Best Practices for Creating
Universally Usable Content

Accessible
EPUB 3

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Matt Garrish

*Best Practices for Creating
Universally Usable Content*

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EPUB 3

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Accessible EPUB 3

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Accessible EPUB 3

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Preface

Accessibility is a difficult concept to define. .

But although .

The goal is to .

It is also .

You need to .

> **NOTE**
>
> This guide is.

Conventions Used in This Book

The following typographical conventions are used in this book:

Italic

> Indicates new terms, URLs, email addresses, filenames, and file extensions.

`Constant width`

> Used for program listings, as well as within paragraphs to refer to program elements such as variable or function names, databases, data types, environment variables, statements, and keywords.

`Constant width bold`

> Shows commands or other text that should be typed literally by the user.

`Constant width italic`

> Shows text that should be replaced with user-supplied values or by values determined by context.

> **TIP**
>
> This icon signifies a tip, suggestion, or general note.

> **CAUTION**
>
> This icon indicates a warning or caution.

Using Code Examples

This book is here to.

We appreciate. For example: "Accessible EPUB 3 by Matt Garrish (O'Reilly). Copyright 2012 Matt Garrish, 9781449328030."

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Acknowledgments

I would like Book Group.

And a special second thanks to Markus, Bill McCoy, and George for the opportunity I was given to be involved in the EPUB revision and to write this guide.

And a final thanks to Brian Sawyer and all the people at O'Reilly for their work putting this guide together!

Chapter 1. Introduction

If you're expecting a run-of-the-mill best practices manual, be aware that there's an ulterior message that will be running through this one. While the primary goal is certainly to give you the information you need to create accessible EPUB 3 publications, it also seeks to address the question of why you need to pay attention to the quality of your data, and how accessible data and general good data practices are more tightly entwined than you might think.

Accessibility is not a feel-good consideration that can be deferred to republishers to fill in for you as you focus on print and quick-and-dirty ebooks, but a content imperative vital to your survival in the digital future, as I'll take the odd detour from the planned route to point out. Your data matters, not just its presentation, and the more you see the value in it the more sense it will make to build in accessibility from the ground up.

The Digital Famine

Before getting into the best practices themselves, there are two subjects that it would be a lapse for me to not talk about first. The digital famine is the first, as it will hopefully give you some real-world perspective on why accessibility matters.

You're probably wondering what the famine is, since there are some impressive statistics emerging to show that the ebook revolution isn't slowing down any time soon. Unfortunately, the numbers aren't where it matters most yet if you believe in universal access to information. Sales are rising exponentially year over year, but the number of accessible ebooks available at the source is still small.

- New costly.
- Accessible reading.
- The inaccessibility ebooks.
- Libraries for accessibility.

But, famine.

Accessibility and Usability

The other subject that needs treatment is what is meant by accessibility and usability in the context of this guide. These two terms are often used in overlapping fashion, and can mean different things to different people, but I'll be using the following definitions:

Accessibility workflows.

Usability blame.

But even your needs.

A person with a print disability, for example, "cannot disability" (DAISY Glossary). The best .

And with EPUB 3

- the inability

- interactivity and

- the new.

The point sales.

And we

- someone

- someone

- someone sitting.

In other words.

The richer.

Usability as defined here.

You can't let usability front.

But it's…

Chapter 4. Conclusion

EPUB 3 holds.

The people you now.

My point, however.

But to wrap.

EPUB 3 Best Practices Teaser

Accessible EPUB 3 is an

For more

http://shop.oreilly.com/product/0636920024897.do

Figure 4-1. EPUB 3 Best Practices, coming in 2012

About the Book

The new EPUB 3.

EPUB 3 Best

- A comprehensive
- A walkthrough
- An introduction to
- A guide to
- A review of
- Techniques for

EPUB 3 Best Practices.

Colophon

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