
Professional Certificate in British Design for Accessibility and Inclusion

Evaluating Accessibility and Inclusion.

Accessibility and inclusion are critical components of design, ensuring that products, services, and environments are usable by all people, regardless of their abilities or disabilities. In the Professional Certificate in British Design for Accessibility and Inclusion, learners will explore key terms and vocabulary related to evaluating accessibility and inclusion. Here, we provide a comprehensive explanation of these terms, along with examples, practical applications, and challenges.

1. Accessibility

Accessibility refers to the design of products, services, and environments that can be used by people with a wide range of abilities, including those with disabilities. Accessible design considers the needs of all users and ensures that they can access, use, and interact with products and services easily and independently.

Examples of accessible design include wheelchair ramps, audio descriptions for visually impaired individuals, and closed captions for deaf or hard-of-hearing individuals.

Practical application: When designing a website, consider using alt text for images, ensuring sufficient color contrast, and using large, easy-to-read fonts.

Challenge: Identify three products or services in your daily life that are not accessible and propose solutions to improve their accessibility.

2. Inclusion

Inclusion refers to the active involvement and participation of people with disabilities in all aspects of society, including education, employment, and community life. Inclusive design aims to create products, services, and environments that are welcoming and accessible to all people, regardless of their abilities or disabilities.

Examples of inclusive design include using gender-neutral language, providing options for communication and interaction, and creating spaces that are accessible to people with mobility impairments.

Practical application: When planning an event, consider providing options for seating, dietary restrictions, and communication accommodations.

Challenge: Identify three ways you can promote inclusion in your workplace or community and implement them over the next month.

3. Universal Design

Universal design is the design of products, services, and environments that are accessible and usable by all people, to the greatest extent possible, without the need for adaptation or specialized design. Universal design considers the full range of human diversity, including age, size, ability, and culture.

Examples of universal design include curb cuts, automatic doors, and adjustable desks.

Practical application: When designing a classroom, consider using adjustable tables, providing large-print materials, and using clear, concise language.

Challenge: Identify three products or services in your daily life that could be improved through universal design and propose solutions.

4. Disability

Disability is a physical or mental impairment that affects a person's ability to perform tasks or activities in the same way as someone without the impairment. Disability can be temporary, permanent, or fluctuating, and can range from mild to severe.

Examples of disabilities include visual impairments, hearing impairments, mobility impairments, and cognitive impairments.

Practical application: When interacting with someone with a disability, ask how you can best support them and follow their lead.

Challenge: Educate yourself about a specific disability and how it affects daily life. Identify ways you can promote awareness and understanding in your community.

5. Assistive Technology

Assistive technology is any device, software, or equipment that helps people with disabilities perform tasks or activities that would otherwise be difficult or impossible. Assistive technology can be high-tech or low-tech and can range from simple tools like magnifying glasses to complex systems like speech recognition software.

Examples of assistive technology include hearing aids, mobility scooters, and communication devices.

Practical application: When designing a product or service, consider how assistive technology could be integrated to improve accessibility.

Challenge: Identify three types of assistive technology you are not familiar with and research their applications and benefits.

6. Accessibility Standards

Accessibility standards are guidelines and regulations that outline the requirements for making products, services, and environments accessible to people with disabilities. Accessibility standards can be mandatory or voluntary and can vary by country and industry.

Examples of accessibility standards include the Web Content Accessibility Guidelines (WCAG) and the Americans with Disabilities Act (ADA).

Practical application: When designing a website, ensure that it meets the WCAG standards for accessibility.

Challenge: Research accessibility standards in your industry and identify areas where you can improve

compliance.

7. Disability Etiquette

Disability etiquette is a set of guidelines for interacting with people with disabilities in a respectful and inclusive way. Disability etiquette includes using person-first language, avoiding assumptions, and asking for permission before providing assistance.

Examples of disability etiquette include saying "person with a disability" instead of "disabled person" and asking before offering to help someone with a mobility impairment.

Practical application: When interacting with someone with a disability, use person-first language and ask how you can best support them.

Challenge: Identify three common misconceptions about disabilities and develop a plan to educate others about them.

8. Disability Rights

Disability rights are the legal and social protections that ensure people with disabilities have the same rights and opportunities as everyone else. Disability rights include access to education, employment, and community life, as well as protection from discrimination and abuse.

Examples of disability rights include the right to reasonable accommodations in the workplace and the right to accessible transportation.

Practical application: When hiring employees, ensure that you are providing reasonable accommodations for people with disabilities.

Challenge: Research disability rights in your country and identify areas where you can advocate for change.

9. Accessibility Audit

An accessibility audit is a process of evaluating a product, service, or environment for accessibility and compliance with accessibility standards. An accessibility audit can be conducted by internal staff or external consultants and can include testing with users with disabilities.

Examples of accessibility audits include evaluating a website for WCAG compliance or assessing the accessibility of a public building.

Practical application: When designing a product or service, conduct an accessibility audit to identify areas for improvement.

Challenge: Conduct an accessibility audit of a product or service you use regularly and propose solutions for any barriers you identify.

10. Inclusive Language

Inclusive language is the use of language that is respectful and inclusive of all people, regardless of their abilities, gender, race, or other characteristics. Inclusive language avoids stereotypes, assumptions, and

language that may be offensive or exclusionary.

Examples of inclusive language include using gender-neutral language and avoiding ableist language like "lame" or "crazy."

Practical application: When communicating with others, use inclusive language and avoid language that may be offensive or exclusionary.

Challenge: Identify three examples of ableist language in your daily life and develop a plan to replace them with more inclusive language.

In conclusion, evaluating accessibility and inclusion is a critical component of design, ensuring that products, services, and environments are usable and welcoming to all people, regardless of their abilities or disabilities. By understanding key terms and vocabulary related to accessibility and inclusion, designers can create more inclusive and accessible products and services, promoting social justice and equality for all.