

Audiovisual Content & Accessibility



Creating audiovisual content is easy.
All you need is your smartphone.
Record, post and get likes.

But did you know that 1 out of 6 people will not be able to fully access your posts?



Creating **accessible** audiovisual content requires some thought

Accessibility...

...means making content accessible to everyone, by lifting communication barriers



STOP!

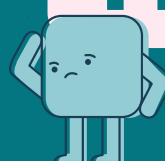
Ask yourself:

Is my content accessible to everyone?

Can I still understand the content if:

- I can't **hear** the audio?
- I can't **see**?
- I **read** the text very quickly?

THINK



ACT

Are you posting ...



an image?

Make sure you add **alternative text**

- If your image contains text, write it out
- Give a short description of what is in the image



a video?

Add **captions** to it

- Include the dialogue and other sounds
- Make sure each subtitle remains on screen long enough to read it entirely without sound



a text?

Write in **plain language**

- Use clear and common words
- Define difficult terms
- Make short sentences
- Structure your content logically

Resources:

- <https://www.who.int/en/news-room/fact-sheets/detail/disability-and-health>
- <https://www.w3.org/mission/accessibility/>

This project is part of Alina Karakanta's thesis for the MA in Accessibility to Media, Arts and Culture, University of Macerata.

Learn more at <https://github.com/fatalinha/accessibility-literacy>