

Accessibility in Communication

Toni Marie Perilli

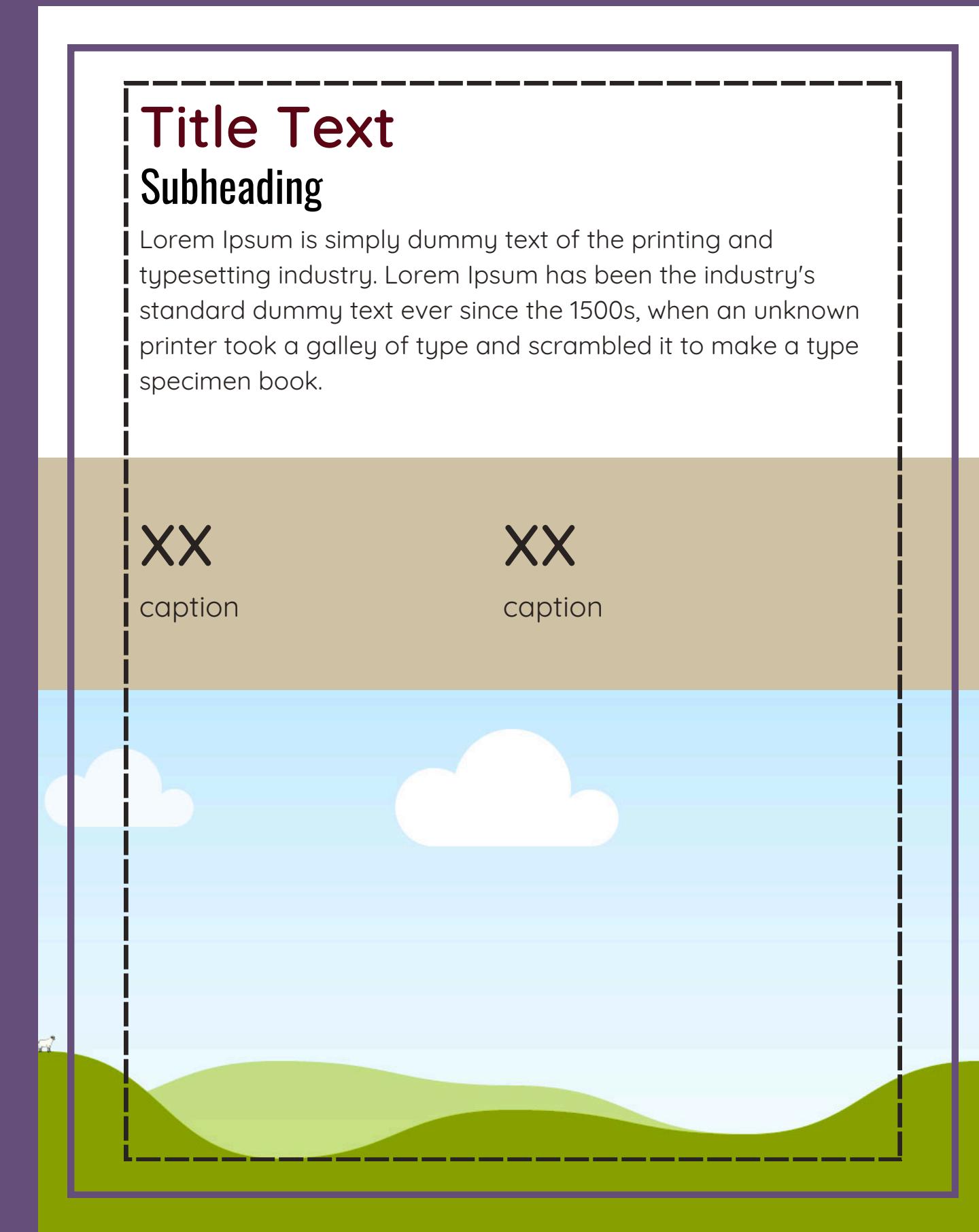
Why it Matters

- Accessibility isn't just for those with disabilities
- Ensures that everyone is “in-the-know” and has a seat at the table
- Shows you are committed to including your audience - not just when its convenient for you
- Improves your brand awareness and audience engagement
- Strengthens your overall communication!

**It's Not All About You.
Understand Your Audience.
Overestimate External Factors.**

Visual Communication

- Be mindful of margins - safety and cutoff
 - Never place elements on the edge of the page
- Use high-contrast colors
 - If it's hard to read, change your color scheme
- Text size should match purpose
 - 16pt minimum for promotional
 - 10-12pt for reading documents
- Typefaces should be easily readable
- Be mindful of image inclusivity
- Limit how many typefaces and elements you use
- Your design should be skimmable - don't overload with text and elements!



Large and clear poster title

The title should be viewable from 10 to 15 feet away.

Content should be at a 24 point minimum size for people with a visual impairment. Bold or semi-bold weights are recommended while avoiding italics, underlining, simulated handwriting fonts and decorative typefaces.



Imagery and iconography can help communicate your messages. They also provide relief to the eye, as the font is kept simple.

Colour contrast

Foreground text should meet the minimum colour contrast ratio.

Minimum ratio: 4.5:1

Fonts

Use sans serif fonts as they provide relief to the eye. Use fonts like:

- Helvetica
- Verdana
- Arial



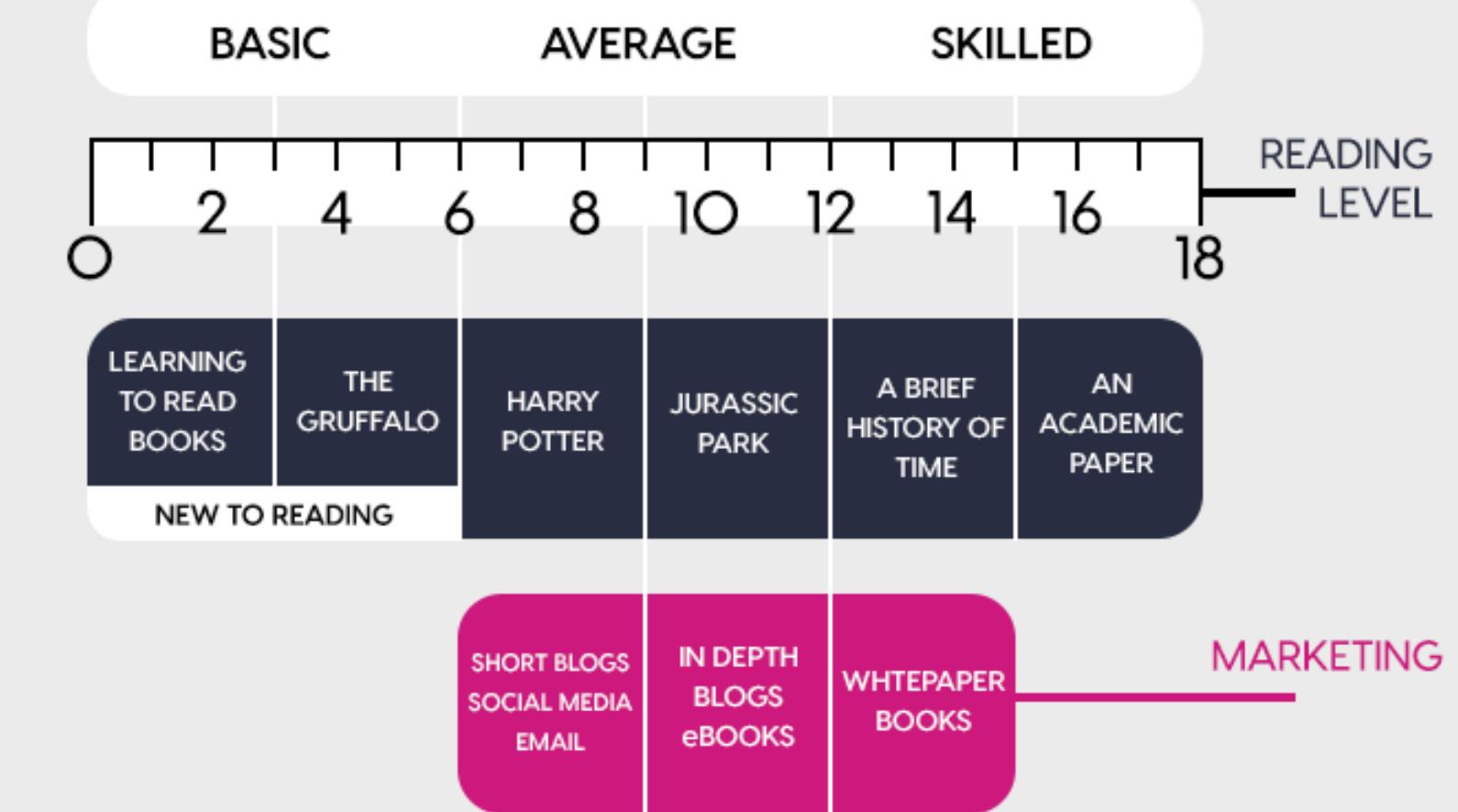
[Source](#)

[Source](#)

Written Communication

- Focus value and return on investment
 - Why should people be interested and excited for what you're offering?
 - What's the most important
- If you can't get the understanding from a quick skim, you need to revise
- Use concise language and sentence structure
- Use:
 - Plain Language
 - People-First Language
 - Establishment of acronyms prior to use
 - ex. “Rose Hill (RH)”

FLESCH-KINCAID GRADE LEVEL FOR MARKETERS



Aim for grade 8 to ensure your content can be read by 80% of Americans.

 [readable.io](https://www.readable.io)

Additional Resource: [AP Stylebook](https://www.apstylebook.com)

Social Media + Emails

- Don't forget the alt text!
- Put the most essential and relevant information in the caption or plaintext
- Use captions and check background audio levels in video content
- Ensure all links/files are accessible and functional prior to release
- Keep copy concise
- Use camel case for email addresses and hashtags (SocialMedia, not socialmedia)
- Be mindful of emojis
 - screenreaders read them as their formal names
- Limit use of all caps and special text, including decorative type

I  love  writing . content 



I pencil love red heart writing writing hand: light skin tone content laptop.

Gemini for Alt Text

generate alt text for this image



Save the Date!
**Divisional
Training Day**

Escaping the Vacuum:
*Enhancing Civility,
Trust, and Community*

Friday, November 22, 2024
9:30 AM - 4:30 PM
McShane Center | Rose Hill

The University of Notre Dame
EDUCATORS. CIVILITY.
COMMUNITY.

Show drafts ▾

🔊

❖ Certainly! Here is the alt text for the image:

Alt text: Save the Date! Divisional Training Day. Escaping the Vacuum: Enhancing Civility, Trust, and Community. Friday, November 22, 2024, 9:30 AM - 4:30 PM. McShane Center Rose Hill. Denon Student Affairs. Educators in the Jesuit Tradition. Students Community Mission.

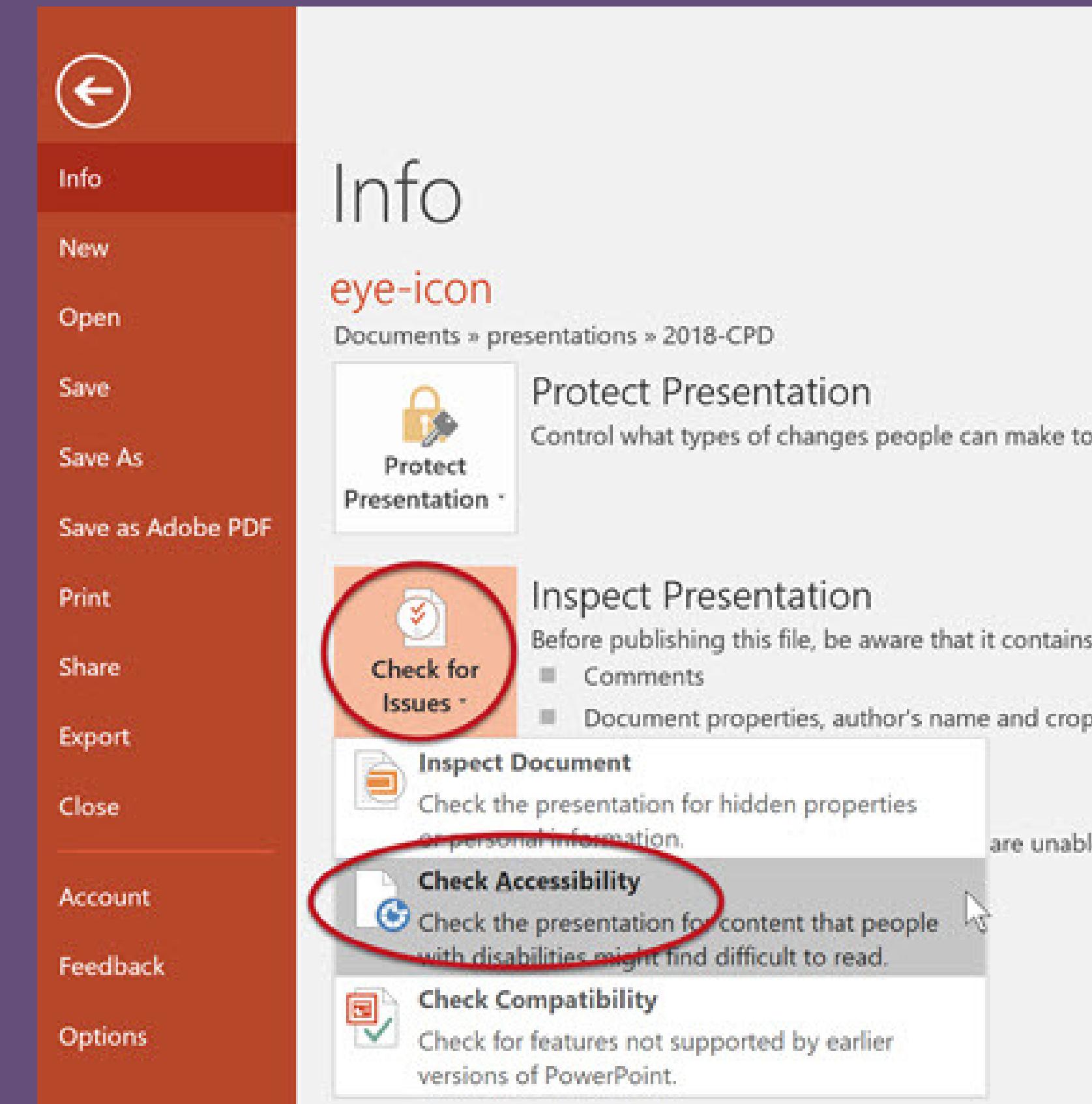
Additional notes:

- The image contains text about a training day event.
- The event is scheduled for Friday, November 22, 2024, from 9:30 AM to 4:30 PM.
- The location is McShane Center Rose Hill.
- The event is organized by Denon Student Affairs and focuses on enhancing civility, trust, and community.

Let me know if you would like me to describe anything else in the image!

Presentations

- Make paper or digital copies of slides/presentation materials available for attendees who may need them
 - Send in advance if possible
- Slide decks should focus on key takeaways and notes
 - Do not use as word-for-word script
- Use labels for charts and graphs
- Speak loudly, clearly, and at a moderate pace
- Use a microphone
- Be specific when referencing visual material
- Turn on live captioning for virtual/hybrid
- Avoid overly repetitive animation
- Give ample time for activities



[Source](#)

Event Communication

- Provide start AND end times
- Be clear about location and if hybrid attendance is an option
- Publish a schedule with intended durations if the event has more than one segment
 - ex. Presentation (45min), Q&A (15min)
- Clarify if the event is drop-in or not
- Promote if food is provided and specify the menu
- Suggest attire if applicable
- Note what attendees should bring with them or have prepared in advance
- Mention if there will be reference materials or recordings after the event

Fall 2024 Training Day Program Schedule

November 22, 2024 | McShane Campus Center

Escaping the Vacuum: Enhancing Civility, Trust, and Community

7:30 am | Outside the Great Hall (3rd Floor)

Coffee & Check-In

10:00 - 10:30 am | Great Hall

Welcome | Keith Eldredge, Committee Chair; Michele Burris, Vice President of Student Affairs

10:30 am - 11:30 am | Great Hall

Keynote Panel | Disagree Without Being Disagreeable

11:40 am - 12:30 pm

Break Out Sessions Part 1

Room 259

Self-Trust: Building Your Repository of Evidence

Allyson Blatz

Room 311

The Role of Language in Communication

Rabbi Katja Vehlow

Room 260

Cultivating Resilience in Times of Sociopolitical Stress

Erika Greene
Alice Feng

Room 261

Roundtable Session

Jenifer Campbell
Nazadeen Knight
Sarah Mathers
Jeff Ng
Cheretta Robson

Room 118/119

Fordham Community Read: "I Never Thought of It That Way"

Presenter TBA

12:40 - 1:30 pm | Great Hall

Lunch

1:40 - 2:30 pm

Break Out Sessions Part 2

Room 311

#RamsTalk: Building a Stronger Student Experience Through Proactive Care

Shanale Cordero
Hasnat Jahan
Tatiana Nolen Matos
Michael Tofte

Room 259

"Let's talk": How to have difficult and culturally sensitive conversations with students

Rashain Adams

Room 260

Accessibility in Communication: Best Practices for Inclusion & Awareness

Toni Marie Perilli

Room 261

Untangling the Web: Navigating Generative AI, Online Discourse, and Social Media's Real-World Effects

Robert Noeldechen

2:40 - 3:30 pm

Break Out Sessions Part 3: Encore Presentations

Room 260

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Room 261

Untangling the Web

Robert Noeldechen

Room 311

Fordham Community Read

Presenter TBA

Room 259

"Let's talk"

Rashain Adams

3:40 - 4:30 pm | Great Hall

Closing Large Group Session

**Be Prepared.
Be Understanding.
Be Transparent.**