



## Webinar Questions & Answers

### Webinar #2: Getting Started with Accessible Communication and Marketing

There are many ways people access information and communication because of their differing abilities to see, hear and understand information or communicate with others. Presenting information in a variety of ways will improve communication for everyone.

#### Question 1: How do you make graphic design accessible?

**Answer:** If you're starting from scratch, you can use some accessible colour palette generators to decide what are your primary and secondary colours. If you're working within defined brand standards already, you can look at those colours again. Understanding accessible colour combinations, can be a process of trial and error. As an example, could you use white text over top of that colour or black text over top of that colour, or what's the contrast between two different colours? There may be some colours that need to just be either darkened slightly or lightened up a little bit. Orange is particularly problematic, there is a whole website dedicated to why orange is not an accessible colour, even though it's very popular for brands. There's no right or wrong, there's no yes or no. It's a matter of testing and finding out what are the right colour combinations, and then including that information in your brand style guide, so that everybody has access to it.

#### Question 2: If you create a video with captions, do you also need to post a transcript?

**Answer:** Yes. A transcript can be read by screen readers to people who use them and it also helps with optimizing content for search.

**Question 3: For public organizations such as municipalities, how can you keep the information shared accessible, while still meeting legal requirements of what needs to be shared?**

**Answer:** I'm not a legal expert, however, I would work with lawyers to write the content using plain language, and then be prepared to offer alternate formats. If you're sharing the content on social media, and the content is detailed, link to it on your website instead of trying to fit it all in to one social media post.

**Question 4: What if we're not actually sure where to start with accessibility in general?**

**Answer:** Decide what success looks like first, and then start listening and learning by talking to people with disabilities, following people on social media and taking training. It can be tempting to jump right to tactics, but it's important to decide what you're trying to achieve. You can work with a consultant to help you audit your current materials to get an understanding of your current situation. Make sure to include and review feedback from people with lived experience. This can help create a roadmap to improve accessibility.

**Question 5: Is script/decorative text acceptable in graphics/social media posts as long as there is descriptive text and/or alt text included?**

**Answer:** No. Script and decorative text can be hard to read for people with dyslexia and other types of learning disabilities. It's better to use large, plain fonts that are easy to read instead of decorative fonts.

**Question 6: Any insight on how this applies to the academic institutions that follow APA referencing styles which consider Times New Roman font as the preference?**

**Answer:** If it's online, a sans serif font is easier to read. In print, serif fonts like Times New Roman tend to be easier to read. If you absolutely must use Times New Roman online, make sure it's at a large enough size (at least 14pt) with enough clear space, subheadings and bullets so it's easier to read online.

**Question 7: I am hearing the word “exceptionalities” used instead of the word “disabilities”. I'm sure it is only a matter of time that the jargon will change. What are your thoughts on this?**

**Answer:** I have heard that disability is not a bad word. I am also hearing words like exceptionalities, special needs and differently abled. Some of these other terms come in, as I think, maybe people feel like they're trying to be conscious of word choice. I intentionally follow content creators with lived experience. They repeatedly state that disability is not a bad word. You can also ask someone their personal preference about whether they would prefer to be referred to as a disabled person or a person with a disability.

**Question 8: Is ariel the preferred font?**

**Answer:** It's not so much about a specific font. It's that choice between sans serif and