

ASSIGNMENT 1.2

HUMCOM1

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Web Content Accessibility Guidelines (WCAG) 2.0

1.1.1 Non-text Content: All non-text content that is presented to the user has a text alternative that serves the equivalent purpose, except for the situations listed below. (Level A)

Controls, Input: If non-text content is a control or accepts user input, then it has a name that describes its purpose. (Refer to [Guideline 4.1](#) for additional requirements for controls and content that accepts user input.)

Time-Based Media: If non-text content is time-based media, then text alternatives at least provide descriptive identification of the non-text content. (Refer to [Guideline 1.2](#) for additional requirements for media.)

Test: If non-text content is a test or exercise that would be invalid if presented in text, then text alternatives at least provide descriptive identification of the non-text content.

Sensory: If non-text content is primarily intended to create a specific sensory experience, then text alternatives at least provide descriptive identification of the non-text content.

CAPTCHA: If the purpose of non-text content is to confirm that content is being accessed by a person rather than a computer, then text alternatives that identify and describe the purpose of the non-text content are provided, and alternative forms of CAPTCHA using output modes for different types of sensory perception are provided to accommodate different disabilities.

Decoration, Formatting, Invisible: If non-text content is pure decoration, is used only for visual formatting, or is not presented to users, then it is implemented in a way that it can be ignored by assistive technology.

Material design

To keep your website or mobile application feeling fresh and visually inviting, try using these guidelines:

Pick and choose concepts: Nothing says you need to follow the material design guidelines verbatim. Find the usability elements that make

sense on modern devices and blend those design concepts with a unique interface experience that breaks the mold. Make sure each user-facing page reflects your brand.

Change up colors and fonts: Instead of using the design framework's `color` palette and `typography` set, add some `creativity` to the mix with something other websites are not using. Create something that looks fresh and reflects your brand. Your content must appear readable and engaging, but that does not mean users expect the same experience from every brand.

Do not ignore functionality in favor of form: A common pitfall of `interaction design` is choosing `form over functionality`, meaning, some designers are using the `material design` aesthetic guidelines and ignoring the `usability` recommendations. They want to provide the appearance of a modern website without actually changing a user experience to match the visual impression. In the world of digital design, if a website looks like a user-friendly page, it should act like a like a user-friendly page, too.

Trust your design experience: Google often paves the way for cutting-edge UX and UI, so it is always good to use their design as a point of reference. However, you are the one who knows best your user demographics and your brand. Trust that knowledge to guide your overall design approach. For example, `material design` sometimes uses flat buttons to streamline the page, but this can lead to confusion regarding interactivity. Leave potentially confusing elements and busy `animations` off if you think it would interfere with `usability`.

Get to the heart of `material design`: Well-rounded designers explore the merits of any major design trend. The next time you review `material design` philosophy, strip away all of the superfluous details. At its core, it is about blending the real world and digital world in a seamless interface. Take the essential ideas, but make your own rules for the elements that qualify as "clean" and "simple."

Go to competitor sites: Do your sites look similar, or do the elements `contrast` enough to create a different brand experience? You want to include information that matches the level of detail your competitor provides, but the overall look and feel of the site should not appear twin-like.

Find a valid reason: Only use `material design` elements if you can provide a reason for doing so. Do you really need to add depth or use an FAB (floating action button)? If the addition would not enhance a user's experience with the interface, move on to a static or flat element that supports your user's needs.

Keep investing in your own learning: Go to seminars, take classes, and keep reading about broader UI and UX concepts instead of relying on `material design` to carry you professionally. While a wildly popular philosophy, `material design` as we know it will eventually evolve, so it is essential that you do not fall behind in terms of the core

philosophy - that of creating a great user experience. Create your own distinctive design signature that works responsively without feeling too confined.

Listen to user feedback: Unless you are constantly in the end-user environment, you may not always notice the little inconsistencies that negatively affect the user experience. Your users, on the other hand, can provide important insights into what works and what does not. If something is not appearing as intended, the application designer will face the fallout. Ask for and listen to real user experiences as you go to make sure that you are serving your target demographic.

Embrace *material design* if it makes sense: While differentiating your style as a designer is important, *material design* offers a lot in terms of *simplicity* and *usability*. If you like the familiarity of the language, use it to give an otherwise complex design the pared-down functionality needed for the website or application to serve its primary purpose

IOS Design Themes

Design Principles

To maximize impact and reach, keep the following principles in mind as you imagine your app's identity.

Aesthetic Integrity

Aesthetic integrity represents how well an app's appearance and behavior integrate with its function. For example, an app that helps people perform a serious task can keep them focused by using subtle, unobtrusive graphics, standard controls, and predictable behaviors. On the other hand, an immersive app, such as a game, can deliver a captivating appearance that promises fun and excitement, while encouraging discovery.

Consistency

A consistent app implements familiar standards and paradigms by using system-provided interface elements, well-known icons, standard text styles, and uniform terminology. The app incorporates features and behaviors in ways people expect.

Direct Manipulation

The direct manipulation of onscreen content engages people and facilitates understanding. Users experience direct manipulation when they rotate the device or use gestures to affect onscreen content. Through direct

manipulation, they can see the immediate, visible results of their actions.

Feedback

Feedback acknowledges actions and shows results to keep people informed. The built-in iOS apps provide perceptible feedback in response to every user action. Interactive elements are highlighted briefly when tapped, progress indicators communicate the status of long-running operations, and animation and sound help clarify the results of actions.

Metaphors

People learn more quickly when an app's virtual objects and actions are metaphors for familiar experiences—whether rooted in the real or digital world. Metaphors work well in iOS because people physically interact with the screen. They move views out of the way to expose content beneath. They drag and swipe content. They toggle switches, move sliders, and scroll through picker values. They even flick through pages of books and magazines.

User Control

Throughout iOS, people—not apps—are in control. An app can suggest a course of action or warn about dangerous consequences, but it's usually a mistake for the app to take over the decision-making. The best apps find the correct balance between enabling users and avoiding unwanted outcomes. An app can make people feel like they're in control by keeping interactive elements familiar and predictable, confirming destructive actions, and making it easy to cancel operations, even when they're already underway.

BBC Mobile Accessibility Standards and Guidelines

Main Guidelines

Colour contrast.

Colour and meaning.

Styling and readability.

Touch target size.

Spacing.

Content resizing.

Actionable elements.