# Working with Visual Designers for Universal Access

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# Great Visual Design can make a Web Site!
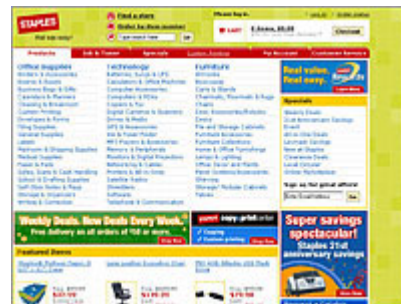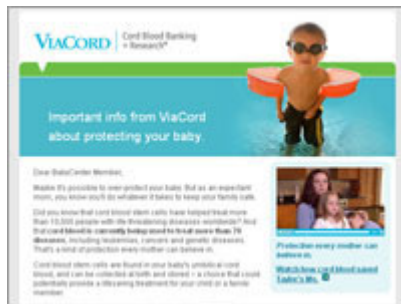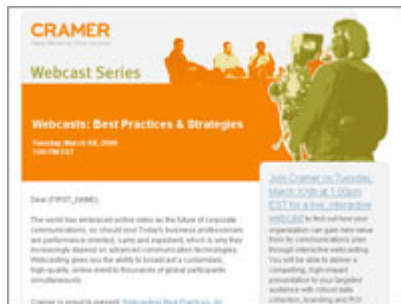


Working with a professional Visual Designer is a privilege.

# Visual Designers may not be thinking about Web Accessibility at all!

- Visual designers are rarely trained in accessibility techniques.

- Many visual designers were trained for print media first.

- Visual designers are usually visual people with excellent color vision and visual acuity.

- Visual designs are usually delivered to web developers as completed Photoshop files with pixel-perfect layouts.

- Visual designers are rewarded for "pushing the envelope".

# What can we teach Visual Designers?

- Introduce visual designers to tools and resources about visual limitations.
- Teach them about the people they may not have thought about with various types of visual impairments.
- Remind them that 1 in 20 people is probably color blind, with 8-12% of men and ½-1% of women of European heritage having some color deficit.
- Turn them on to tools that help make designs more accessible.
- Arm them with facts over which they have control.

# Example 1: Run Color and Contrast Tests

- Run a color contrast or color analysis tool, and report the results to the visual designer.
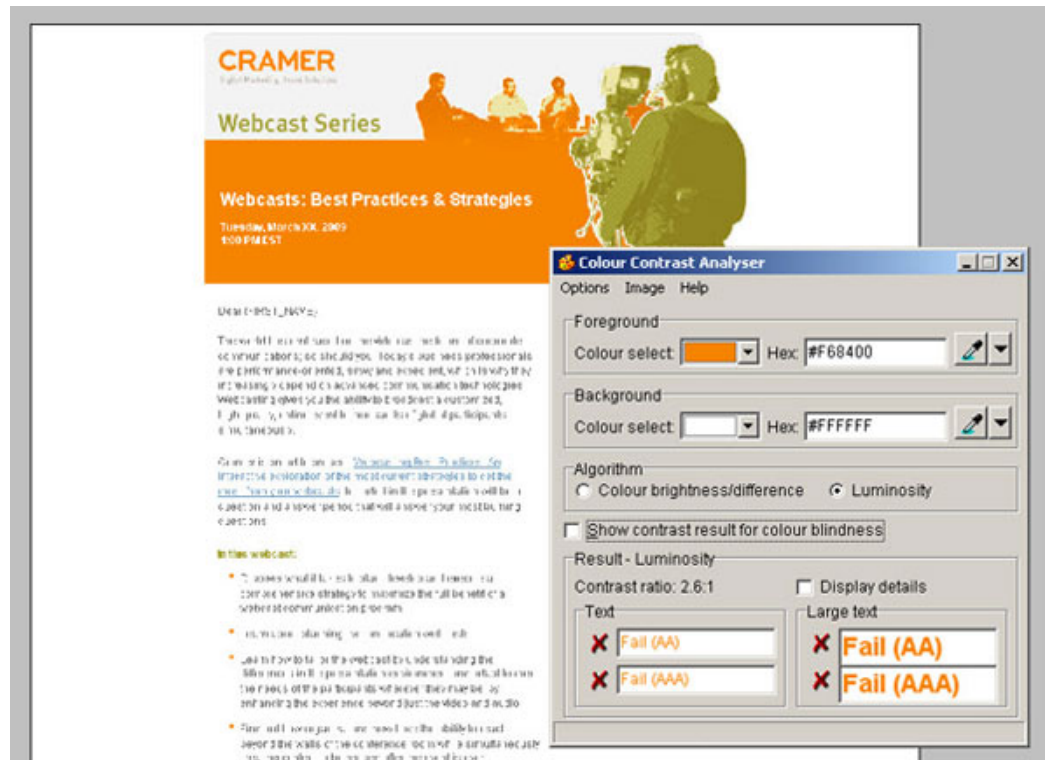
# Example 2: Remind visual designers that all functional elements need to be made accessible.

- Make sure text is text, or can be given a text alternative!

# Example 3: Advocate for Modifying the Design

■ When necessary, get support from project management to adjust the design for accessibility.

# Example 4: Just Do It!

■ There's a lot you can do to bring your own accessibility skills to a project without changing the design.

# Thank You! Questions?

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