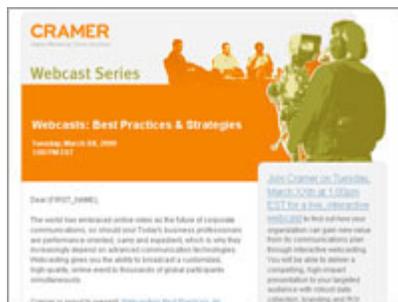
A decorative graphic on the left side of the slide consists of several overlapping squares in various shades of blue and purple, arranged in a stepped, staircase-like pattern.

Working with Visual Designers for Universal Access

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Great Visual Design can make a Web Site!



Working with a professional Visual Designer is a privilege.

Visual Designers may not be thinking about Web Accessibility at all!

- Visual designers are rarely trained in accessibility techniques.
- Many visual designers were trained for print media first.
- Visual designers are usually visual people with excellent color vision and visual acuity.
- Visual designs are usually delivered to web developers as completed Photoshop files with pixel-perfect layouts.
- Visual designers are rewarded for “pushing the envelope”.

What can we teach Visual Designers?

- Introduce visual designers to tools and resources about visual limitations.
- Teach them about the people they may not have thought about with various types of visual impairments.
- Remind them that 1 in 20 people is probably color blind, with 8-12% of men and 1/2-1% of women of European heritage having some color deficit.
- Turn them on to tools that help make designs more accessible.
- Arm them with facts over which they have control.

Example 1: Run Color and Contrast Tests

- Run a color contrast or color analysis tool, and report the results to the visual designer.

The image shows a screenshot of a web page for 'CRAMER Webcast Series'. The page has a white background with an orange header and a green sidebar. A 'Colour Contrast Analyser' window is overlaid on the right side of the page. The window shows the following settings and results:

- Options:** Image, Help
- Foreground:** Colour select: [Orange] Hex: #F68400
- Background:** Colour select: [White] Hex: #FFFFFF
- Algorithm:** Colour brightness/difference Luminosity
- Show contrast result for colour blindness
- Result - Luminosity:** Contrast ratio: 2.6:1 Display details
- Text:** Fail (AA) Fail (AAA)
- Large text:** Fail (AA) Fail (AAA)

The web page content includes the following text:

CRAMER
Digital Marketing & Brand Solutions

Webcast Series

Webcasts: Best Practices & Strategies

Tuesday, March 20th, 2007
1:00 PM EST

Dear [Name],

Thank you for your interest in our webcast series. We are excited to announce that we will be hosting a series of webcasts on digital marketing and brand solutions. The first webcast in the series is titled "Webcasts: Best Practices & Strategies" and will be held on Tuesday, March 20th, 2007 at 1:00 PM EST. You can register for the webcast by clicking on the link below.

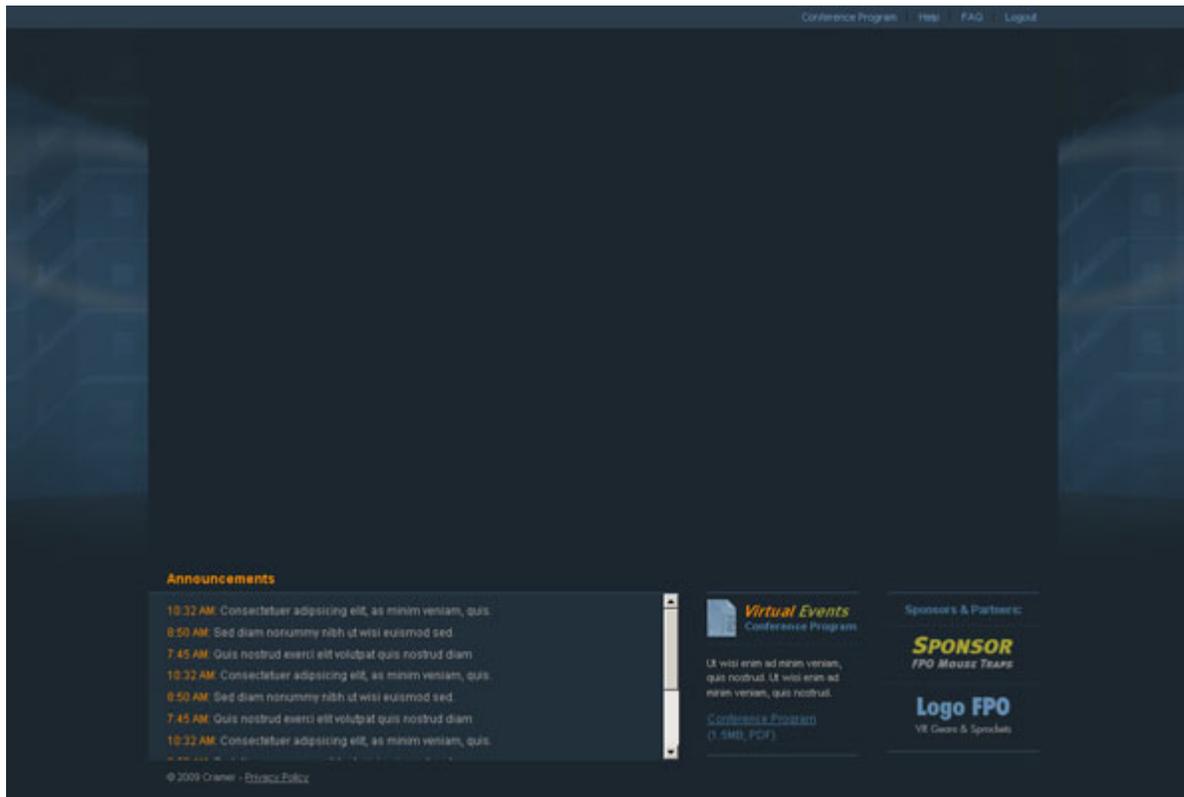
[Click here to register for the webcast.](#)

Webcast:

- The success of your business depends on how well you understand your audience and how effectively you communicate with them. This webcast will provide you with the tools and techniques you need to succeed in the digital marketing world.
- Learn how to create compelling content that resonates with your target audience and how to use social media to amplify your message.
- Discover the power of video marketing and how to create high-quality videos that engage your audience and drive conversions.

Example 2: Remind visual designers that all functional elements need to be made accessible.

- Make sure text is text, or can be given a text alternative!



Example 3: Advocate for Modifying the Design

- When necessary, get support from project management to adjust the design for accessibility.

The screenshot shows the MassAccess website home page. The header includes the logo and navigation links: Home, About MassAccess, Apartment Search, Fact Sheets & Help, Apartment Managers, and Success Survey. A login form is on the left. The main content area features a 'Welcome to MassAccess' message and a 'Quick Search' form. The form has checkboxes for 'Accessible' and 'Affordable', a 'City' dropdown, 'Bedrooms' and 'Price Range' dropdowns, and a 'Search' button. A red box highlights the top navigation bar, and another red box highlights the Quick Search form. A red circle is around the 'Quick Search' heading, and another red circle is around the 'Register' link below the form.

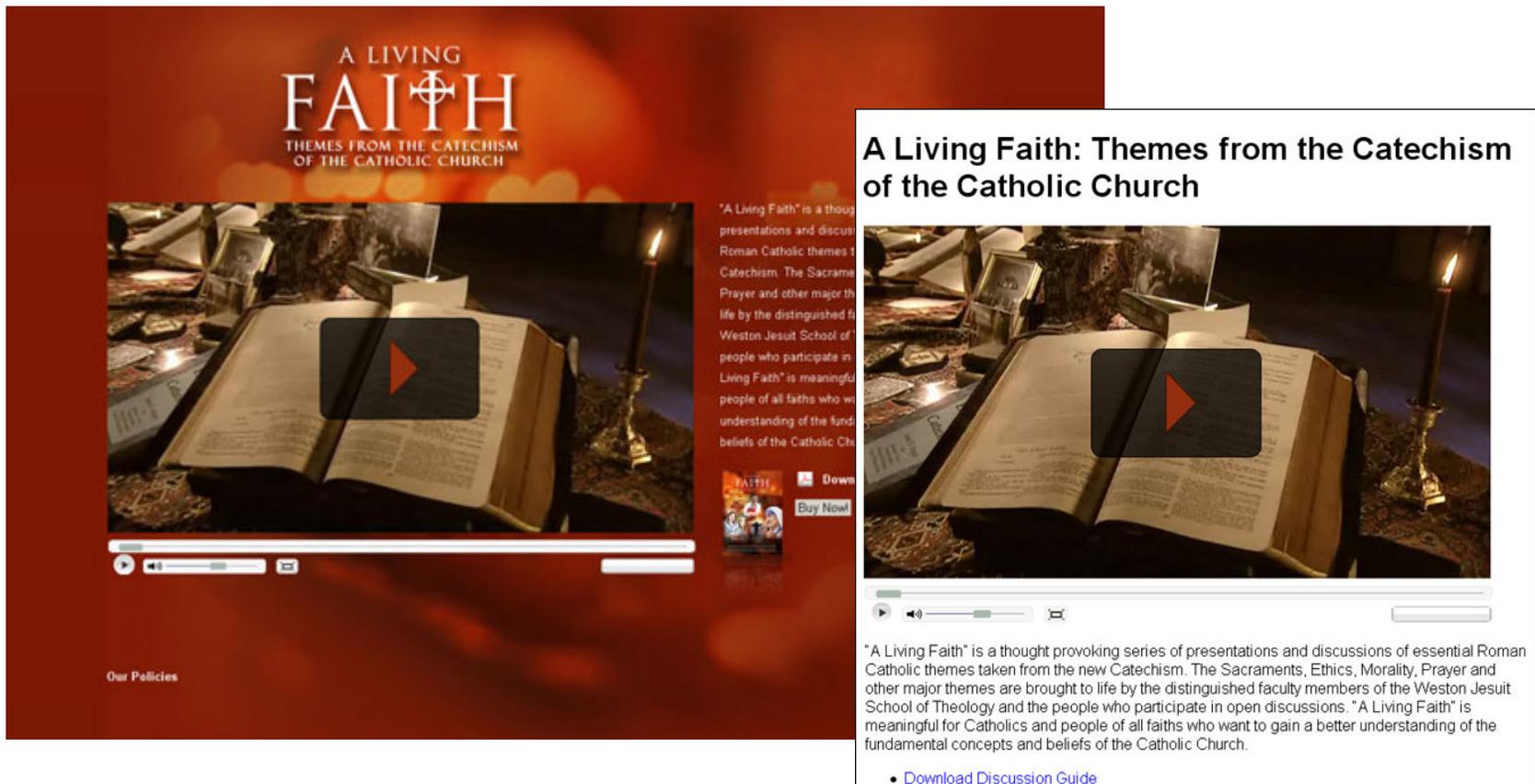
© 2007 Citizens' Housing and Planning Association (CHAPA). All rights reserved worldwide. Please send all comments, questions, or suggestions regarding this site to massaccess@chapa.org

The screenshot shows the MassAccess website advanced search page. The header includes the logo and navigation links: Home, Advanced Housing Search, and Help and Resources. A login form is on the left. The main content area features a 'Welcome to MassAccess' message and a 'Quick Search' form. The form has radio buttons for 'All', 'Ownership', and 'Rental', a 'Show listings that are:' section with checkboxes for 'Accessible/Adaptable', 'Income-Based/Subsidized', and 'Available now', a 'Region:' dropdown, and a 'Number of Bedrooms:' dropdown. A 'Search' button is at the bottom. A red box highlights the top navigation bar, and another red box highlights the Quick Search form. A red circle is around the 'Quick Search' heading, and another red circle is around the 'Register' link below the form.

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Example 4: Just Do It!

- There's a lot you can do to bring your own accessibility skills to a project without changing the design.



A Living Faith: Themes from the Catechism of the Catholic Church

"A Living Faith" is a thought provoking series of presentations and discussions of essential Roman Catholic themes taken from the new Catechism. The Sacraments, Ethics, Morality, Prayer and other major themes are brought to life by the distinguished faculty members of the Weston Jesuit School of Theology and the people who participate in open discussions. "A Living Faith" is meaningful for Catholics and people of all faiths who want to gain a better understanding of the fundamental concepts and beliefs of the Catholic Church.

- [Download Discussion Guide](#)

Thank You! Questions?

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