

MAKING PRESENTATIONS ACCESSIBLE

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Overview

- Universal Design
- Applicability to librarianship
- Accommodation considerations
- Presentation design and delivery
- Features of PowerPoint enabling accessibility
- Resources

Universal Design & Inclusive Design

- A better replacement for “accessibility” – retrofitting vs. integrating
- Heydon Pickering, accessibility consultant, dissects this in a 2016 blog post
- Movement to redefine language around accessibility

“Inclusive design is the means and accessibility is the end — it’s just that you get a lot more than just accessibility along the way.”

-Heydon Pickering, web accessibility consultant

Universal Design & Inclusive Design, cont.

- Principles encourage designers to consider their audience in a deeper context
- Emphasizes accommodation broadly
- Minimizes issues related to unexpected factors
- Universally-designed products are tacitly inclusive

Universal Design in Daily Life: OXO

“We study people—lefties and righties, male and female, young and old—interacting with products and we identify opportunities for meaningful improvement.”

- excerpt of OXO's Philosophy Statement



Universal Design in Daily Life: Pathways

- 1963: Selwyn Goldsmith, author of Designing for the Disabled, developed the “dropped curb”
- Has since been improved upon to accommodate multiple needs (“truncated domes”)
- Became an unquestioned aspect of civil engineering



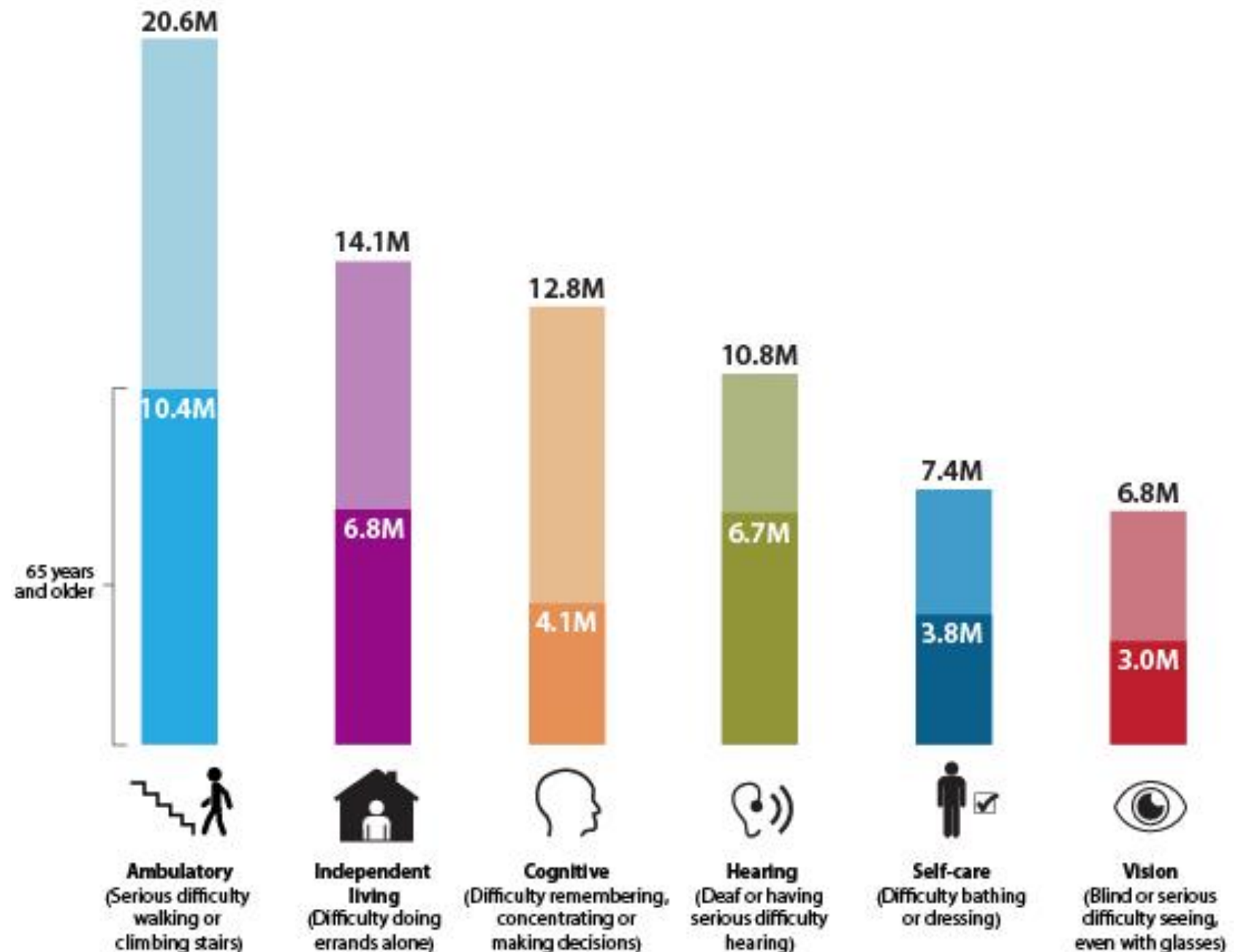
Ubiquity of Disability

As of 2010, there were 56.7 million people with a disability, or 19% of the “civilian noninstitutionalized population”.

22.5% Cognitive

19% Hearing

12% Vision



Invisibility of Accommodations

- Kim Sauder, PhD student and disability activist with cerebral palsy, blogged:

“As a person with limited hand dexterity, I look at this and see an easier way to eat healthy food. [...] Preparing food with limited mobility is both hugely time consuming and potentially dangerous.”



If only nature would find a way to cover these oranges so we didn't need to waste so much plastic on them.



RETWEETS 72,555 LIKES 71,697



Importance to Librarians

- Librarians will not be provided with a RCPD VISA in advance, as faculty would
- ALA has a strong commitment to the support of individuals with disabilities
 - The “interest, information, and enlightenment of all people of the community the library serves” is emphasized in the Library Bill of Rights
- 2017 ALA Demographic Study showed 2.91% of respondents self-identify as having a disability – around 1,100 ALA members

Types of Disabilities to Consider

- Auditory
- Cognitive
- Physical
- Visual

Consider: Auditory

Common Disabilities/Conditions

- Deafness
- Auditory Processing Disorder
- Deaf-blindness
- Neurological conditions

Tips

- Avoid audio-only media, when possible
- If using multimedia, it **MUST** be captioned
- Flash programming and dynamic HTML environments can be an issue

Consider: Cognitive

Common Disabilities/Conditions

- ADHD
- Dyslexia and dyscalculia
- Pragmatic Language Impairment or Social Communication Disorder
- Memory issues
- Traumatic Brain Injury (TBI)
- Learning disabilities

Tips

- Create simpler slide-by-slide cascade of information
- Try to limit each slide to six lines or less of text
- Citations add non-essential text during presentation (Notes field is useful)
- Do not paste in URLs, unless they are simple – use hyperlinked text

Consider: Physical

Common Disabilities/Conditions

- Spinal cord injury
- Cerebral palsy
- Multiple sclerosis
- Lou Gehrig's Disease
- Arthritis
- Parkinson's
- Temporary injuries

Tips

- Are there any visible obstacles to accessing the venue?
- What kind of positioning is available for participation and viewing?
- What is being asked of audience members for any form of participation?

Consider: Visual

Common Disabilities/Conditions

- Blindness
- Low Vision
- Colorblindness

Tips

- Avoid color coding in slide elements
- Avoid graphic-exclusive information
- If a citation must be included, verify reading order, or tuck into Notes field
- Try using your PowerPoint with a screen reader like JAWS

Stages of Presentation

- Planning for presentation
- Prior to presentation
- During the presentation
- Post-presentation
- Asynchronous presentation review

Planning for Presentation

- Universal design is predicated on having a deep understanding of your user/audience
- Think about the demographic you are presenting to and the subject matter being presented
 - Does the subject matter inherently pose access issues?
 - Does the format of presentation influence access and understanding? (Always.)
- Depending on presentation preservation, different access challenges may arise

Planning for Presentation, cont.

- Connect: conference A/V teams, media center specialists, or technology librarians, as needed
 - Confirm technical and physical specs of set-up, understand what is available
 - Expertise to identify solutions for accessibility issues (A/V FM system)
 - Know yourself: ask for a wearable mic if you like to wander
- With what you know, walk through the experience of the presentation you are conceiving step-by-step
 - Panels may need a moderator to keep one person talking at a time
 - Vantage points, available seating, “guest list”
 - Scrutinize interactive activities

Prior to Presentation

- **Blueprint:** think about how your accessibility considerations shape the design and structure of your presentation
 - .ppt template design choice
 - Slide-by-slide composition
- **Produce presentation materials**
 - Use styles and layouts whenever possible
 - Alt-text as graphics are added

Prior to Presentation, cont.

- Evaluate the materials for considerations made earlier
 - *Notes fields are an easy opportunity to self-transcribe a script for others reviewing the material asynchronously*
 - Alt-text for images and data visualization
 - MS PowerPoint offers an accessibility checker
 - Test out caption options on multimedia

Prior to Presentation, cont.

- Consider offering to share the presentation materials to conference organizers in advance, if not already requested
 - CART (Communication Access Real-time Translation) and ASL interpretation services benefit
 - Conference organizers can more easily provide copies as necessary

During the Presentation

- Mind your positioning
- Use provided mics to the fullest extent
 - If the audience cannot use a mic for input, repeat or rephrase their question
- Pace yourself; rushing lessens time for people to process what you've said
 - Speaking slower also improves recorded input

During the Presentation, cont.

- Describe slide content fully
 - If a graphic is purely illustrative, consider excluding, or do not alt-tag
- Summarize audience actions, such as when calling for a show of hands

Effectively Incorporating Multimedia

- Using YouTube during presentations is a high risk-high reward prospect
- Mitigate the issues by reviewing the caption options and actual output during play
- Reframe and summarize the video content
 - If captions are not an option
 - If the video relies heavily on visual information without corresponding voiceover
- John Green's [Crash Course: Literature](#)
- PBS Nova [Earth's Invisible Shield](#)

Post-Presentation

- Frequently Q&A format, occasionally open-mic dialogue
 - Records for posterity are not complete if audience input isn't mic'd
 - Typically, recording systems and auditory assistive technology route through the same A/V equipment
- Be forthcoming about providing clarification about any aspect of your presentation upon request

Asynchronous Presentation Review

- Be mindful of how your presentation will persist
 - Video recordings: good design makes for a broadly-accessible self-contained presentation
 - HTML: arguably most accessible format, conversion issues mitigated by use of styles- and layout-managed formatting
 - PDF: Printing in notes view strongly suggested, additional context is easily provided
 - .ppt: Most conveniently-accessible format, embedded narration function is impressive when combined with script in notes field
- Components for dossiers and portfolios in multiple formats
- Info lit materials should be accessible for students, even in lieu of need

PowerPoint Accessibility Functions

- For accessibility in PowerPoint and related applications, there are a TON of online tutorials
- The more custom elements you use, the more work necessary
- Presentation programs, even different versions of the same program, can localize these functions differently
- If you do nothing else here, alt-tag graphics and check your reading order

Alt-text

[MSU Web Accessibility PowerPoint tutorial: Alt-text](#)

- “Description” field is what is read through screen readers
- Be mindful that screen readers will automatically begin by stating “Image of”
- Be complete and descriptive, this function is most commonly used outside of the presentation, so brevity is not an issue

Reading Order

[MSU Web Accessibility PowerPoint tutorial: Reading Order](#)

- Reading order refers to the sequential prioritization of slide elements for the purpose of a screen reader to interpret
- Try to use standard layout options
- Less straightforward and intuitive
- Reading order is done from bottom to top

PowerPoint Accessibility Wizard

[WebAIM Powerpoint Accessibility tutorial: Accessibility Checker](#)

[Microsoft “Make your PowerPoint Presentations accessible”](#)

- Will help primarily with detecting absence or issues of normal programmatic accessibility features, i.e. alt-text, reading order issues
- Not reliable for color contrast, context-specific graphics, or more esoteric aspects of accessibility

Wrapping Up

The time, effort, and expense spent to create inclusively-designed accessible materials is less than the time, effort, and expense spent to retrofit accessible features to existing materials – both less than the time, effort, and expense spent by a person with a disability to use inaccessibly-created content.

Resources

- Kim Sauder blog post: <https://crippledscholar.com/2016/03/04/when-accessibility-gets-labeled-wasteful/>
- Heydon Pickering blog post: <https://24ways.org/2016/what-the-heck-is-inclusive-design/>
- ALA // Library Accessibility: What You Need to Know: <http://www.ala.org/ascla/resources/tipsheets>
- WebAIM // PowerPoint Accessibility: <http://webaim.org/techniques/powerpoint/>
- MSU // Creating Accessible PowerPoint Presentations: <http://webaccess.msu.edu/Tutorials/powerpoint-windows.html>
- W3 // How to Make Presentations Accessible to All: <https://www.w3.org/WAI/training/accessible.php>

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