

## Hidden Accessibility

A training course to raise awareness about unseen elements in the production of accessible information.

By following certain accessibility guidelines, all information, however it is disseminated:

- Document,
- Presentation,
- Website,
- Email,
- social networking

can be made more accessible to people who rely on assistive technology. These guidelines relate to practices that do not affect external appearance but are essential in enabling the technology to 'read' the information.

This course will help participants

- understand why hidden accessibility is vital, and
- show them how to achieve it whatever the format.

## Context

The Equality Act 2010 which comes into force in October states that:

“Where [the Duty to Make Adjustments] relates to the provision of information, the steps which it is reasonable... to take include steps for ensuring that... the information is provided in an accessible format.”<sup>1</sup>

From October 2010, an organisation producing information that is inaccessible to assistive technology will be failing in its duty to make adjustments and will be laying itself open to claims of discrimination. Concentrating solely on the external appearance of information will no longer be good enough.

## Business Case

Achieving hidden accessibility is not difficult and is extremely cost effective.

- It cuts down demand for the more traditional and expensive alternative formats such as braille and audiotape.

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<sup>1</sup> Equality Act 2010 Page 10 Section 20 (6).

- It saves time in proof-reading the layout of everything from documents to websites.
- It helps to ensure that your information reaches a wider pool of customers.
- It helps you meet your legal requirements.

## **Course Outline**

- Accessible Information in the context of anti-discrimination legislation
- Why hidden accessibility is important – demonstration of assistive technology
- Introduction to unseen elements in producing accessible information
  - working with styles
  - adding alternative text
  - adding meta (additional) information
- Emailing good practice: individuals, group, e-bulletins
- Web 2.0 <sup>2</sup>: accessibility issues in the ever-changing world of online interaction.

## **Who should attend**

Anyone who uses Information Communication Technology (ICT) to produce and disseminate information to customers and clients.

Participants should have a working knowledge of the Scottish Accessible Information Forum (SAIF) standards for printed documents.

## **Course Delivery**

This interactive course uses a variety of methods: presentation, demonstration, discussion and group work. It is offered as a half-day in-house course for up to 15 participants at a cost of £650. For further details contact:

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<sup>2</sup> Web2.0 refers to the new generation of web based services and communities characterised by participation, collaboration and sharing of information among users online [www.seoglossary.com](http://www.seoglossary.com)