**W05 Prepare – Q/A AI**

**Web Accessibility**

**Q: What is web accessibility?**

A: Web accessibility refers to designing and developing websites that work for everyone, regardless of their abilities. This includes people with disabilities such as visual, auditory, motor, or cognitive impairments. Web accessibility is important for several reasons:

* **Equal access:** Everyone deserves equal access to information and functionality available online.
* **Legal compliance:** Many countries have laws requiring websites to be accessible.
* **Better user experience:** Accessible websites are often easier to use for everyone, not just people with disabilities.

**Q: How can I create an accessible web page?**

A: There are several ways to create an accessible web page:

* **Structure your content:** Use headings, semantic HTML elements, and clear navigation.
* **Provide text alternatives:** Use alt text for images, captions for videos, and transcripts for audio.
* **Design for visual impairments:** Use sufficient color contrast and allow users to resize text.
* **Ensure keyboard accessibility:** Users should be able to navigate and interact using just the keyboard.
* **Consider additional features:** Use ARIA attributes and create accessible PDFs.
* **Consider key principles:**
  + **Perceivable:** Information must be presented in a way users with different disabilities can perceive.
  + **Operable:** Users must be able to interact with the website using various input methods.
  + **Understandable:** Content must be clear and easy to understand.
  + **Robust:** The website must be compatible with assistive technologies.

**Q: How can I find out how accessible a website is?**

A: There are several ways to find out how accessible a website is:

* **Manual checks:** Try navigating with the keyboard and check visual elements like alt text and color contrast.
* **Automated tools:** Use online checkers like WAVE or aChecker to scan for accessibility issues.
* **Browser extensions:** Install accessibility checker extensions for your browser.
* **Professional audits:** Consider a professional accessibility audit for a comprehensive evaluation.

**Q: How is web accessibility applied throughout development?**

A: Web accessibility should be integrated throughout the development process:

* **Manual and automated checks:** Integrate accessibility checks during development and use accessibility checker tools regularly.
* **Pre-launch testing:** Conduct testing with assistive technologies and consider professional audits.

**Q: How can users assess web accessibility?**

A: Users can assess web accessibility by:

* **Using accessibility checker extensions**
* \*\*Performing basic manual checks for navigation and text size adjustability.

**Design Principles**

**Q: What is the normal process for planning a website's design?**

A: The website design process typically involves several phases:

1. **Research & Planning:** Define goals, target audience, and conduct competitor analysis.
2. **Design & UX:** Create wireframes, prototypes, and design the information architecture and navigation.
3. **Visual Design:** Develop a moodboard, style guide, and create high-fidelity mockups.
4. **Development & Launch:** Code the website, conduct testing, and launch.
5. **Maintenance & Iteration:** Track website traffic, update content, and iterate on the design based on data.

**Q: What are the main principles of website graphic design?**

A: Key principles include:

* Clarity & Simplicity
* Visual Hierarchy
* User-Centered Design
* Responsive Design
* Aesthetics & Brand Identity
* Balance & Consistency
* Accessibility
* High-Quality visuals

**Q: What is brand identity and why is it important for a website?**

A: Brand identity is the personality and visual representation of your business. It's crucial for a website because it:

* Builds trust and credibility
* Creates a memorable impact
* Fosters emotional connection
* Provides clear communication
* Enhances user experience

**Q: Can you give an example of a poorly designed website?**

A: (Fictional Example) Imagine a bakery website with:

* Confusing visuals
* Unclear navigation
* Lack of mobile responsiveness
* No alt text for images
* Slow loading time
* Inconsistent branding

**Q: How do you optimize images for a business website?**

A: Optimize images for faster loading by:

* Resizing images before upload
* Choosing the right format (JPEG, PNG, WebP)
* Compressing images with online tools
* Using a Content Delivery Network (CDN)
* Implementing lazy loading
* Enabling image caching