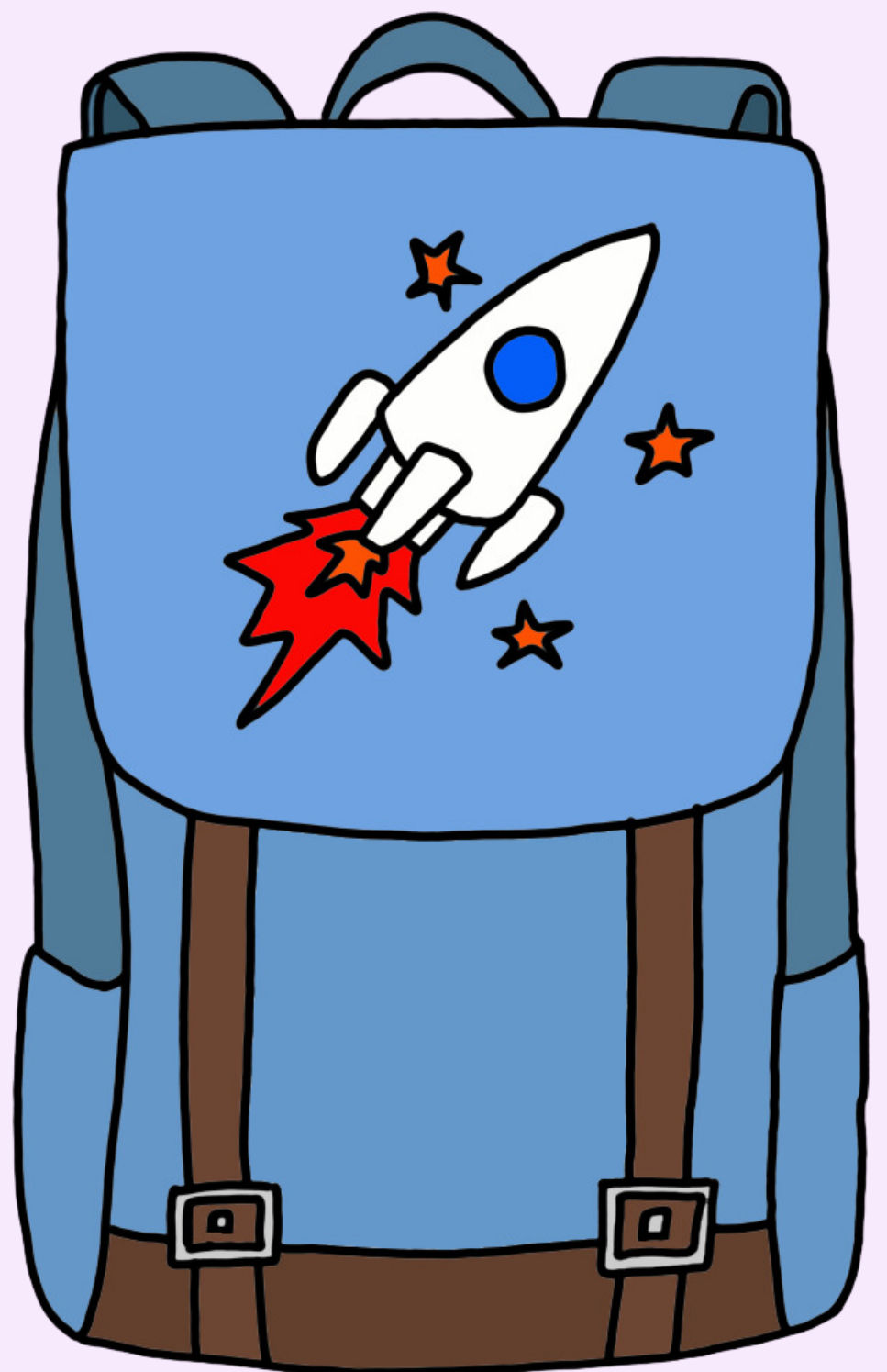
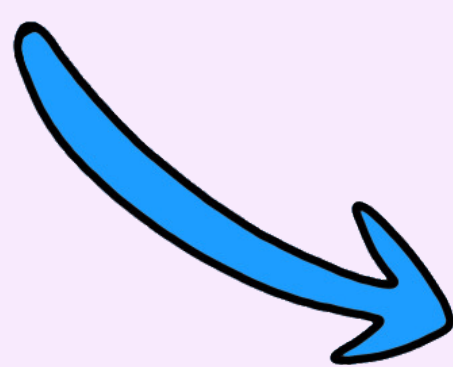


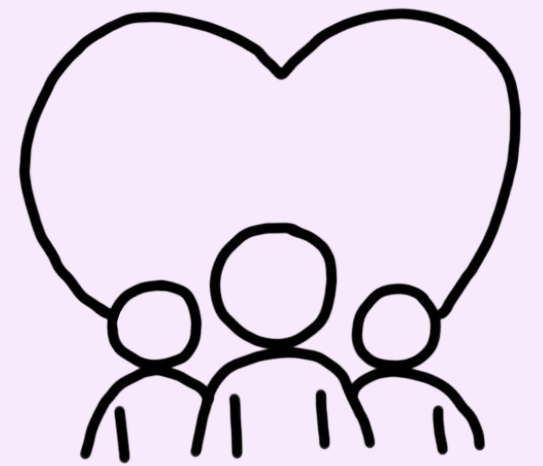
RUCKSACK of tips for more inclusive and accessible communications



Created by
CommuniKate Design Limited
www.communikate.design

R Representation

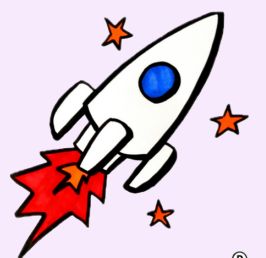
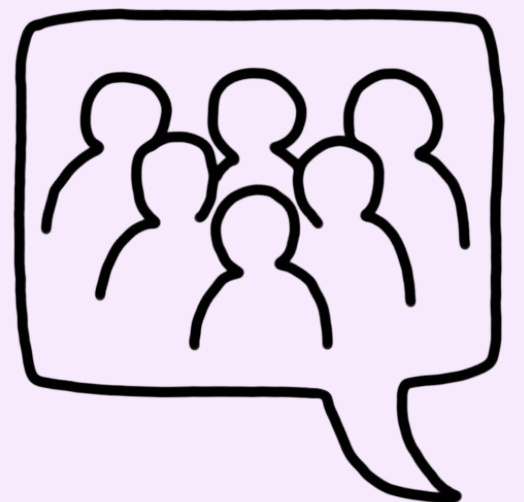
Ensure the people shown in your messaging reflect the diversity of your audience.



Do not use stereotypes.
Portray disabilities positively.

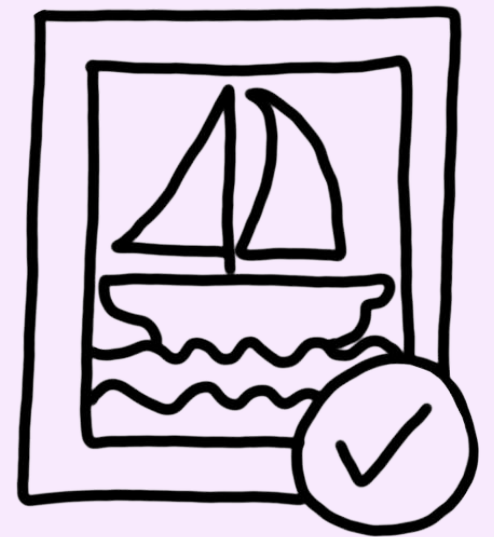


Use inclusive language, such as non-gendered pronouns.

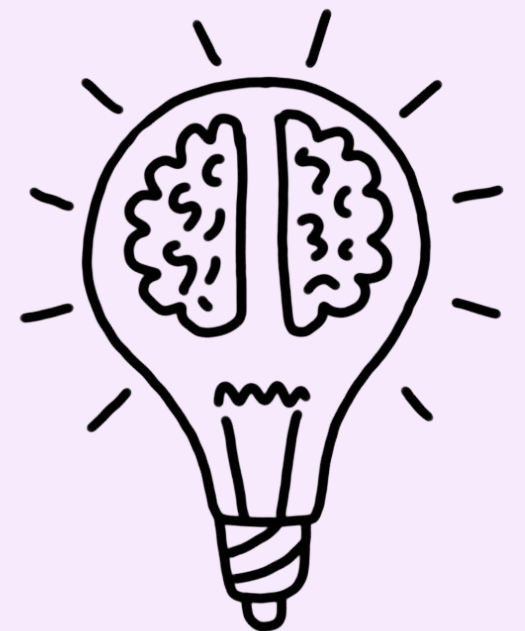


Use images

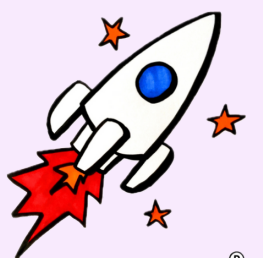
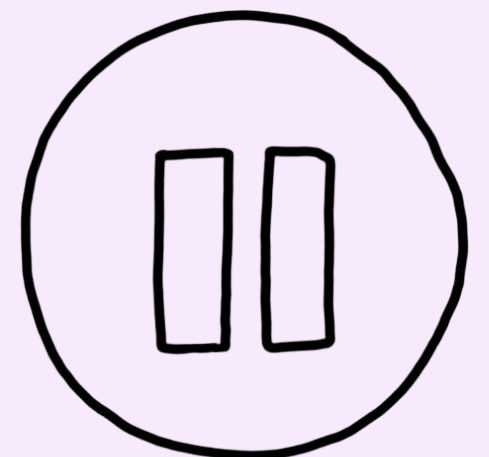
Pictures are understandable beyond language or literacy.



Infographics make complex information more accessible and can help visual learners.

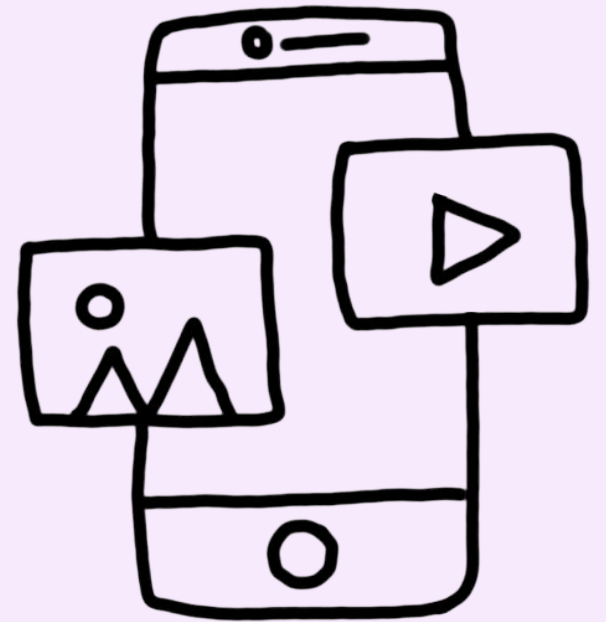


Images help break up text for some neurodivergent readers.

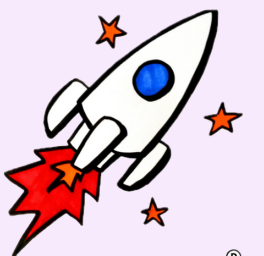
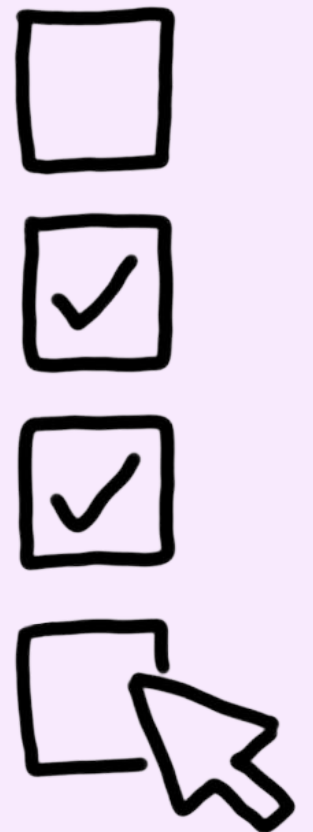


Choice

Share information using more than one method to make it accessible to more people.

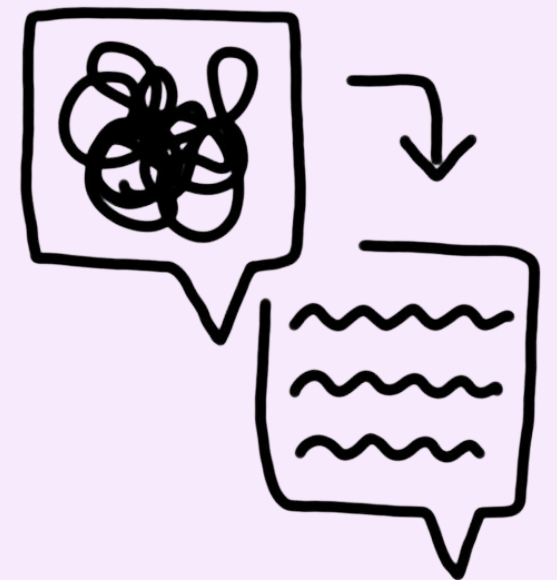


Provide customisable options, such as videos with subtitles, audio, a sign language interpreter overlay and a written transcript.



Keep it simple

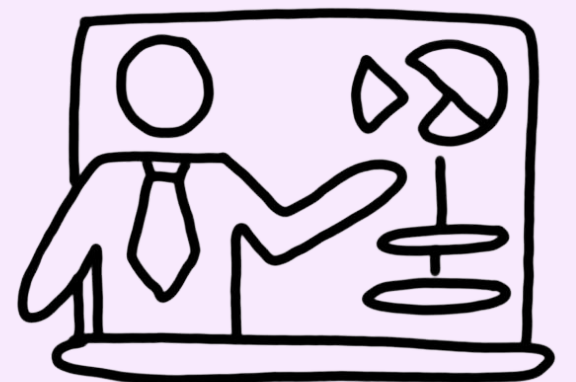
Replace complex language with more common words.



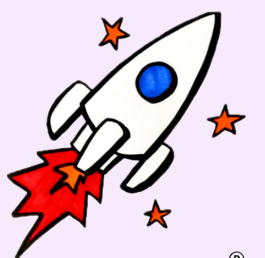
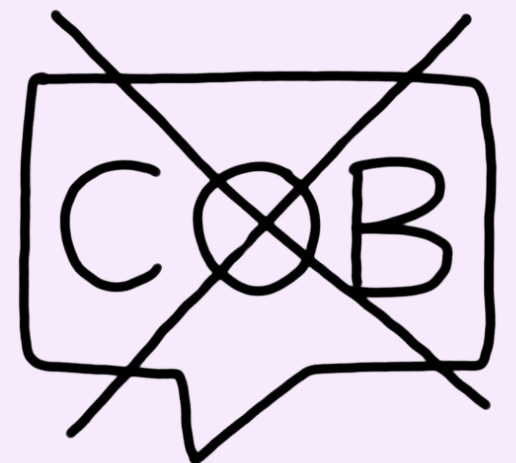
Keep sentences short.



Explain any specialist terms.

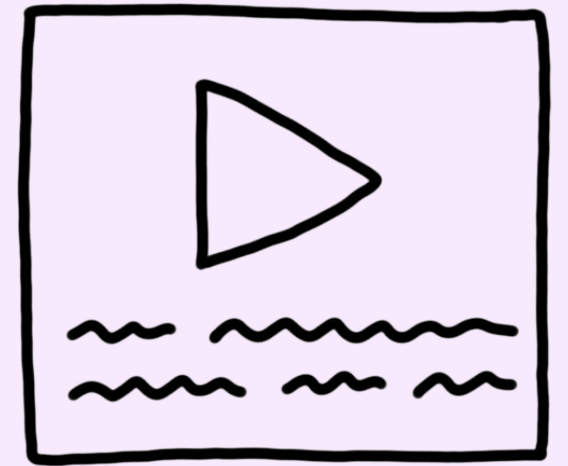


Avoid using abbreviations, including i.e., e.g. and etc.

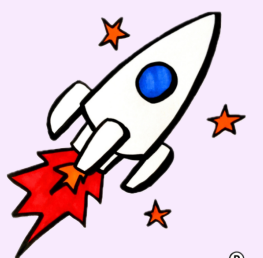
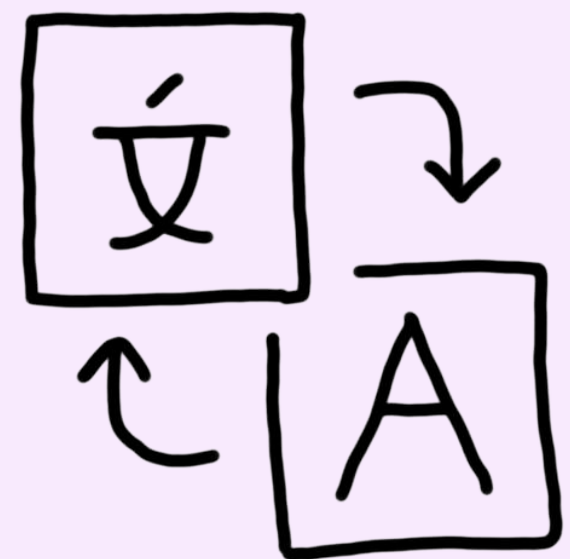


Subtitles

Add subtitles to videos for D/deaf and hard of hearing viewers. Use closed captions to describe sounds and music.

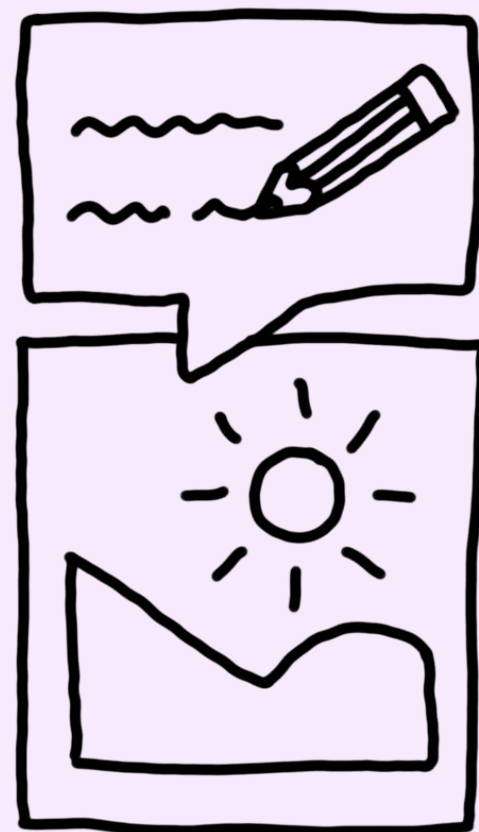


Share your videos on YouTube to enable people to translate subtitles into their preferred language.

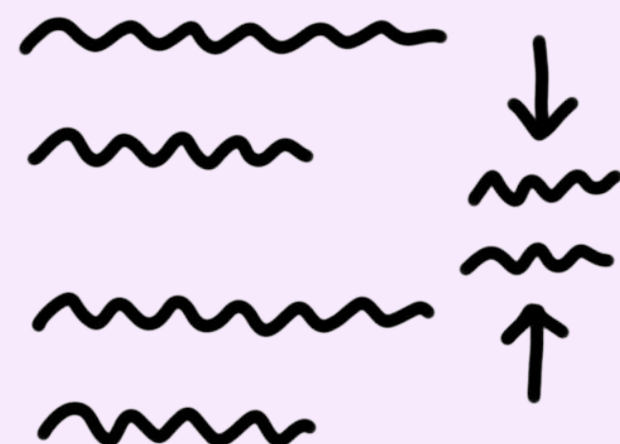


Alt text

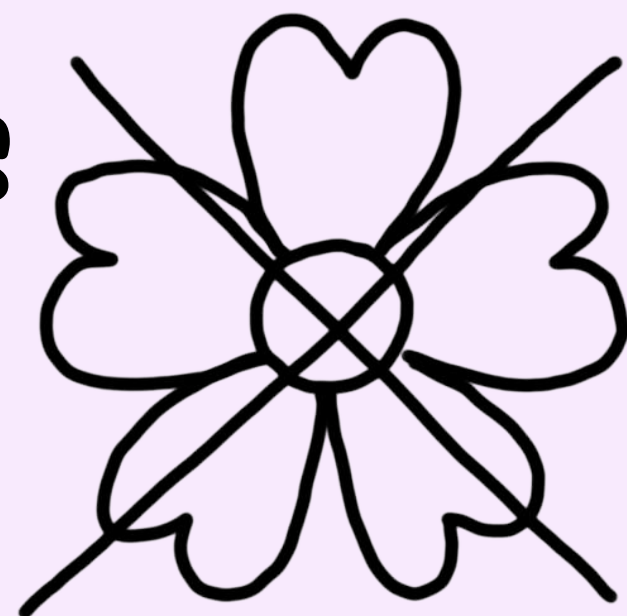
Add alternative text (usually called alt text) to images for people using screen readers.



Describe relevant images in concise and simple language.

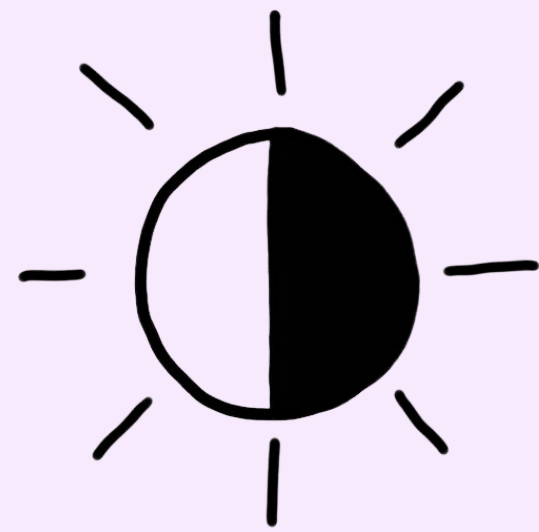


Do not add alt text to images used only for decoration.

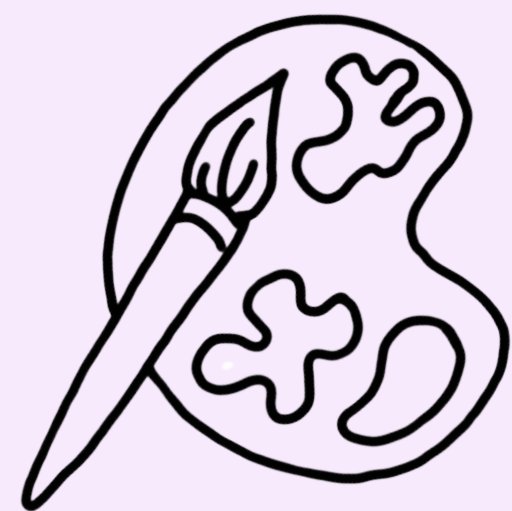


C colour palette

Check colour contrast against the Web Content Accessibility Guidelines. Check for clarity if viewed in black and white.



Use pale or pastel colours, as some autistic people can find bright colours overstimulating.



Katie

If you'd like some support to make your messaging more inclusive, engaging and accessible please contact me to discuss how I can help you.



Katie Merrien

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07822012872

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