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LEVEL 5.1A
Bachelor of Arts in Graphic Design

INTRO TO WEB DEVELOPMENT
TASK 1

Introduction

Web Accessibility is the process of ensuring websites, tools, and technologies are created and designed such that individuals with disabilities can use them effectively. It implies that web content becomes available to people who are visually/hearing/cognitively/motor impaired. Having web content accessible does not just benefit individuals with disabilities but improves usability for all.

The Web Content Accessibility Guidelines (WCAG) provide a way to make content more accessible. They are based on four principles: Perceivable, Operable, Understandable, and Robust (POUR).

01. Perceivable

Content needs to be presented in a way that users can perceive it regardless of their abilities. This includes providing text alternatives for non-text content, making content distinguishable, and providing options for different sensory modalities.

Example: Websites like BBC News provide alternative text (alt text) for images so that screen readers can describe the images to blind users. They also provide captions and transcripts for videos so that multimedia content is available to users with auditory impairments.

02. Operable

Users can navigate and use a website using many input modes, for example, keyboards or assistive technologies. Interactive items such as buttons and forms need to be able to be accessed without the use of a mouse or touch input solely.

Example: The W3C website is accessible with a keyboard, allowing one to tab to all content without a mouse. One can tab to links and press Enter to activate them.
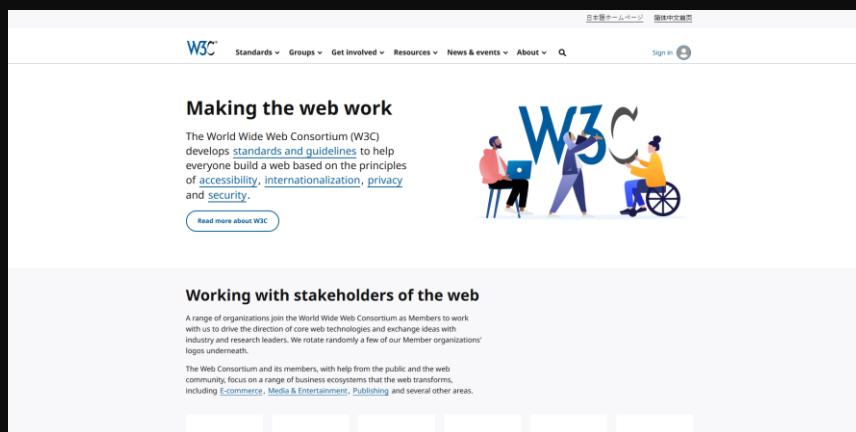
03. Understandable

Information and navigation should be easy to comprehend. This involves using simple language, consistent design conventions, and enabling users to understand how the website operates.

Example: Government websites like GOV.UK use plain language, clear navigation, and well-organized content for improved readability and usability by everyone, including people with cognitive impairments.
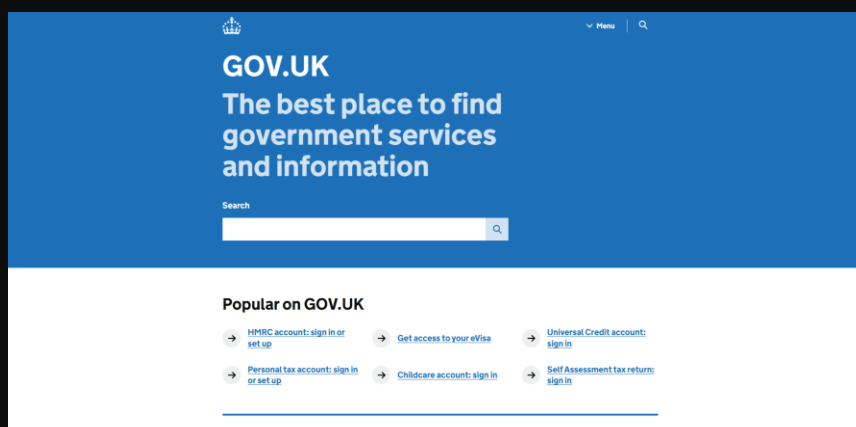
4. Robust

A website should be compatible with various browsers, assistive technologies, and screen readers. Clean and organized code written according to web standards will make it possible for various platforms and devices to be supported.

Example: Apple's site is coded in semantic HTML to provide maximum support to screen readers. It also uses ARIA attributes to further enhance the experience of assistive technology-reliant users.

Web Accessibility in My Project

For my website, I will incorporate the following accessibility features:

- Colour Contrast: The website will possess sufficient colour contrast to enhance readability for visually disabled users.

- Simple Language: Details, statistics, or any other text will be described in clear and concise language, and a readable typeface to serve all users.

- Responsive Design: The website will be responsive and compatible with different screen sizes and resolutions, ensuring a smooth browsing experience.

- Consistent Navigation: The website menu and interface will be consistent on all pages such that visitors will not find it difficult to navigate.

- Clear and Intuitive Layout: The website will possess a simple, well-structured design with clear titles, logical navigation, and clearly differentiated sections to allow all users to access information at a glance.

Conclusion

Web Accessibility is crucial to enable equal access to online information. Following the guidelines of WCAG, one is able to create an accessible and usable website that will be of use to everyone, including individuals with disabilities. The accessibility features not only enhance usability but also improve the overall browsing experience for everyone.