



# Building Audiences through Inclusive On-line Design

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# Why Bother with Accessible Design?

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- ◆ It is good business
- ◆ It opens up new opportunities and modes of interaction
- ◆ It is government policy
- ◆ It is a good thing to do for people
- ◆ Legal obligations may apply



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# Inclusive On-line Design

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“Accessible Design is Good Design”

Steve Ballmer, President of Microsoft

“The power of the web is in its universality.”

Tim Berners-Lee, W3C Director and inventor  
of the World Wide Web

Localised  
voice-  
recognition  
devices have  
arrived! ...



Source: MIT Technology Review, June,  
2001

# Principles of Accessible Design?

- Perceivability
  - According to the user's needs and preferences
- Operable
  - Interaction operable by any user
- Orientation / Navigation
  - Facilitates use for different groups and needs
- Comprehensible
  - As easy as possible to use and understand
- Technology robust
  - Compatible and interoperable, now and into the future



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# Examples

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- ◆ Using only a keyboard
- ◆ Making it bigger
- ◆ Listening to the world
- ◆ Multimedia



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# Additional Challenges for Multimedia Producers

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- ◆ Authoring tools
- ◆ How do you render content meaningfully?

# The AMOL Experience

- ◆ The audit:
  - Focus testing at the Royal Blind Society
  - Technical assessment by Vision Australia
- ◆ Staged rollout
- ◆ Integrate accessibility into content management
- ◆ On a limited budget with few staff, how do we achieve a meaningful commitment to accessibility?

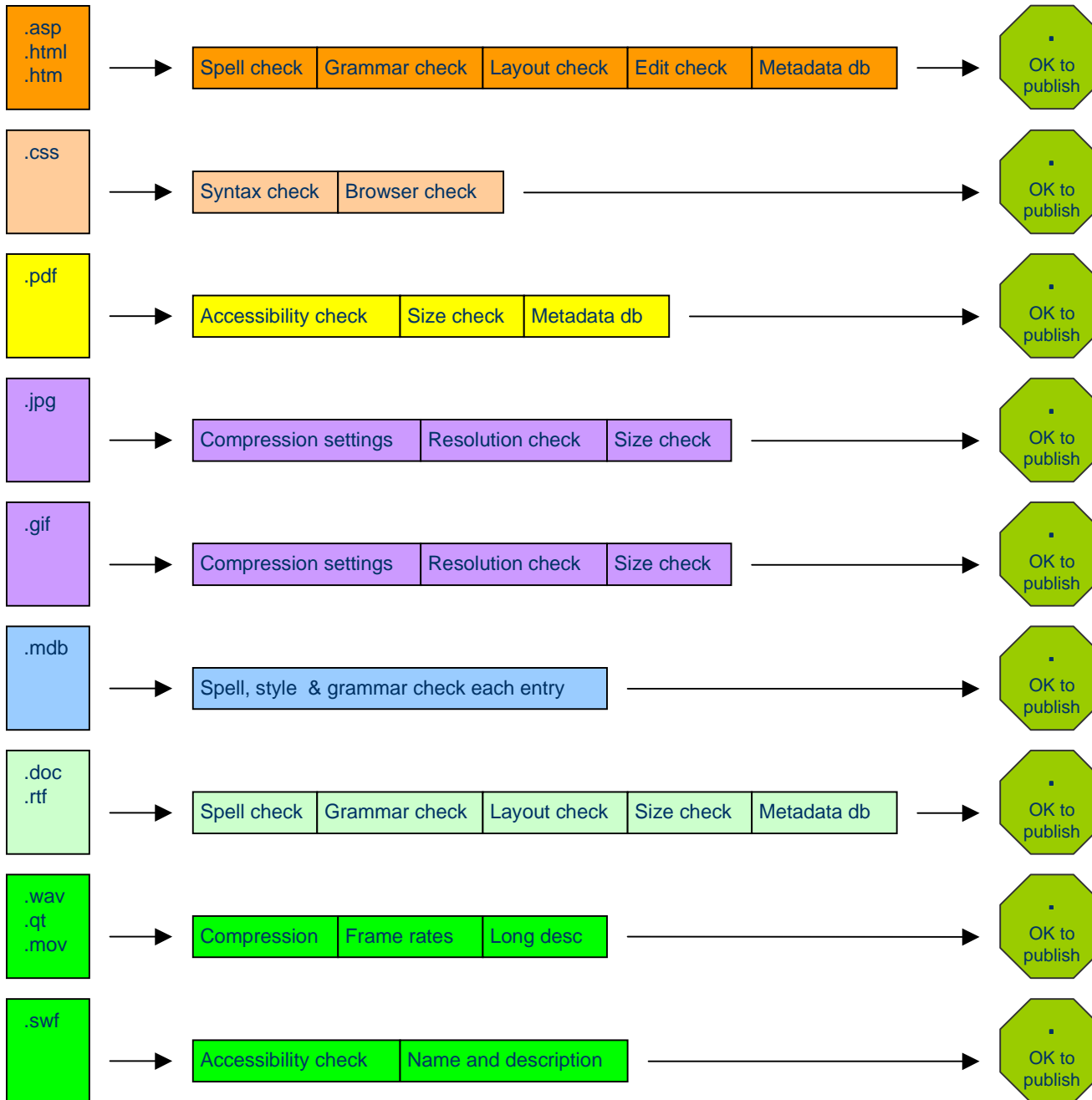
# Focus Testing: How do you Hear what I See?



```
[AMOL Australian Museums & Galleries Online]
(Start of form 1.)
[Search #AMOL]
[Text]
[Search Image Button]
(End of form 1.)
[Australian Craft]
[Guide to Museums]
[Open Collections]
[Discussionnet]
[Guide to Museums and Galleries.]
(Start of form 2.)
Museum Guide
Over 1000 museums in the database
[blackdot.gif (40 bytes)]1. Enter a keyword:
[blackdot.gif (40 bytes)] [Text]
[blackdot.gif (40 bytes)] [separate multiple keywords with a comma]
2. Refine your search [blackdot.gif (40 bytes)] [optional]
[blackdot.gif (40 bytes)]
[blackdot.gif (40 bytes)]
[clear.gif (100 bytes)]
[blackdot.gif (40 bytes)] Limit to State
[blackdot.gif (40 bytes)]
(Start of select menu with 9 items.)
[Australian States (All) Selected]
(End of select menu.)
[blackdot.gif (40 bytes)]
[blackdot.gif (40 bytes)] Limit to museum type
[blackdot.gif (40 bytes)]
(Start of select menu with 16 items.)
[Museum Types (All) Selected]
(End of select menu.)
[blackdot.gif (40 bytes)]
[blackdot.gif (40 bytes)] Limit to museum strength
[blackdot.gif (40 bytes)]
(Start of select menu with 138 items.)
[Museum Strengths (All) Selected]
(End of select menu.)
[blackdot.gif (40 bytes)]
[blackdot.gif (40 bytes)] 3. Format result display [blackdot.gif (40 bytes)]
[blackdot.gif (40 bytes)]
[blackdot.gif (40 bytes)] Display:
(Start of select menu with 2 items.)
[1 of records Selected]
(End of select menu.)
[blackdot.gif (40 bytes)] Number of results displayed:
(Start of select menu with 4 items.)
[1 Selected]
(End of select menu.)
[blackdot.gif (40 bytes)]
[blackdot.gif (40 bytes)] 4. Start your search:
[blackdot.gif (40 bytes)]
[blackdot.gif (40 bytes)]
[Submit museum Submit button]
[blackdot.gif (40 bytes)]
(End of form 2.)
museum/craft | guide to museums | open collections | about AMOL | what's new | site map | search | home
```

# Combining Critical Standards for AMOL

- ◆ Style sheets
- ◆ XHTML
- ◆ Metadata
- ◆ Multimedia production
- ◆ Can accessibility standards be rolled into these easily and cheaply?



# D-I-Y CMS

Page URL: .....

Date: .....

1. Are you using:
  - Header - has the header been checked also?
  - Footer - has the footer been checked also?
  - If not using these, is navigation consistent with parent and sibling pages?
  - Sitemap - has the sitemap been validated at <http://www.w3.org/2002/sitemap/>?
2. Spell check?
3. Grammar check?
4. Have you checked the AMOL style guide for commonly occurring words?
5. Have you done the basic accessibility checks?
  - Images - All images have an alt tag. Check by switching off images in your browser and previewing the page.
  - Video clips - All video clips are described either as text (eg, best description of film clip) or in the alt tag.
  - Sound clips - Use the longdesc tag to include a transcript where suitable or alt tag.
  - Flash animation - If embedded successfully tag in Flash MX has not been used, add longdesc tag with transcript if suitable.
  - Image maps - Use the alt="id" maps and alt text for hotspots.
  - Hypertext links - The text that makes sense when read out of context, eg, and "click here."
  - Use CSS for layout and style where possible.
  - Groups & classes - Summarise or use the longdesc attribute.
  - Scripts, applets, & plug-ins - Provide alternative content in case active features are inaccessible or unsupported.
  - Frames - Don't use them.
  - Tables - Make the <tbody> the reading order. If a data table is used describe it as appropriate: [http://www.w3.org/TR/WAI2001/GUIDE/HTML\\_ACCESS\\_accessible/tables-adv.html](http://www.w3.org/TR/WAI2001/GUIDE/HTML_ACCESS_accessible/tables-adv.html)
  - Colour - Switch off colour in your browser. Make sure the page makes sense. Don't use colour as a navigation aid (eg, click the link in green).
  - Links to downloadable files - Is the size indicated for each download on the page? If a pdf, have you added the standard text and link to the 'hot anchor' page?
  - Spawning new windows - include text in the alt tag that informs the user that you are spawning a new window.
6. Does this page have a tab index (more than 10)?
7. Have you used <meta> and <strong> instead of <!-- and <!--?>
8. Have you run the page through the HTML validator at <http://validator.w3.org/>?
9. Have you added alt=validation details?>
10. Does the page say when it was last updated?>

• See style guide for example

# Layout Check



# Partnerships



- ◆ Awareness raising
- ◆ Skills development
- ◆ Ongoing support and relationship
- ◆ Tapping into wider networks

# Contact Details

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