exercise in the gym – There are lots of activities you can try in the gym. You can have a go at an exercise class or use the equipment, for example the weights or the rowing machine.



There are lots of other activities and sports you can try. Look at the 'Useful Contacts' page to see where you can go to find activities in your area.

09



Top tip: to get involved in physical activity and sports:

Take part with a friend, family member or coach.



Visit the place a few days before the session so you know what it looks like and how to get there.



Try activities that do not cost much money. For example walking, jogging, cycling or football.



Do not worry about what other people think – as long as you enjoy yourself that is all that matters.



If you are not sure if an activity is right for you then you can speak to the session leader first.

Easy To Read – Housing Strategy

4. What does the Housing Strategy say?



The Housing Strategy says people with disabilities should have a choice about where they live.



People with disabilities should choose who they live with.



A lot of people with disabilities live in institutions.

An institution is a big care home where people are cared for by care staff.

Easy To Read - Process

- Write / Illustrate
- Test – Edit – Test - Edit
- Publish

Online

- Design
- Email and newsletters
- Text services



Online - Design

- Forms
- Images
- Video
- Mobile
- Captcha

Online - Forms

- Less is more
- Clear title, audience, purpose
- Single column
- Don't rely on colour alone
- Allow tabbing through fields
- Make 'submit' button obvious

Forms - Examples

			
Name: <input data-bbox="440 486 788 536" type="text"/>	E-mail: <input data-bbox="401 551 749 601" type="text"/>	Name: <input data-bbox="1367 472 1705 522" type="text"/>	E-mail: <input data-bbox="1367 536 1705 586" type="text"/>
Phone [Mobile]: <input data-bbox="575 615 952 665" type="text"/>	Date of Birth <input data-bbox="527 879 633 958" type="text"/> <input data-bbox="662 879 768 958" type="text"/> <input data-bbox="797 879 904 958" type="text"/>	Phone [Mobile]: <input data-bbox="1367 601 1705 651" type="text"/>	Date of Birth <input data-bbox="1319 879 1425 958" type="text"/> <input data-bbox="1454 879 1561 958" type="text"/> <input data-bbox="1580 879 1686 958" type="text"/> (e.g. 01-01-1991)

Online - Images

- Avoid text over images
- Provide descriptive 'alt text'



Avoid placing text in front of a patterned background

Online - Video

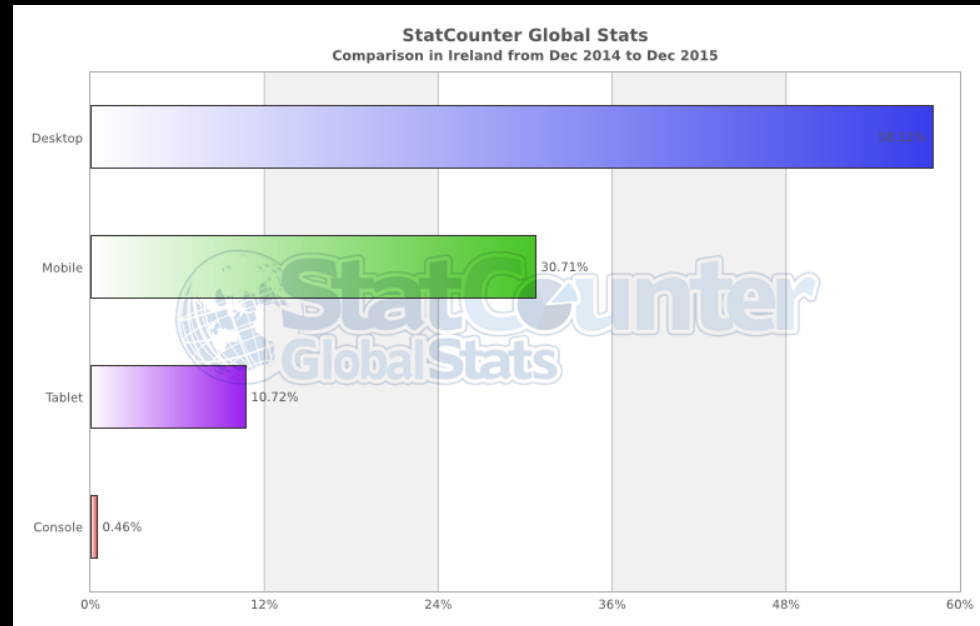
- Avoid auto-play
- Provide captions or sub-titles
- Provide transcript
- May need audio-description
- If embedded, provide download option
- Avoid flashing images

Online – Audio Description

- Example video

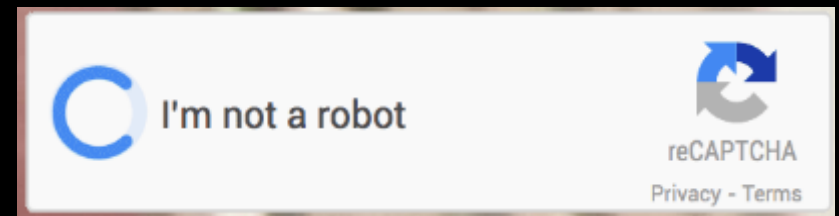
Online - Mobile

- 30% of Irish internet traffic in 2015
- Responsive
- No pop-ups
- Easy navigation
- Test, test, test



Online - CAPTCHA

- Video case study
- Avoid, avoid, avoid
- Range of technical alternatives
- ReCAPTCHA better, still problems
- Test, test, test



Online – Email / newsletters

- Clear and descriptive subject line
- Consider mobile users
- Clear titles for attachments
- Inform reader of attachments
- Allow replies

Online – Text messaging

- Avoid text speak – Plain English
- Short sentences – 160 character limit
- Use identifier at start
- Clarify if reply is expected / permitted
- Easy ‘unsubscribe’ option

Procurement

- Legal obligation
- Specify requirements
- Allow for user testing
- Sends message
- Develop capacity in time



Thank you

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