

# **Access to Information Technology & Website Development**

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# How do I start?

- Problem set/ Needs
- Goals
- Solutions >> Fulfill Needs

# Questionnaire

- Audience
- Design
- Accessibility & Web standards
- Content
- Comparable Sites
- Logo
- Timeline
- Budget

# AUDIENCE

- Who is your core audience?
- Age range?
- Expectations?
- Comfort level on the internet?
- How new/old are your audience's computers?

# DESIGN

- Style: conservative, funky, colorful, futuristic, urban, flashy, warm
- Colors, color schemes, combinations
- Logo integration
- Images
- Download speed considerations?
  - Computer

# ACCESSIBILITY

- What are web standards?
  - A set of rules created to standardize how information is communicated on the internet.
- What is accessibility?
  - The ability to obtain and use content from the web in a useful manner.
  - The primary focus of accessibility is access by people with disabilities.

# Content

- What pages do you need?
  - Home Page
  - About Us
  - Contact

# Comparable Sites

- Design Inspiration
- Industry Leaders
- Popular Sites

# Timeline

- Design Phase
- Development Phase
- Testing Phase
- Debugging Phase
- Final Deliverables

# Budget

- Is pro-bono work feasible?
  - Large Corporations
  - Tax Write Off Consideration
  - \*Exchange services for advertising
  - Collaborative projects between departments/agencies/institutions to divert expenses

# Seeking Outside Help

- Talk to your staff (ie. Personal references)
- Talk to sister/brother programs about their external resources
- Review favorite sites and reach out to their webmaster

How can technology  
meet our needs?

# Accessibility in Detail

- 508 compliance
- Accessibility = Usability
  - The goal of accessibility is to design a website to communicate information to more people in more situations.
- Audience: organizations serving youth with disabilities

# Accessibility: Disability Types

- Visual disabilities:
  - Colorblindness
  - Cataracts
  - Long sightedness
- Others:
  - Cognitive
  - Mobile
  - Hearing

# Accessibility in Websites

- Better design & implementation
- HTML & CSS for presentation
- Smart, intuitive navigation
- Providing information in text rather than images (equivalents)

# Accessibility Tools

- Assistive Technology
  - Tools & resources used by individuals with disabilities to help improve their online experience.
  - Examples:
    - Screen Reader, Voice browser, Window-Eyes, JAWS, OutSpoken (MAC)

# Accessibility Compliance Testing

- **Webxact**
- **A-Prompt**
- **UseableNet**
- **WebAIM's WAVE 3.0**

# How will working with IT help your youth organization?

- Simplify processes involved in:
  - Education Planning
  - Career Planning
  - Job Search
- Establish comfort zone with computers and accessibility tools to allow children to independently browse youth-oriented content on the internet.

# Training Process

- Introduction to assistive technologies
- Learning to find accessible sites on the internet

# Accessibility Myths

- **Accessibility is just for blind people**
- **Accessible websites are ugly and boring**
- **Accessibility is expensive and difficult**
- **Offering a text-only version is good enough**

# End

Thank you participating in today's session. We hope that all of you continue to stay motivated in your progress towards building Accessible Websites and Multimedia. Studio Métis was born from the notion that Creativity should never be compromised. We encourage all of our partners to work with technology instead of against it.

**For more information on Studio Métis please visit our website at [www.studio-metis.com](http://www.studio-metis.com)**

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