DO THE RIGHT THING

ACCESSIBILITY AND INCLUSIVE DESIGN (WITH DRUPAL)
WELCOME
THANK YOU
We specialize in adaptive designs, cross device content accessibility and open source technologies, such as Drupal CMS.
My name is Crispin Bailey. I’ve been interested in Web Accessibility for over a decade.
@cspin
#ally
#DAX
#D7AX/#D8AX
These slides will be posted online
And the video will be captioned
OVERVIEW

- What is Accessibility & Inclusive Design?
- Why should I care?
- How much is this gonna cost?
- Where do I start?
- What about Drupal?
- Where can I get more info?
The power of the Web is in its universality. **Access by everyone regardless of disability is an essential aspect.**

- Tim Berners-Lee, W3C
  Director and inventor of the World Wide Web
Accessibility is the degree to which a product, device, service, or environment is available to as many people as possible.

- Wikipedia
Inclusive design is design that is inclusive of the full range of human diversity with respect to ability, language, culture, gender, age and other forms of human difference.

- Inclusive Design Research Centre at OCAD University
WHO ARE WE DOING THIS FOR?

- Anyone with a vision disability
- Anyone with a hearing disability
- Anyone with a mobility disability
- Anyone with a cognitive disability
WHO ELSE?

• older people

• people with low literacy or not fluent in the language

• people with low bandwidth connections or using older technologies

• new and infrequent users

• future generations of connected devices
About 4.4 million Canadians (14.3%) reported having a disability in 2006.
Over 20% of them have a mobility or agility disability
5% of have a hearing disability
4.5% have a learning or memory disability
Over 3% have a vision disability
In the United Kingdom, 75 per cent of the companies of the FTSE 100 Index on the London Stock Exchange do not meet basic levels of web accessibility, thus missing out on more than $147 million in revenue.

- UN Factsheet on Persons with Disabilities
WHY NOW?

Accessibility for Ontarians with Disabilities Act (2005)
Requirements for Websites for Public sector organizations, businesses and non-profit organizations (50+ staff):

- **by Jan 1, 2014**: New public websites and web content must conform with **WCAG 2.0 Level A**.

- **by Jan 1, 2021**: All public websites and web content posted after January 1, 2012, must conform with **WCAG 2.0 Level AA other than criteria 1.2.4 (captions) and 1.2.5 (pre-recorded audio descriptions)**.
Penalties for major contraventions in both severity and history:

- corporations can be fined **up to $100,000 a day**
- individuals or unincorporated organizations can be fined **up to $50,000 a day**
In May 2005 the National Federation of the Blind (NFB), a non-profit organization representing blind people in the United States, notified Target Corporation that its website, Target.com, was not accessible to blind and visually impaired users.
Key issues cited were:

- a lack of alternative (alt) text on the site
- online purchases could not be completed without the use of a mouse
- image maps to show store locations were inaccessible
- many headings important to navigating the site were missing
Target Corporation would not commit to any action to remedy this.
In January 2006, the NFB filed a class action lawsuit.
In August 2008 Target Corporation settled the suit for $6 million.

The NFB was also awarded nearly $4 million to cover their legal fees and costs in addition to Target’s own legal costs.
Total cost to Target Corporation:

$10,000,000+
THE COST OF NOT DOING IT:

- Frustrating and alienating experience
- Brand damage
- Legal fees, fines and/or settlement payments
- Cost of retrofitting accessibility into your site
WHAT DOES DOING IT RIGHT COST?

It depends.
Developing sites that meet WCAG 2.0 AA increases development costs by:

- **1% to 3% on simple sites** built with html and css (and little to no javascript)
- **3% to 6% on intermediate sites** built with html, css and an intermediate level of javascript
- **6% to 10% on heavy javascript sites** or flash sites
DON’T WAIT

Retrofitting costs 2 to 3 times more.
WHERE DO I START?
STEPS TO ACCESSIBILITY

1. Determine requirements (audio? video? images?)
2. Develop some rules (style guides and best practices)
3. Train staff (including design/dev partners)
4. Start implementing
WHERE THERE’S A WILL THERE’S A WAY
WEB ACCESSIBILITY INITIATIVE (W3C/WAI)

http://www.w3.org/WAI/
WAI-WCAG 2.0 (Web Content Accessibility Guidelines)

60+ Guidelines affecting

- Content owners
- Designers
- Developers
- Business stakeholders
WAI-WCAG 2.0

4 Major Categories:

- Perceivable
- Operable
- Understandable
- Robust
WAI-WCAG 2.0

3 Levels of Compliance:

- A
- AA
- AAA
An example:

1.2.1 Prerecorded Audio-only and Video-only

- A descriptive text transcript (including all relevant visual and auditory clues and indicators) is provided for non-live, web-based audio (audio podcasts, MP3 files, etc.).

- A text or audio description is provided for non-live, web-based video-only (e.g., video that has no audio track).
THIS GOES WAY BEYOND CONTENT...
WHAT ABOUT WIDGETS?

Find It Fast
Search here for cheap airline tickets, hotels, cars, cruises, and vacations

Overlays and popups
Drag-and-drop
Dynamic Updates
(AJAX)
<table>
<thead>
<tr>
<th>Sel</th>
<th>Msg</th>
<th>Status</th>
<th>Att</th>
<th>Pri</th>
<th>From</th>
<th>Subject</th>
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<tr>
<td>1</td>
<td>✅</td>
<td></td>
<td>✅</td>
<td>✅</td>
<td>John Smith</td>
<td>Trip to Florida</td>
<td>Mar 10</td>
<td>2K</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td>✅</td>
<td>Fred Jones</td>
<td>Lunch on Friday</td>
<td>Mar 12</td>
<td>1K</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td>✅</td>
<td>Jane Johnson</td>
<td>Proposal for you to review</td>
<td>Mar 13</td>
<td>12K</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Bill Smith</td>
<td>Information on Weekend</td>
<td>Mar 19</td>
<td>122K</td>
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<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Skip Roland</td>
<td>Opportunity to participate</td>
<td>Mar 20</td>
<td>4K</td>
</tr>
</tbody>
</table>
WAI-ARIA (Accessible Rich Internet Applications)

... defines a way to make Web content and Web applications more accessible to people with disabilities. It especially helps with dynamic content and advanced user interface controls developed with Ajax, HTML, JavaScript, and related technologies.

http://www.w3.org/WAI/ARIA/
This specification provides guidelines for designing web content authoring tools that are both (1) more accessible to authors with disabilities and (2) designed to enable, support, and promote the production of more accessible web content by all authors.

http://www.w3.org/TR/ATAG20/
WHAT ABOUT DRUPAL?
As an inclusive community, **we are committed to making sure that Drupal is an accessible tool** for building websites that can also be accessed by people with disabilities.

- Drupal.org Accessibility statement
Drupal 7 is designed to support the development of sites that comply with WCAG 2.0 and ATAG 2.0.
ACCESSIBLE DRUPAL THEMES

The #D7AX (or #DAX) hashtag marks themes whose developers actively support accessibility improvements.
ACCESSIBLE DRUPAL MODULES

Look for the #D7AX (or #DAX) hashtag on the page of each module you download for your site.

Pathauto
Superfish
Token
Drupal modules to make your site more accessible:

Node Accessibility / Node Accessibility Statistics
Accessible Skip Links
YouTube Video Accessibility Controls
CCK Accessibility
“AA” DRUPAL WEBSITE
Vote for Your Favourite Session!
Submitted by admin on Fri, 2013-07-05 12:55

Session voting is now open to registered users! A quick overview of all proposed sessions is available below.

The highest voted sessions will receive more prominent placement in the schedule. Keep an eye on Twitter and Facebook too - retweets and likes for individual session posts will count towards voting as well!

Read more

Registration is Now Open!
Submitted by admin on Mon, 2013-06-24 15:33

Registration has finally opened for this year's DrupalCamp Toronto!

Please note: the traditional two-step process will be slightly delayed. Due to an issue with PayPal, this registration is only for the website. We'll send an update as soon as the PayPal issue is resolved and everyone will be able to become a paid attendee. We apologize for any confusion this may cause.

The cost of attending this year's camp will be $30/day.

Read more

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Welcome to the new DrupalCamp Toronto 2013 website!

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ACCESSIBILITY DEV TOOLS

Firefox Extensions:
- WAVE Toolbar
- Juicy Accessibility Toolbar

Chrome Extensions:
- Accessibility Developer Tools
OTHER VALIDATION TOOLS

**Web-based Tools:**
WebAIM Color Contrast Checker: [http://webaim.org/resources/contrastchecker/](http://webaim.org/resources/contrastchecker/)
Photosensitivity Epilepsy Analysis Tool (PEAT): [http://trace.wisc.edu/PEAT](http://trace.wisc.edu/PEAT)

**Automated Tools:**
AriaLinter (requires Grunt.js): [https://github.com/globant-ui/arialinter](https://github.com/globant-ui/arialinter)
(requires Brackets and optionally brackets-grunt for Grunt.js integration)

**Checklists:**
recent a11y books

Digital Outcasts, Kel Smith, (Morgan Kaufmann), (2013)
Accessibility Handbook, Katie Cunningham, (O’Reilly), (2012)
Accessibility
https://groups.drupal.org/accessibility
LOCAL MEET-UPS & EVENTS

Toronto Accessibility & Inclusive Design
http://www.meetup.com/a11yTo/

Guelph

Designing Enabling Economies and Policies
http://deep.idrc.ocadu.ca/

http://www.accessconf.ca/
ADDITIONAL RESOURCES

Accessibility Support Website

W3C Web Accessibility initiative

OpenAjax alliance

inclusive design research centre

inclusive design institute
GET STARTED!

- Get educated
- Rally support
- Make a plan
- Become involved
CONTACT ME!

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