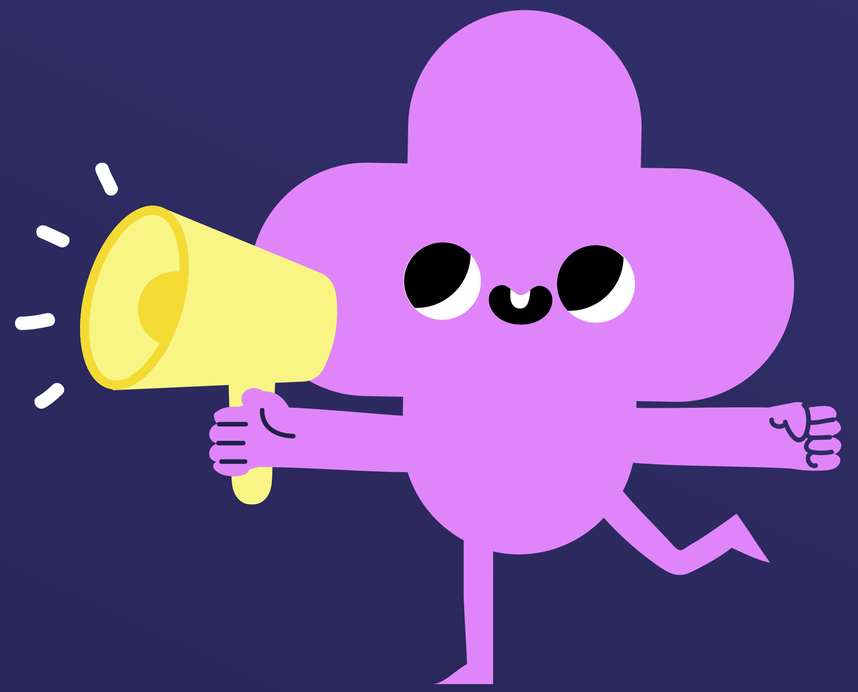
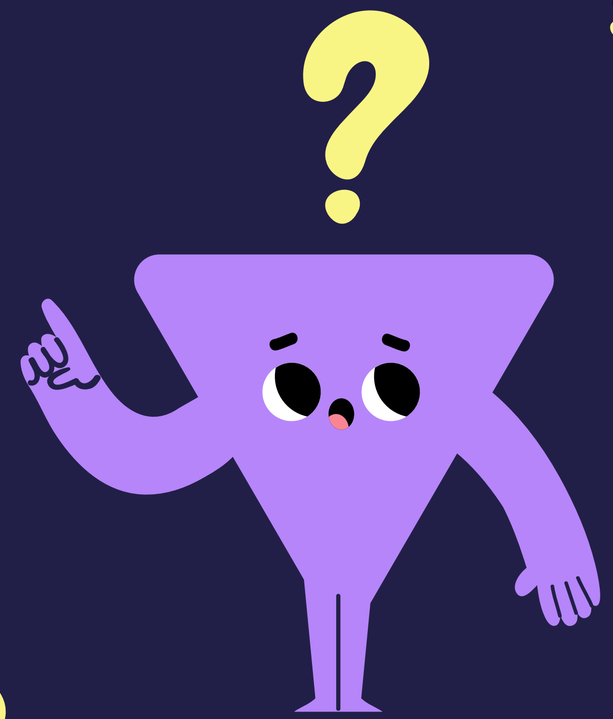
Design for Everyone

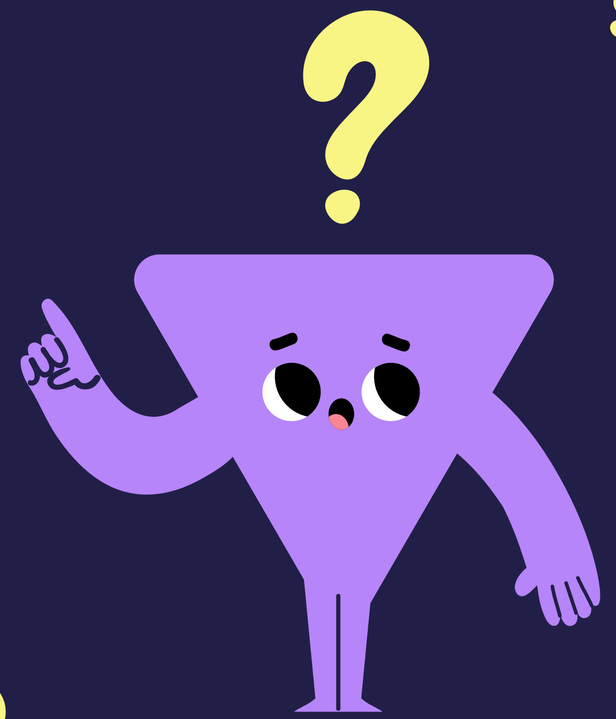
Laura Kalbag
@LauraKalbag



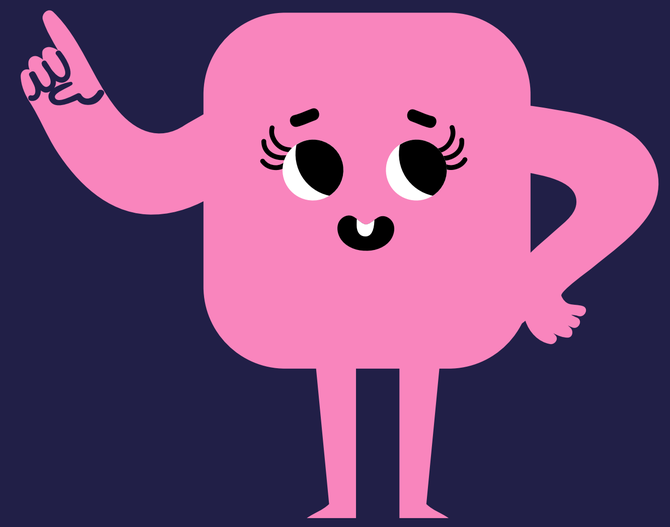
What kind of designer do I want to be?



What makes a good designer?



Design is not just about making something pretty.



usable

useful

What makes good design?

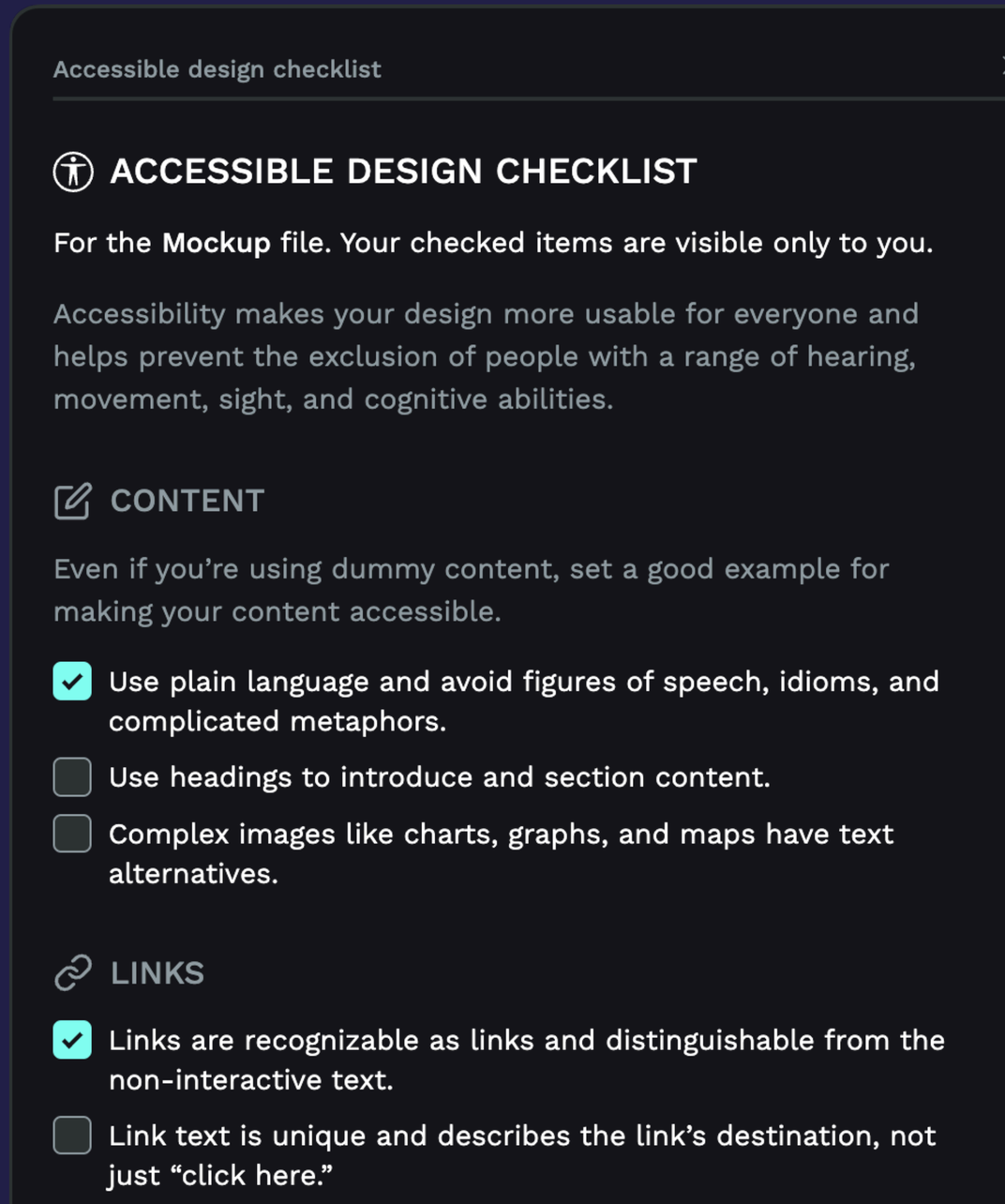
easy to understand

accessible

What makes accessible design?

Accessible design checklists

https://penpot.app/penpothub/plugins/accessible-design-checklist

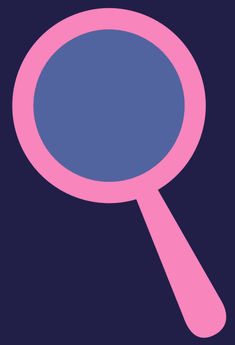


Accessible design checklists

- **A11y Project**
  www.a11yproject.com/checklist/
- **Geri Reid's WCAG accessibility checklist**
  gerireid.com/wcag-for-designers.html
- **How to meet WCAG (Quick Reference)**
  www.w3.org/WAI/WCAG22/quickref/

Web **C**ontent **A**ccessibility **G**uidelines

Accessible design checklists



What is accessibility when it comes to design?

Visually accessible

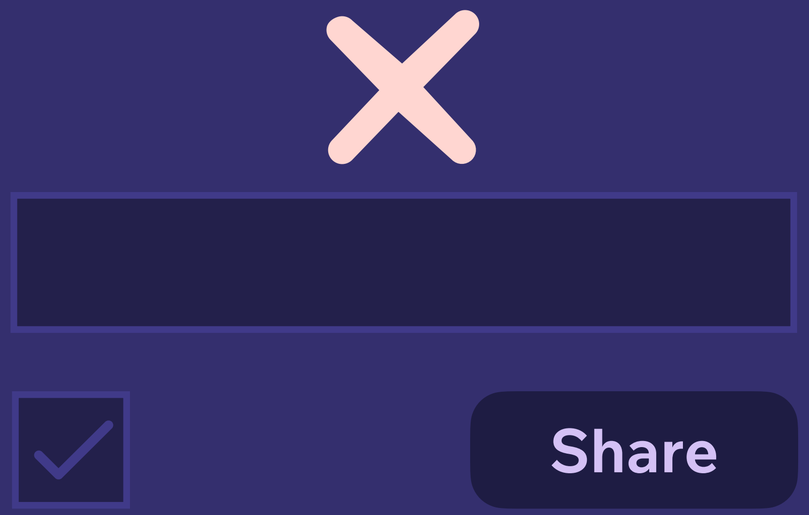
Check the text colour contrast.

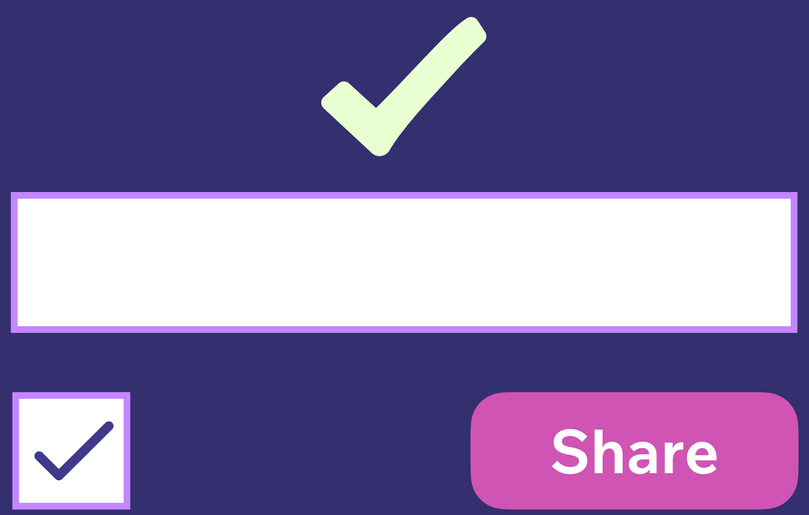
Colour contrast

Colour contrast

Check icon contrast.

Check the contrast for inputs such as form inputs, checkboxes, and buttons.



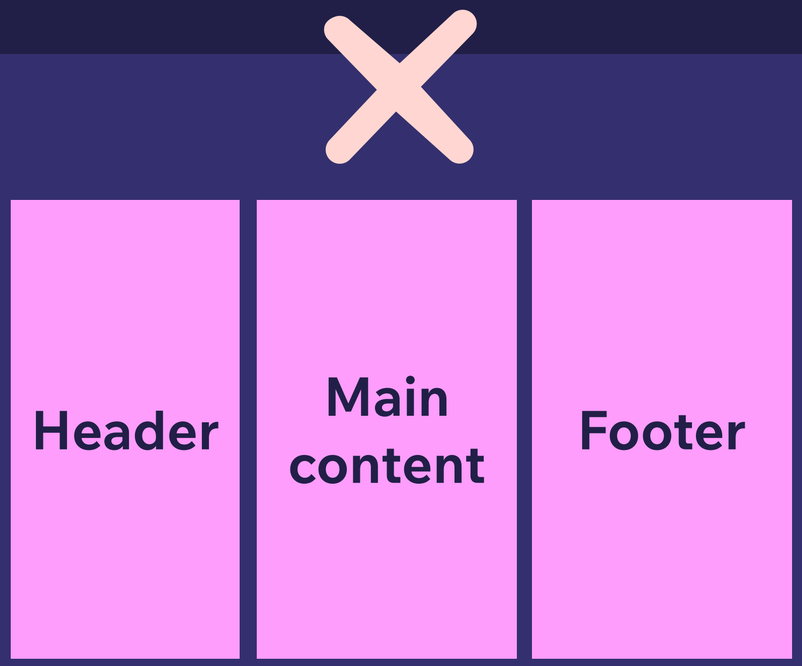


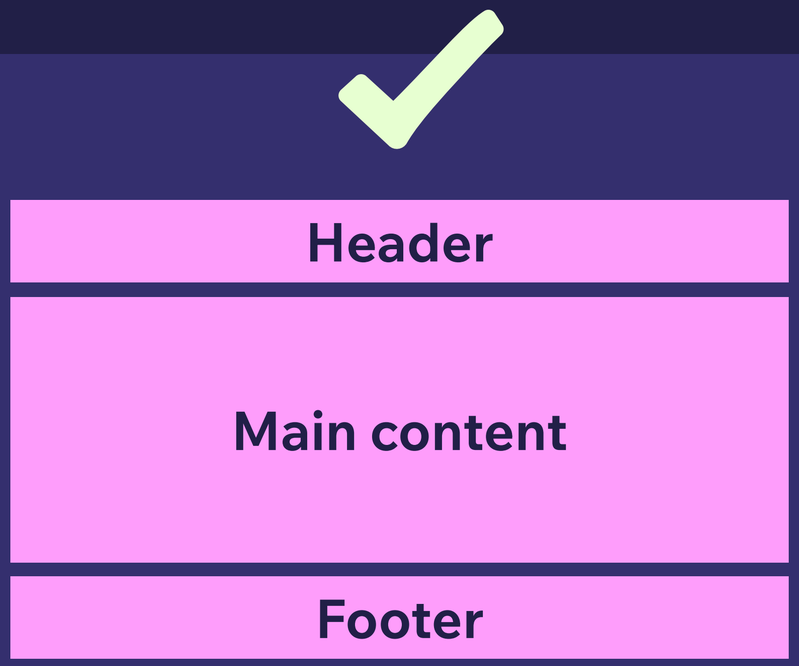
Make sure colour isn’t the only way you communicate information.

Make sure colour isn’t the only way you communicate information.

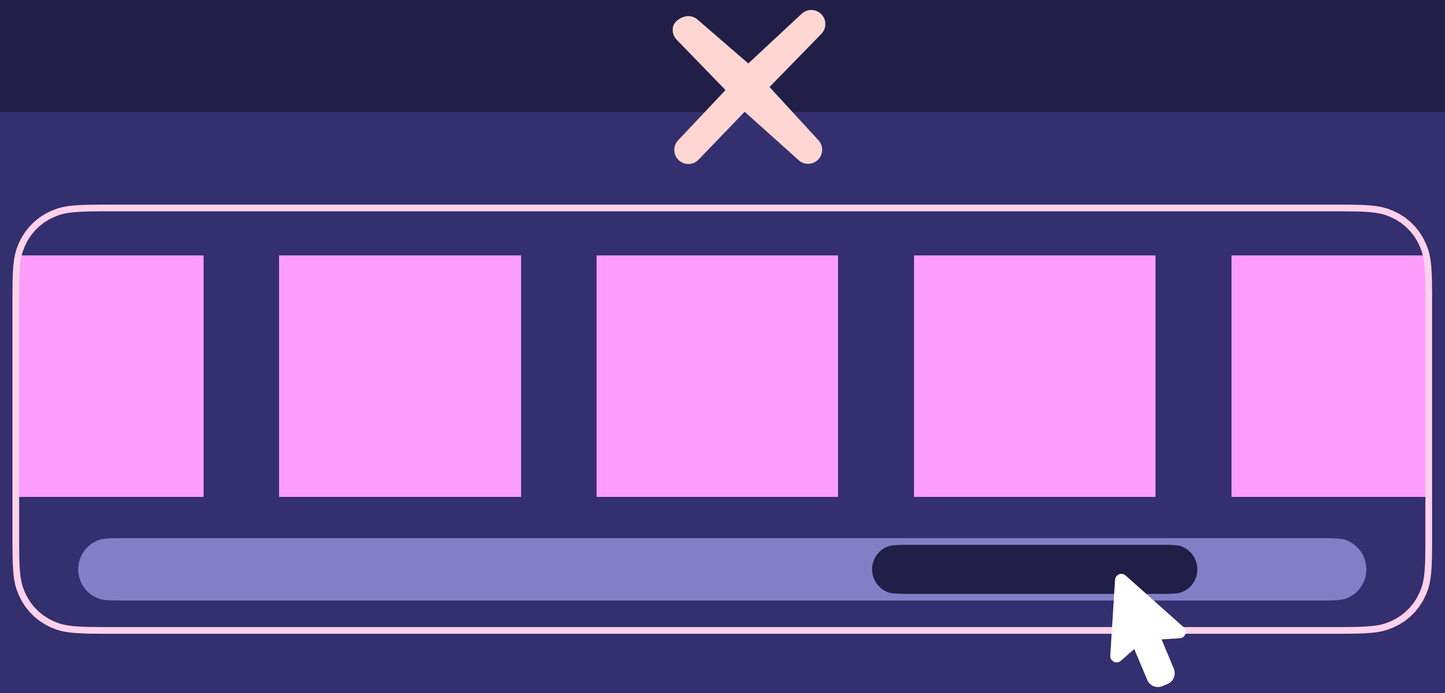
- Purple
- Orange
- Grey

The layout is simple and straightforward.

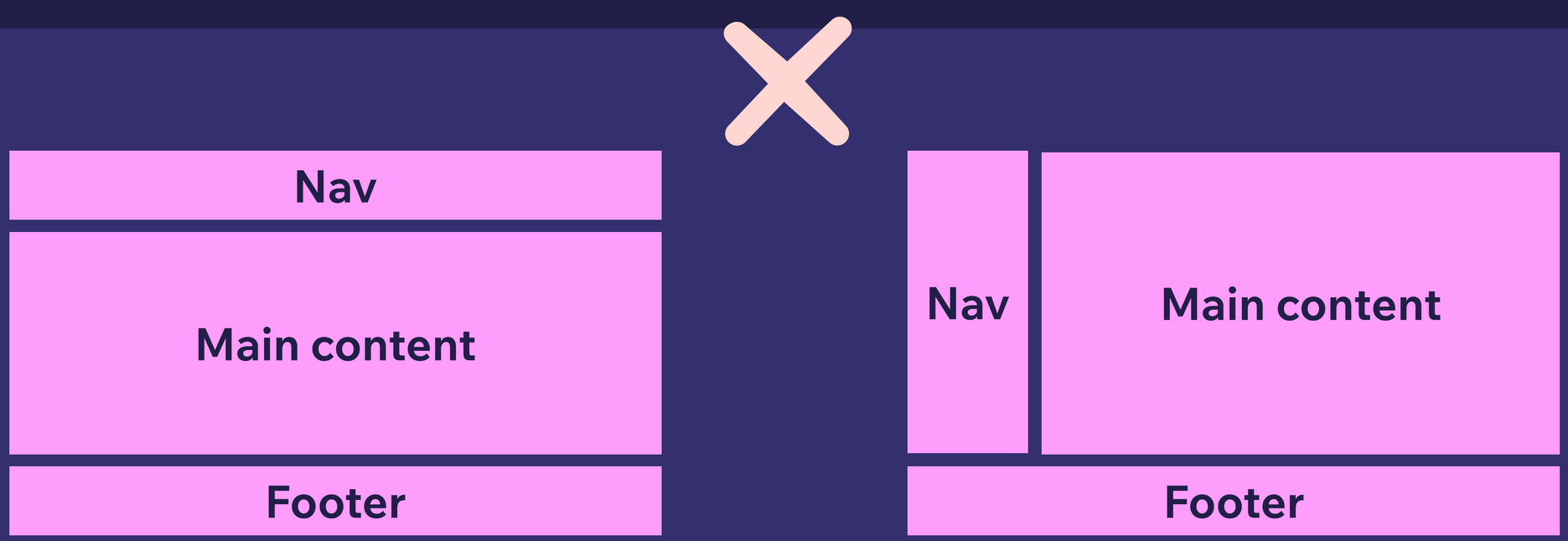




The layout doesn’t require horizontal scrolling.



The layout is consistent across different views and pages.

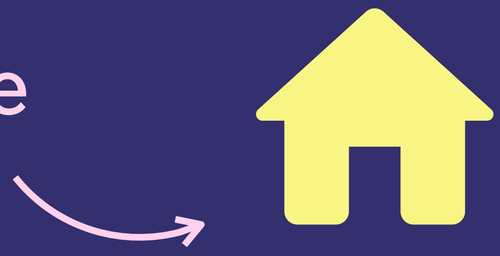


The design works on different viewport sizes and orientations.

Make visuals accessible

Alternative text is provided for images and icons.

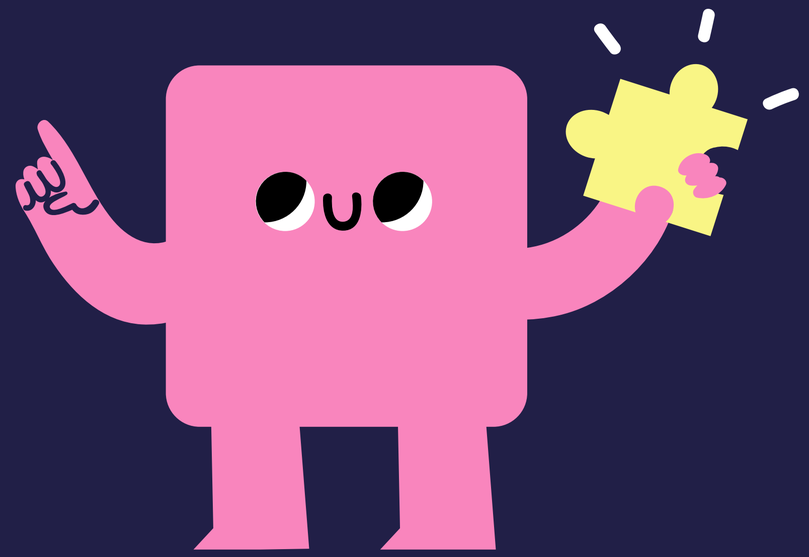
Home



Text alternatives are provided for images, charts, graphics, and maps.

Bar chart counting the quantity of vowels in the text. A occurs the most with 8, then E with 6, I with 4, and O with 2. U does not occur in the text.

Design is about how the thing works.



Interactive objects look visually interactive.

some text with a link.

some text with a link.

Interactive objects have a large enough target area.

US & Canada

UK

Africa

Australia

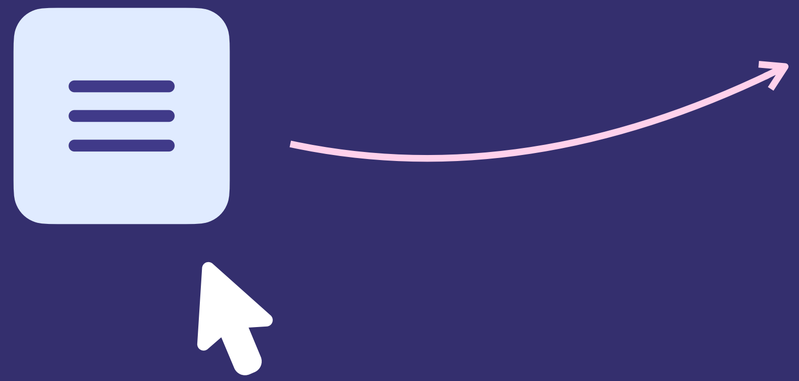
Asia

Europe

There’s enough space between interactive items to prevent accidental interactions.

US & Canada | UK | Africa | Australia | Asia | Europe

Users can access content and interactions without hovering.



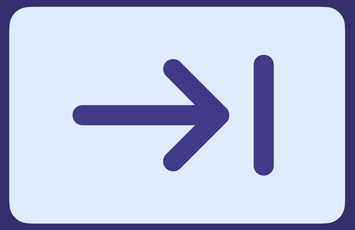
Discover

Watch

Listen

Services

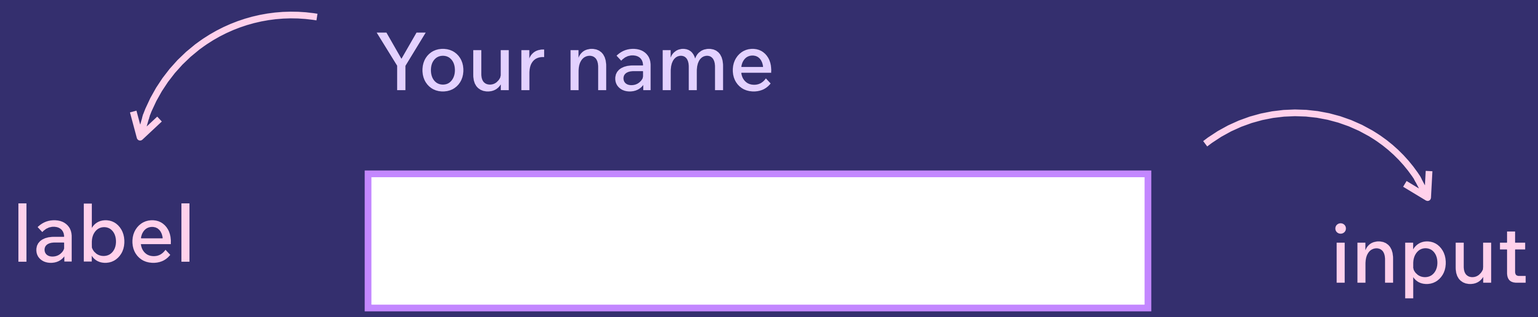
Interactive elements have visible focus styles for keyboard input.



some text with a link.

Apps are *fancy* forms

All form inputs have a corresponding label element.



Placeholder text is not used for form input labels.

Your name

Your name

Required form fields are indicated using text.

Your name *

Your name (required)

Form input errors are displayed above the form, indicating which form field they correspond to.

Sign up

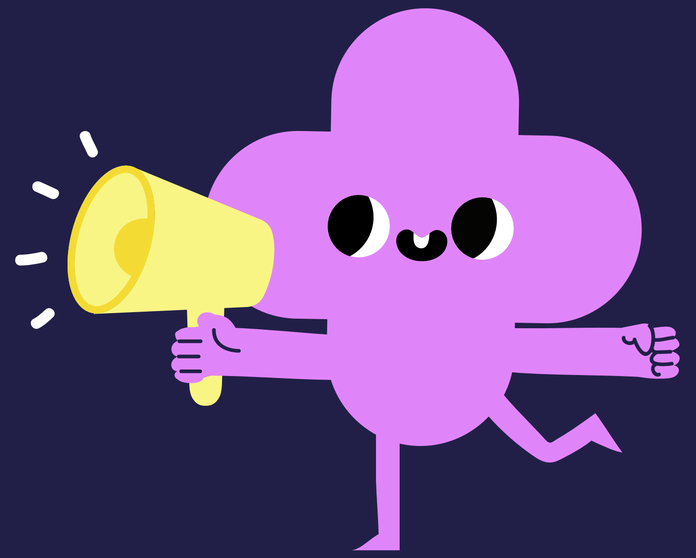
Your name (required)

Form error
Your name is required.

Sign up

Your name (required)

We’re all influencers.



Accessible labels and micro copy

Button text

Save changes

Use headings

Husky

30 languages

Article Talk Read Edit View history Tools

From Wikipedia, the free encyclopedia

For other uses, see Husky (disambiguation).

Husky is a general term for a dog used in the polar regions, primarily and specifically for work as sled dogs. It refers to a traditional northern type, notable for its cold-weather tolerance and overall hardiness.[1][2] Modern racing huskies that maintain arctic breed traits (also known as Alaskan huskies) represent an ever-changing crossbreed of the fastest dogs.[3][4]

Dogsled huskies at rest after racing

Huskies have continued to be used in sled-dog racing, as well as expedition and trek style tour businesses, and as a means of essential transportation in rural communities.[5] Huskies are also kept as pets, and groups work to find new pet homes for retired racing and adventure-trekking dogs.[6]

Etymology [edit]

The term "husky" first came into usage in the mid to late 1700s. At this time, "Esquimaux" or "Eskimo" was a common term for pre-Columbian Arctic inhabitants of North America. Several

Use meaningful elements.

<h1> →

<p> {

<p> {

<h2> →

Husky

30 languages

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Use meaningful elements.

<p>

<input>
<header>

<button>
<h1>
<h2>

<h3>
<video>

<footer>
<nav>
<a>
<img>

Use meaningful elements.

`<a>`

another location

`<button>`

Action

Use meaningful elements.

list item

```
<h1>Husky</h1>
<p>Husky is a general term for a dog used
in the polar regions, primarily and
specifically for work as sled dogs.</p>
```

1

Always keep accessibility in mind.

2

Design for flexibility.

3

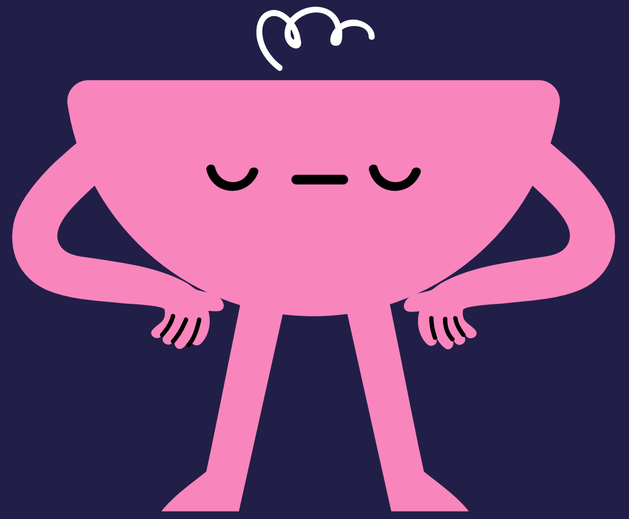
Use guidelines as guidelines.

4

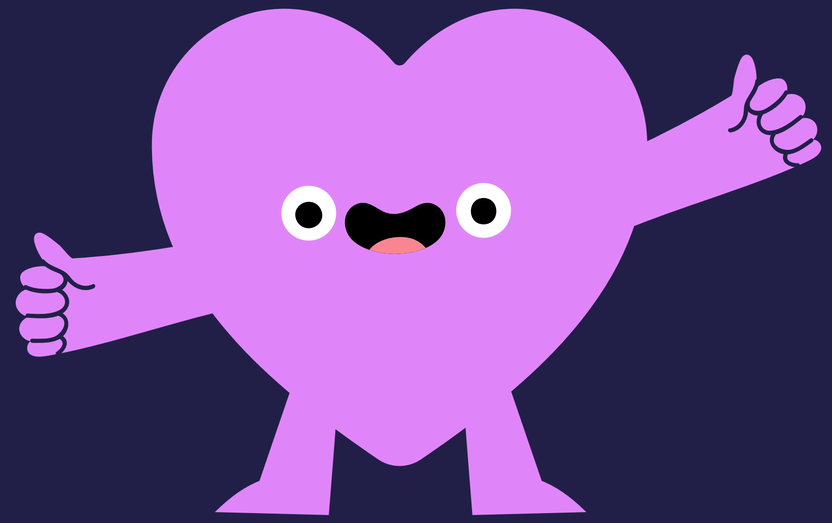
Listen to disabled people.

Accessibility benefits everyone,
but a lack of accessibility
excludes disabled people.

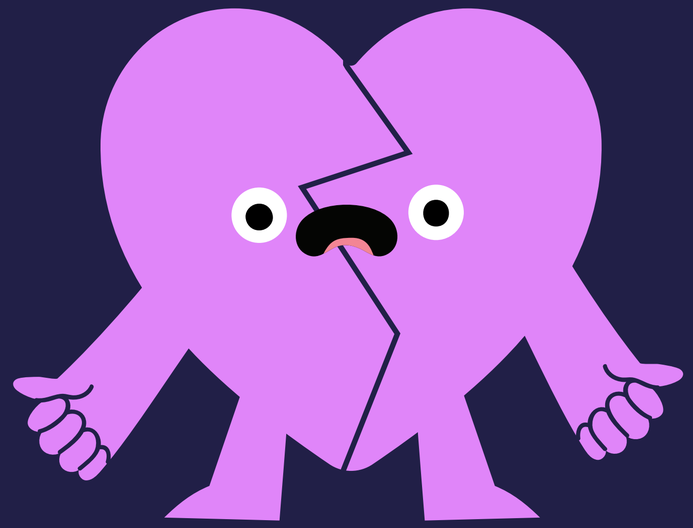
Stuff **will** get in your way.

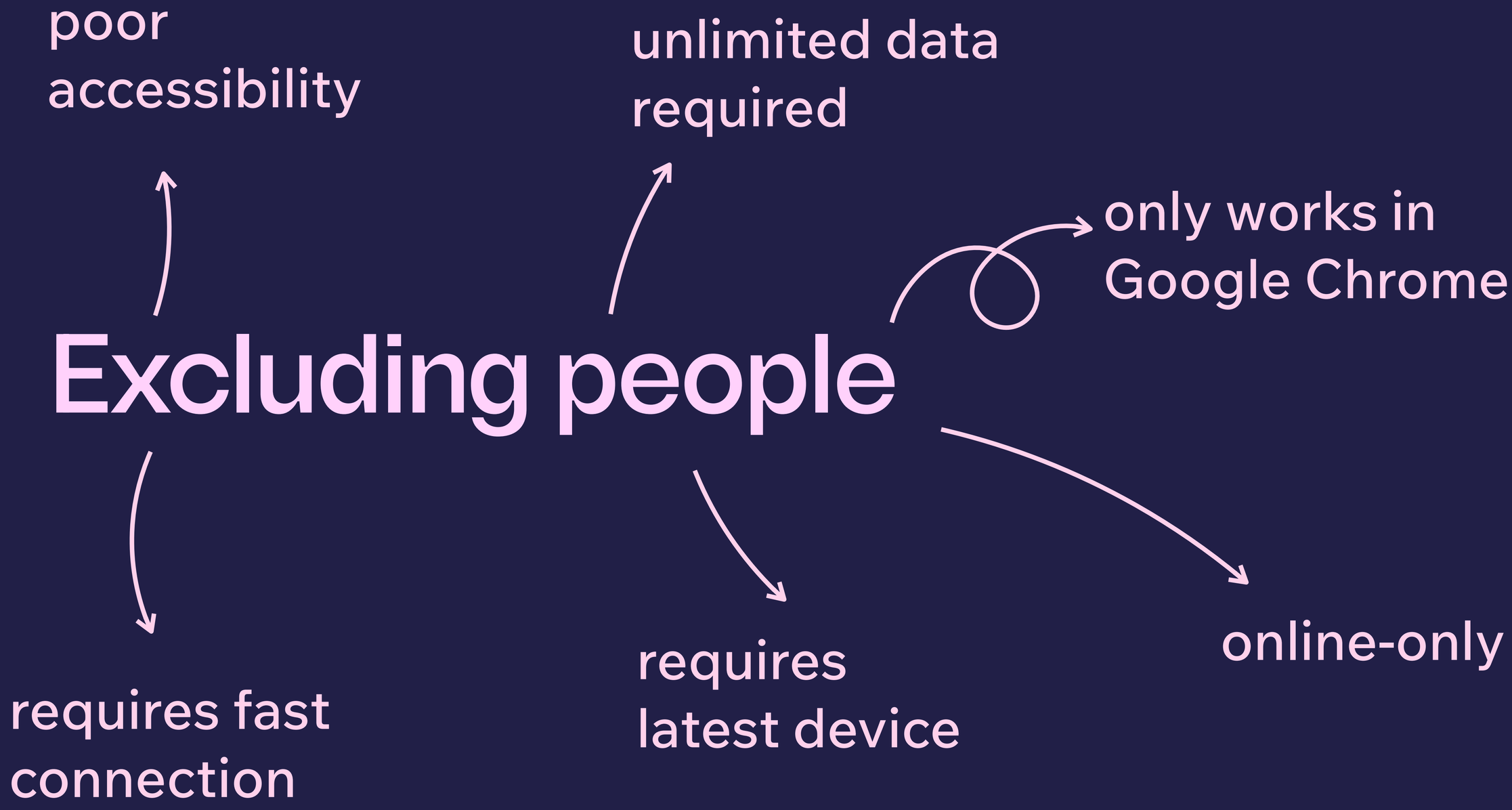


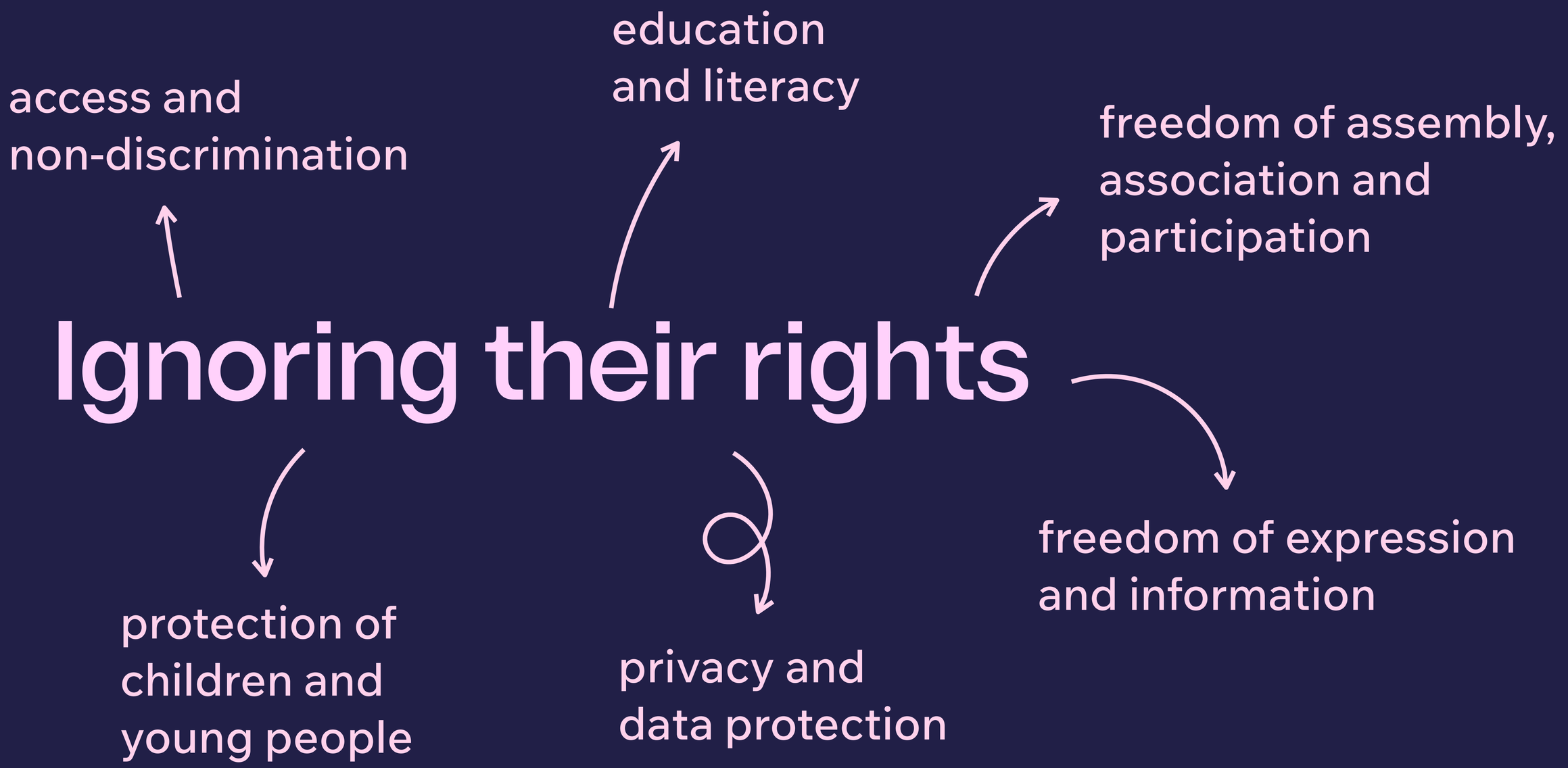
I 💜 the Web



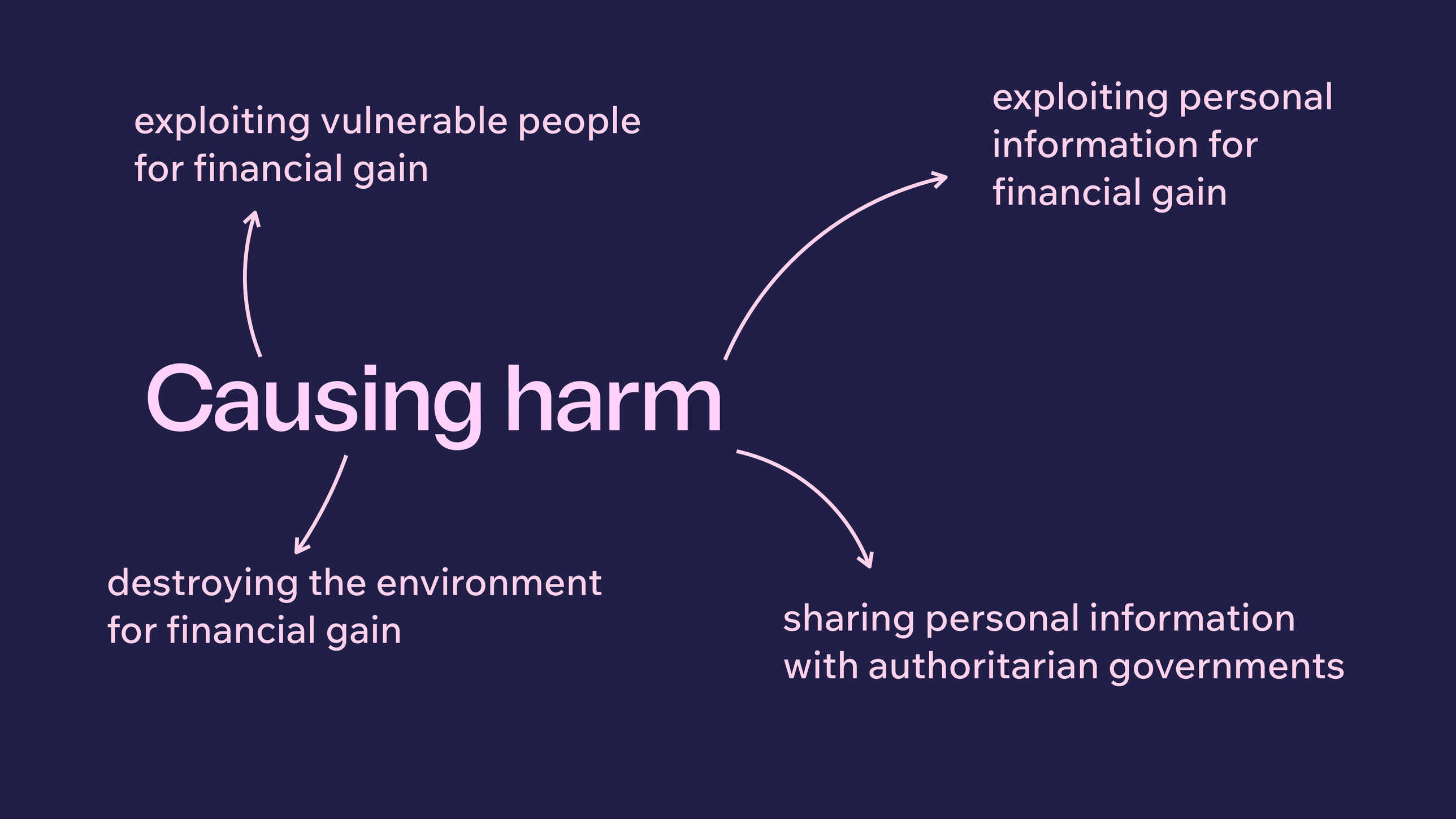
The hazards of modern day technology




poor accessibility
unlimited data required
only works in Google Chrome
Excluding people
requires fast connection
requires latest device
online-only


access and
non-discrimination
education
and literacy
freedom of assembly,
association and
participation
Ignoring their rights
protection of
children and
young people
privacy and
data protection
freedom of expression
and information

discrimination through exclusion
tracking online activity
Causing harm
designing addictive products
promoting misinformation and disinformation


exploiting vulnerable people for financial gain
exploiting personal information for financial gain
Causing harm
destroying the environment for financial gain
sharing personal information with authoritarian governments

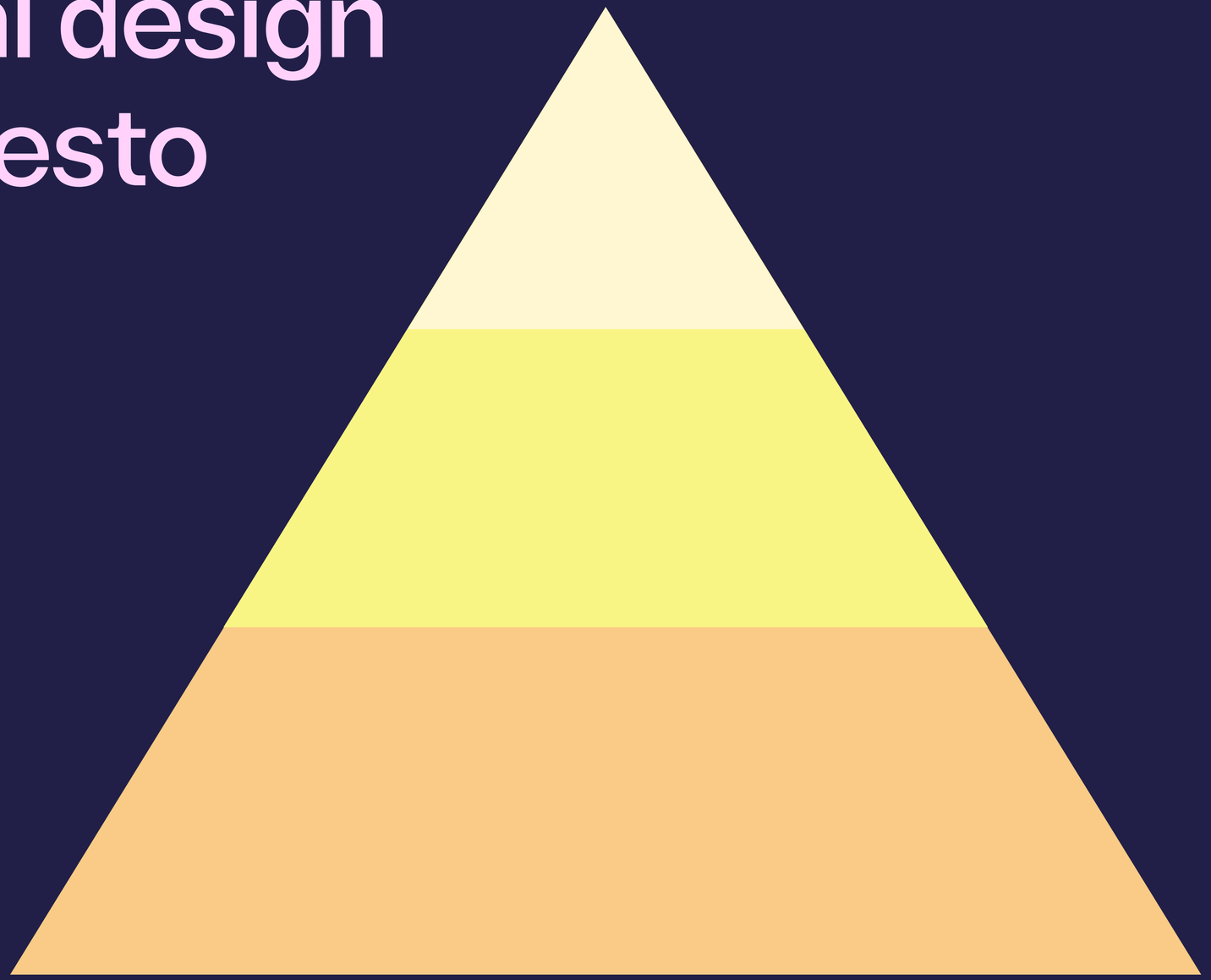
Technology is
vital infrastructure.
Your work is significant.

Your work makes
a difference.

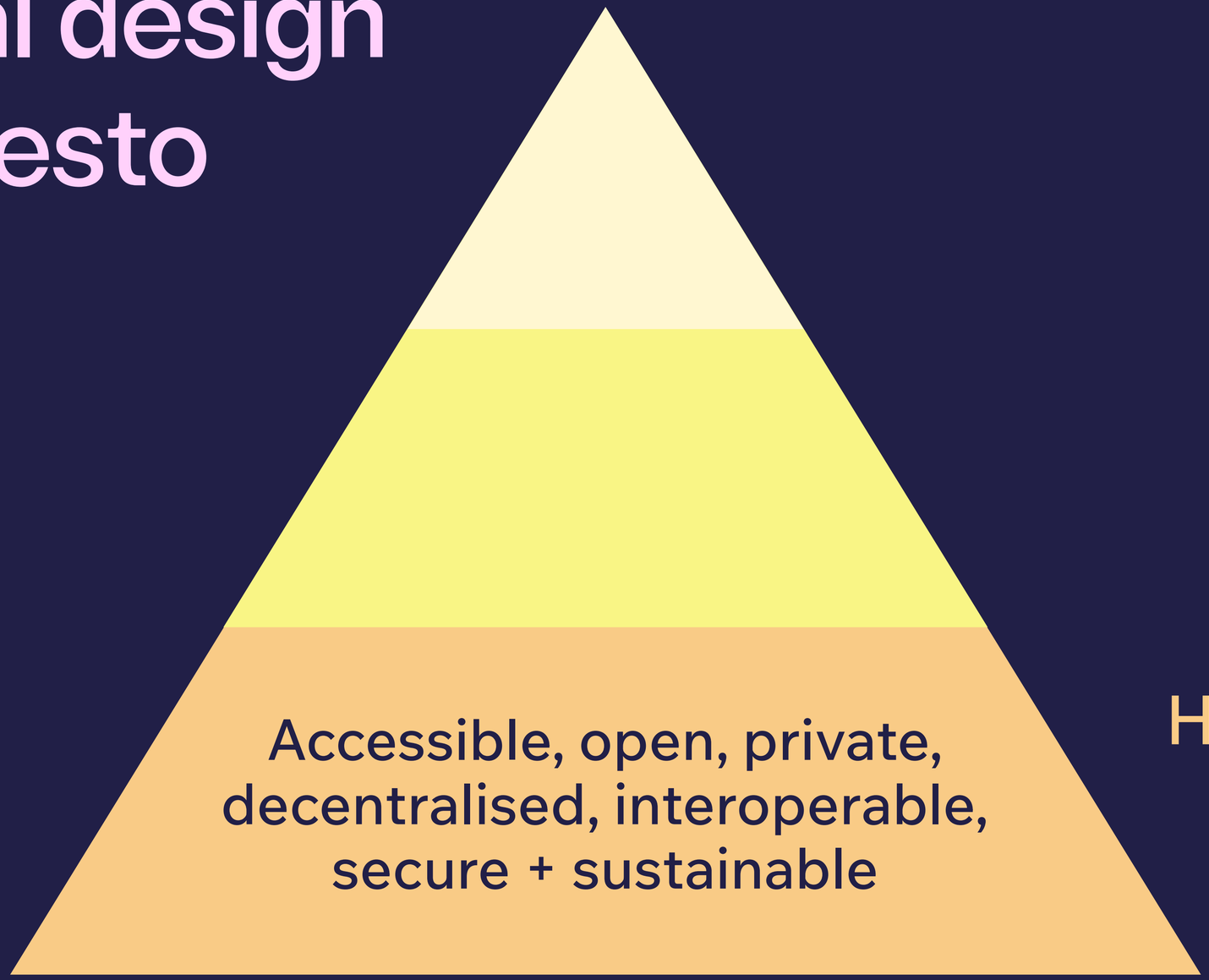
(It might be a
bad difference.)

What makes good design?

Ethical design manifesto

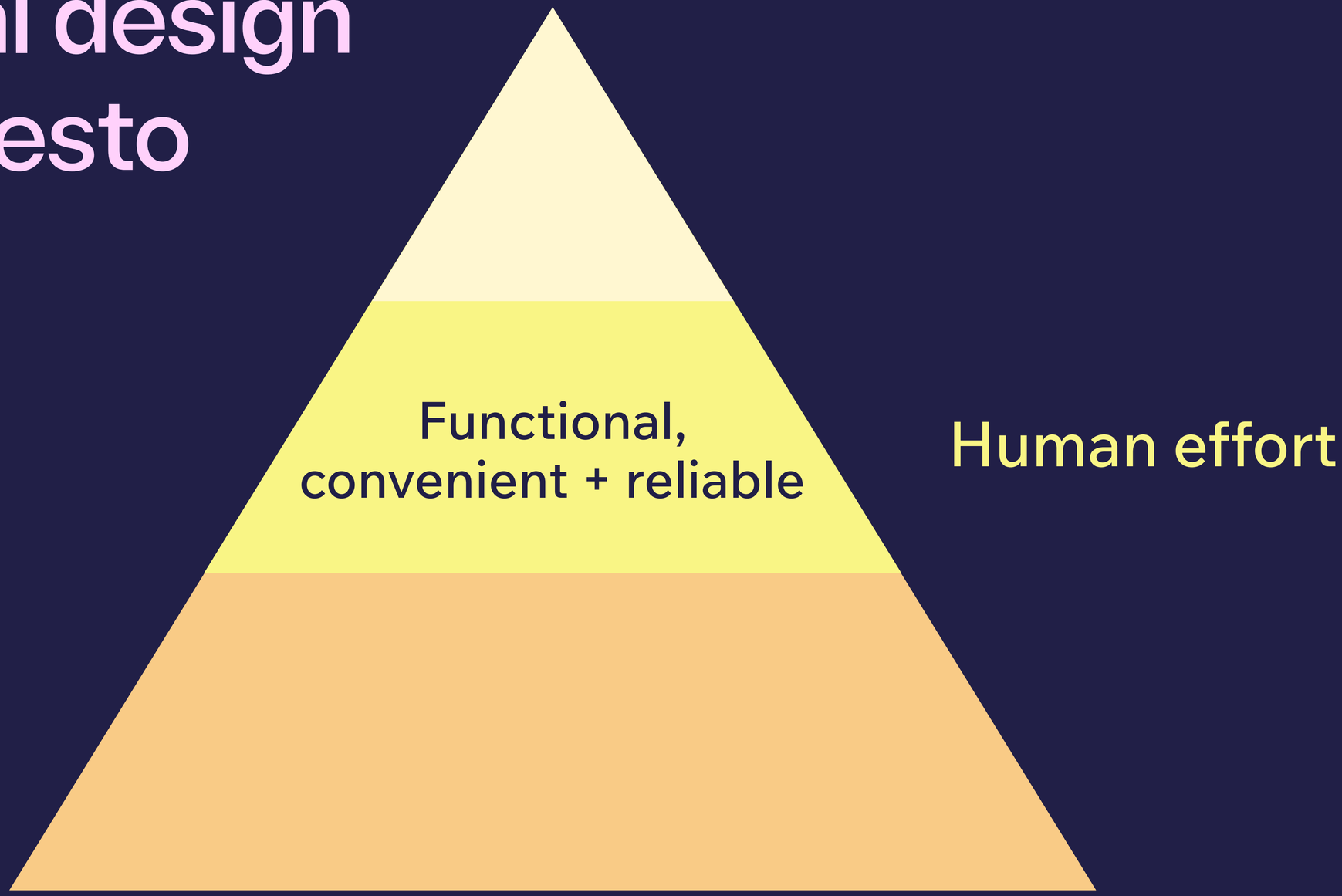


Ethical design manifesto

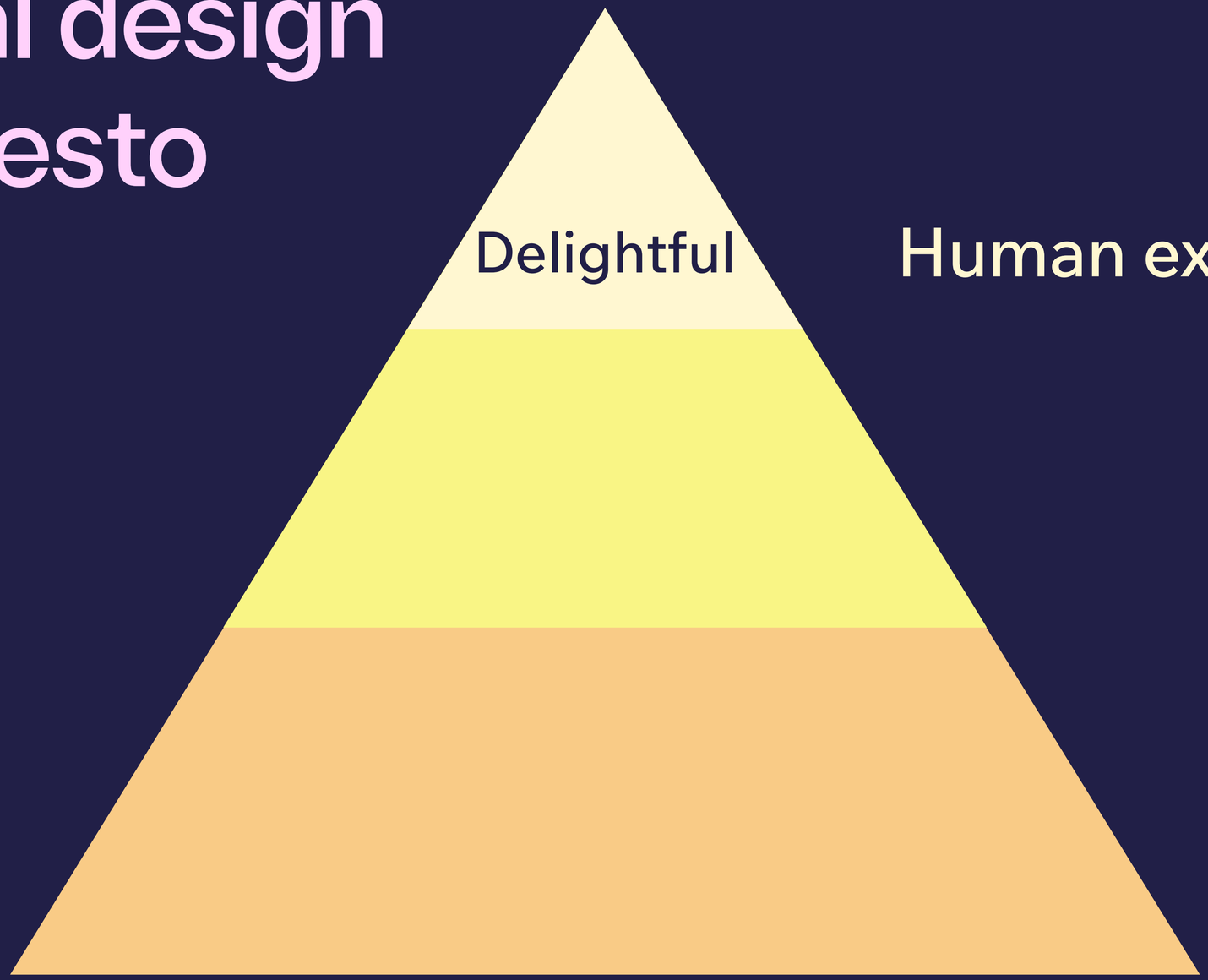


Human rights

Ethical design manifesto

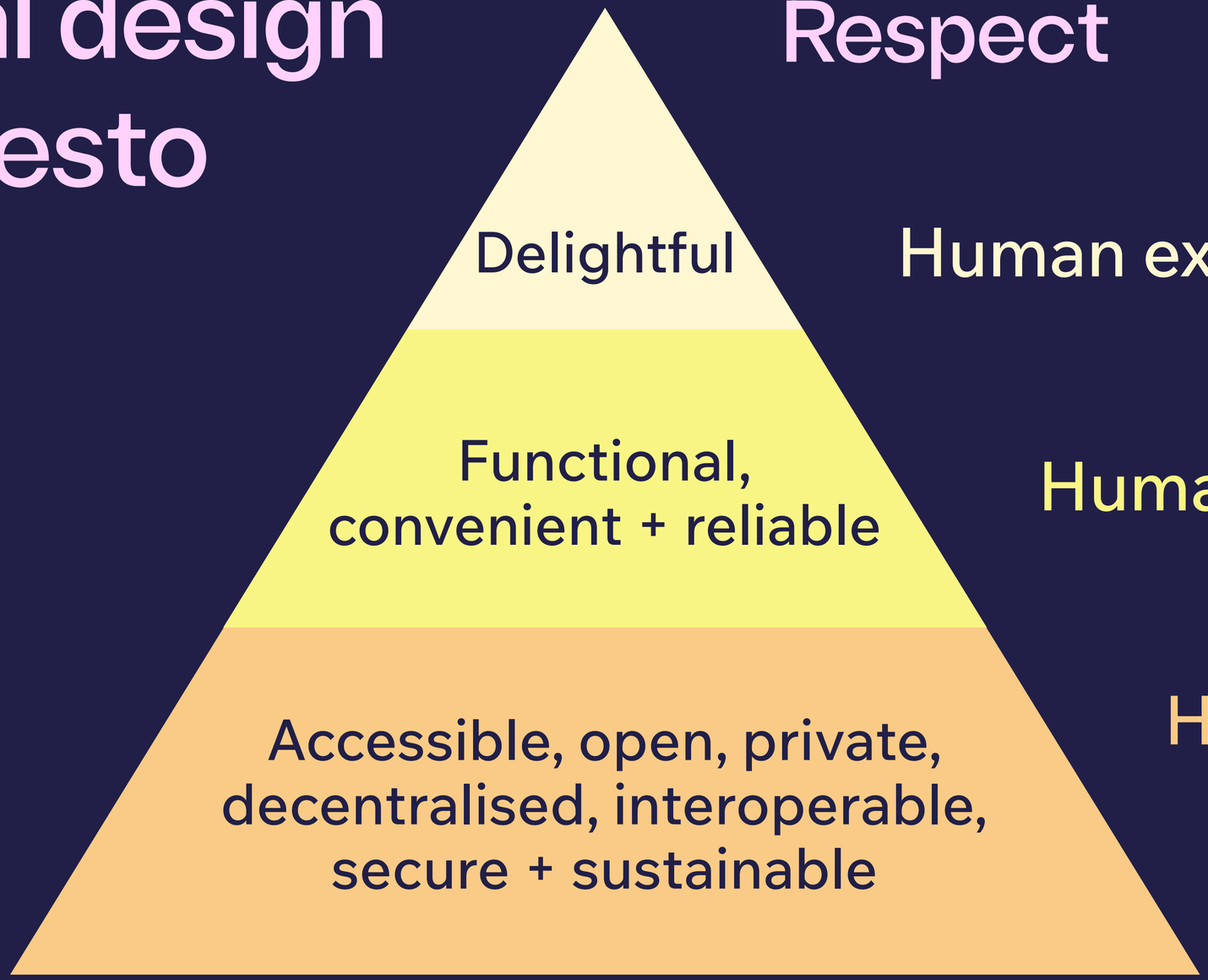


Ethical design manifesto



Human experience

Ethical design manifesto



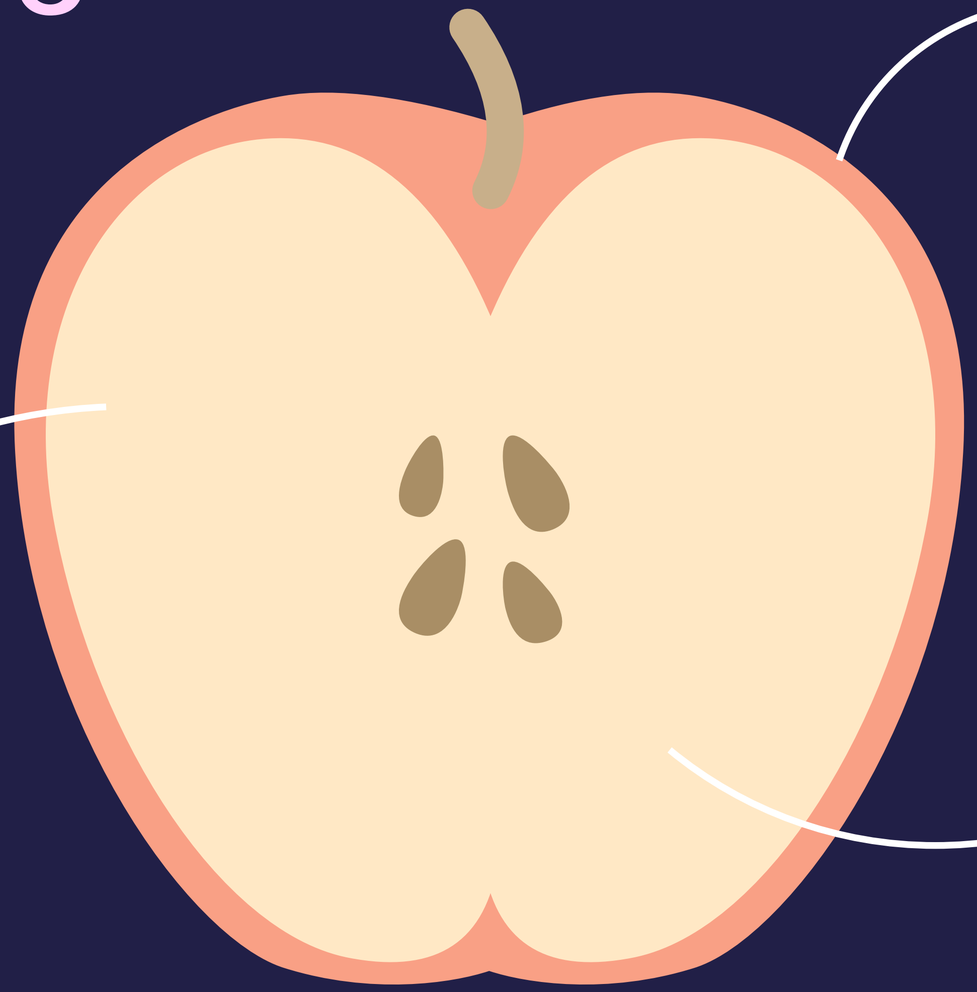
Respect

Human experience

Human effort

Human rights

Ethical design manifesto

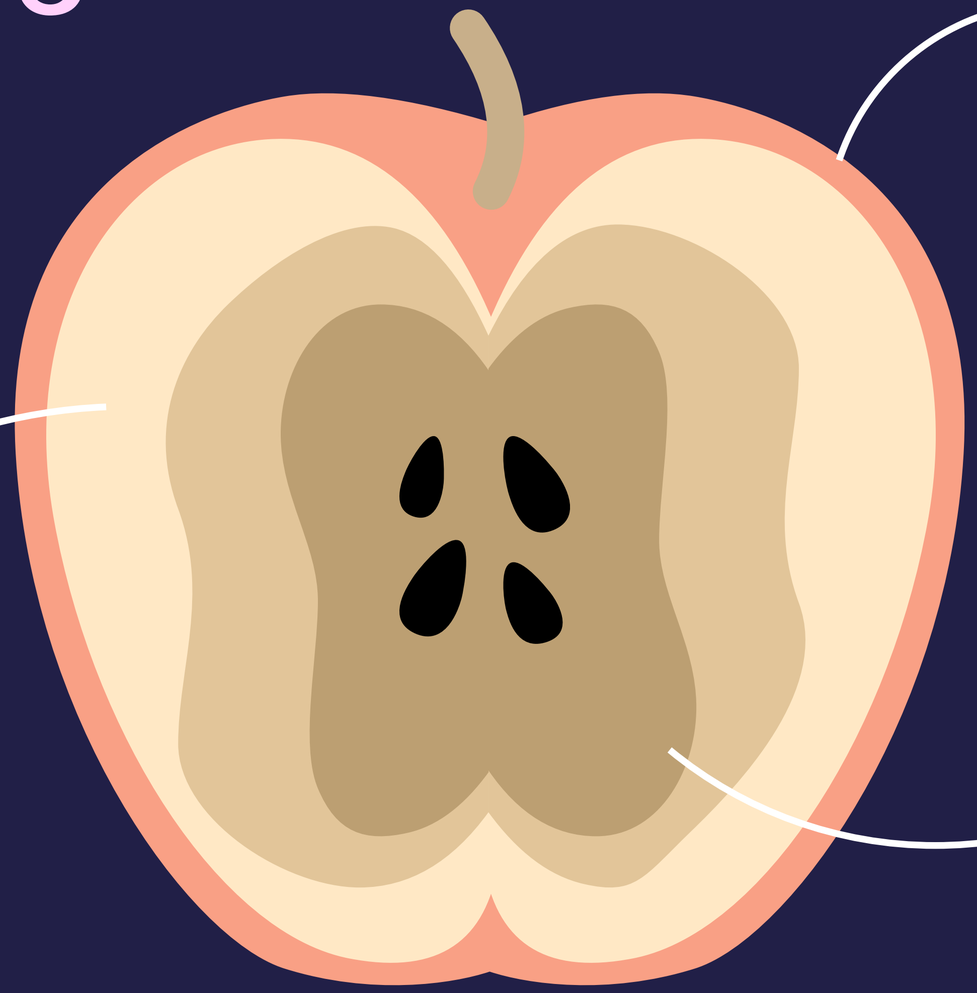


Human experience

Human effort

Human rights

Ethical design manifesto



Human experience

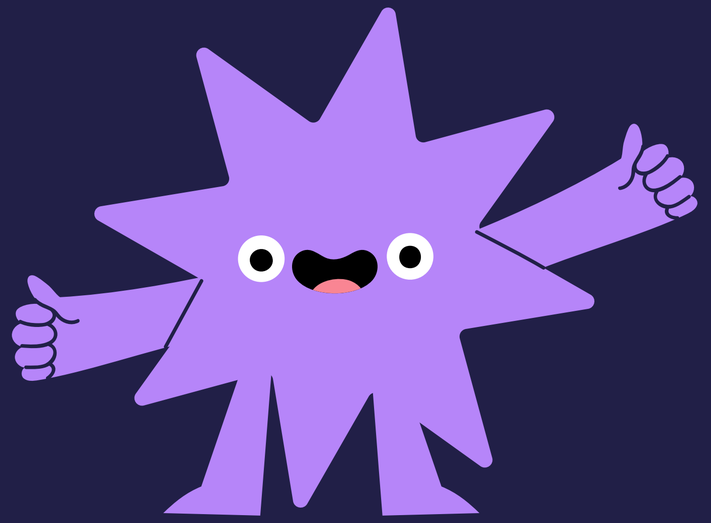
Human effort

Human rights

Finding our approach

1

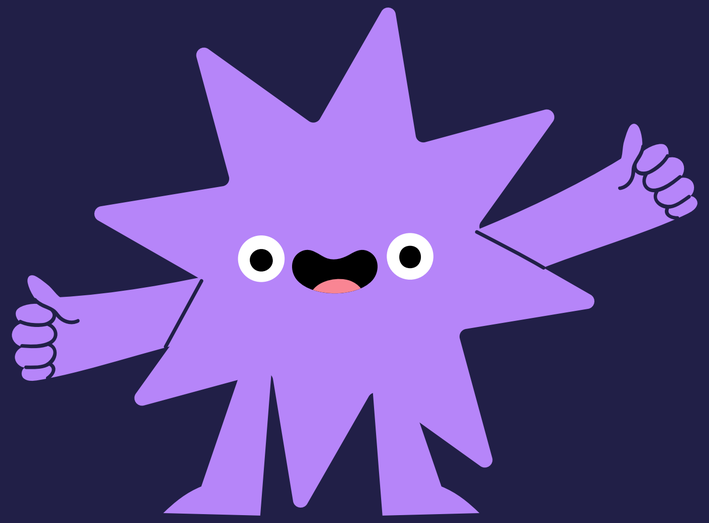
Be different.



Be different from
the mainstream.

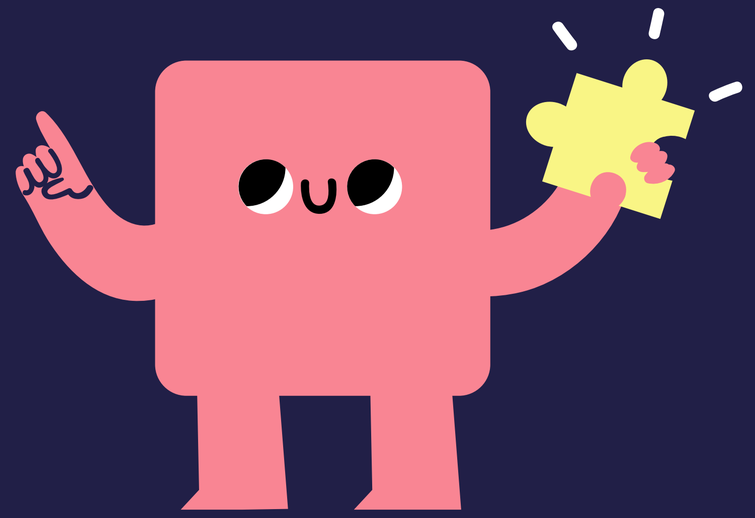
Create alternatives.

Seek out better solutions.



2

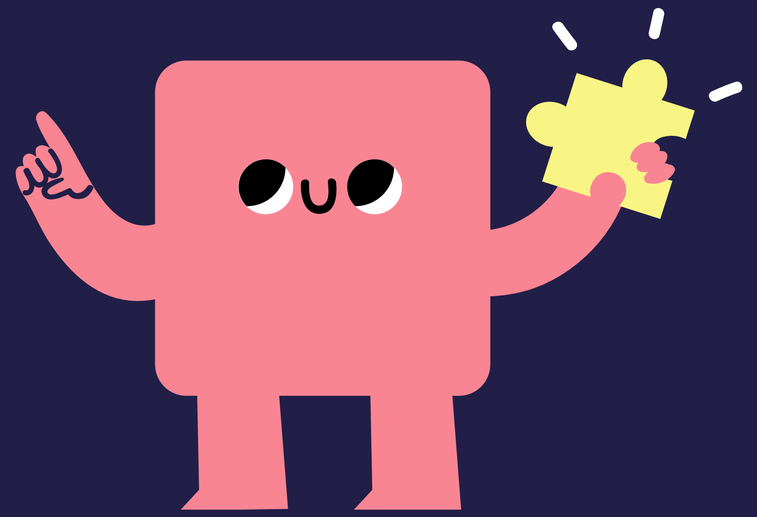
Be the advisor.



Do the research.

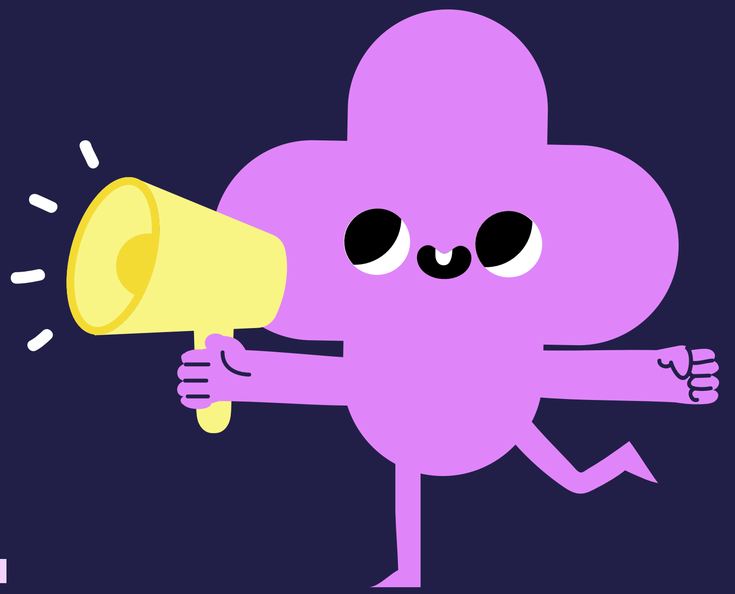
Understand the space.

Make recommendations.



3

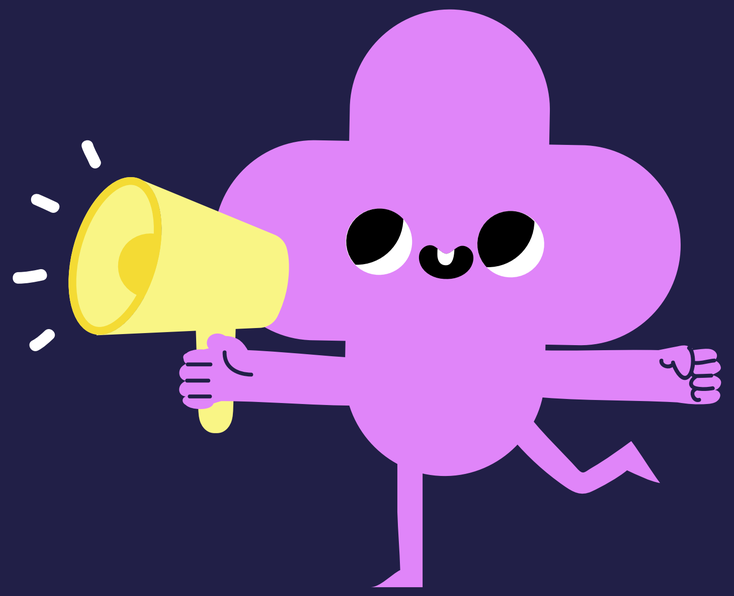
Be the advocate.



Speak up.

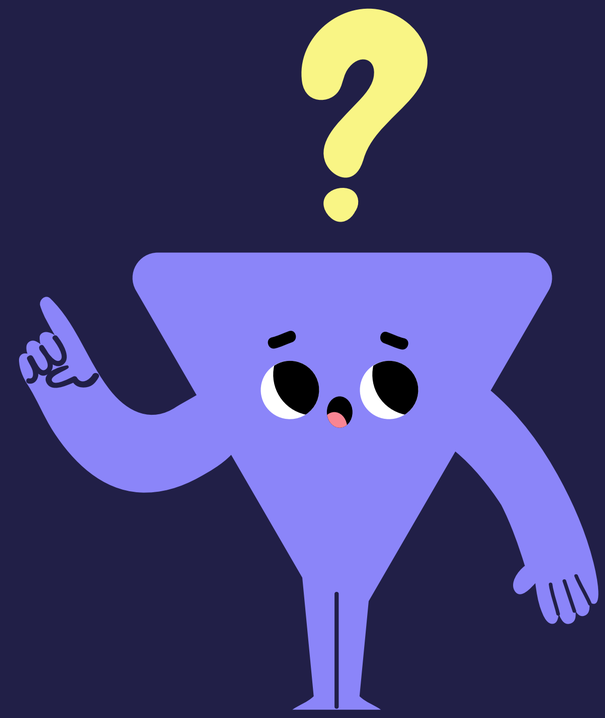
Advocate for others.

Make space for the underrepresented.



4

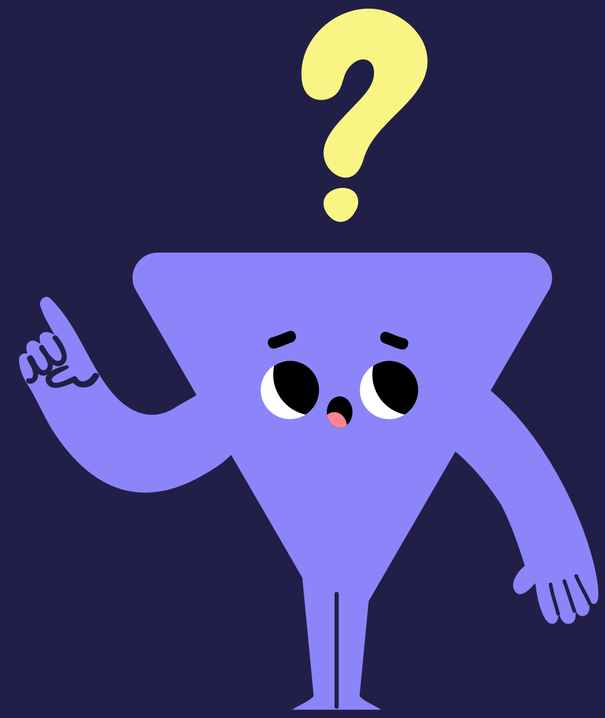
Be the questioner.



Question the norms.

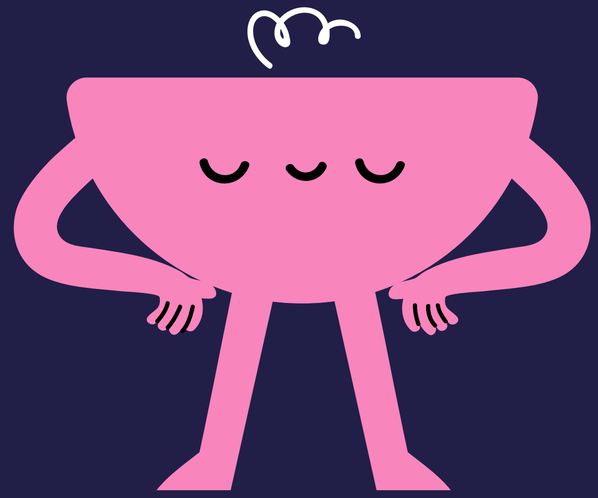
Interrogate every decision.

Don’t be afraid to question intent or impact.

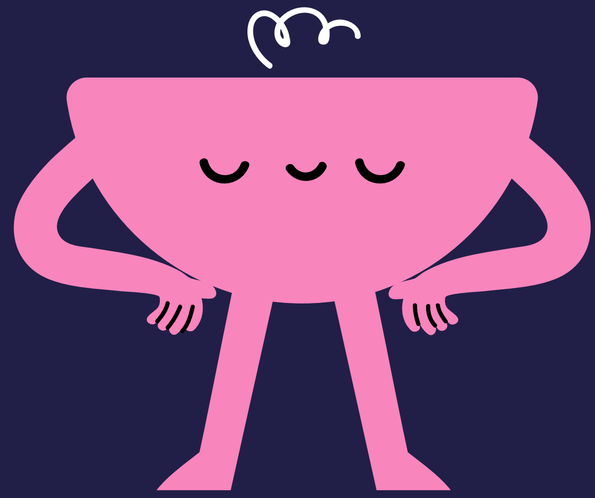


5

Be the guardian.

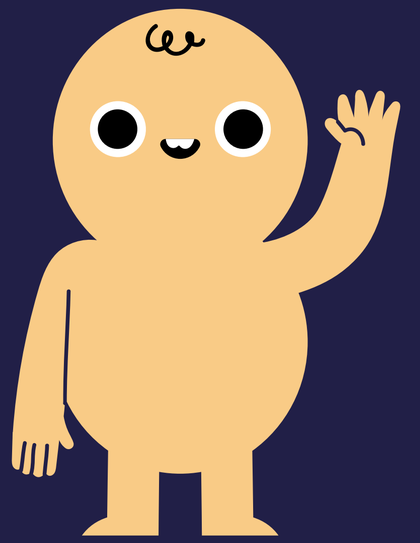


Stand in the way of harmful design.



6

Be difficult.

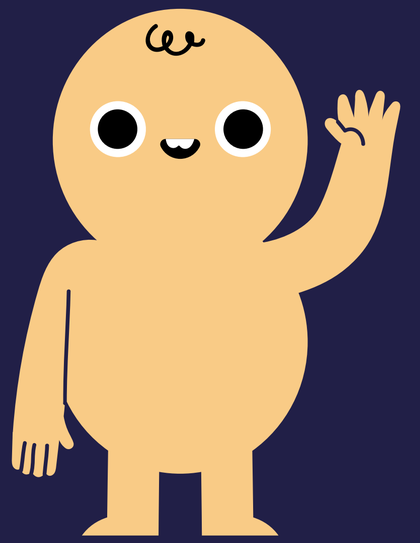


Bring up the issue again and again.

Embrace the awkwardness.

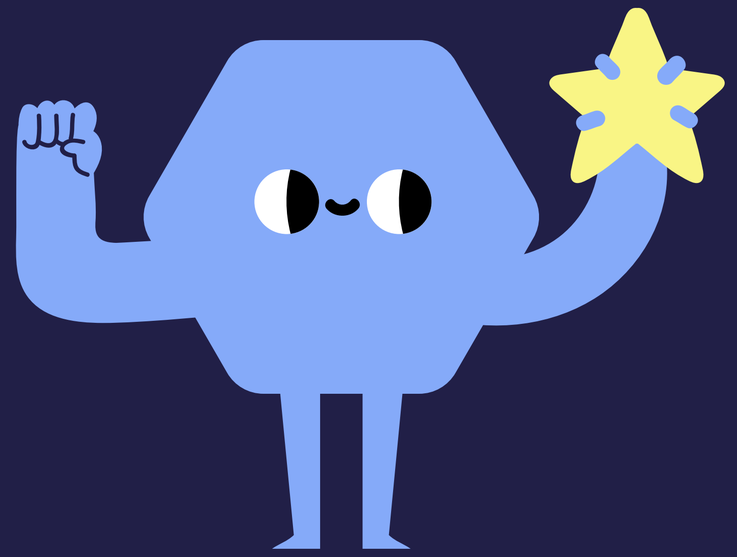
Call our questionable behaviour.

Be unprofessional.



7

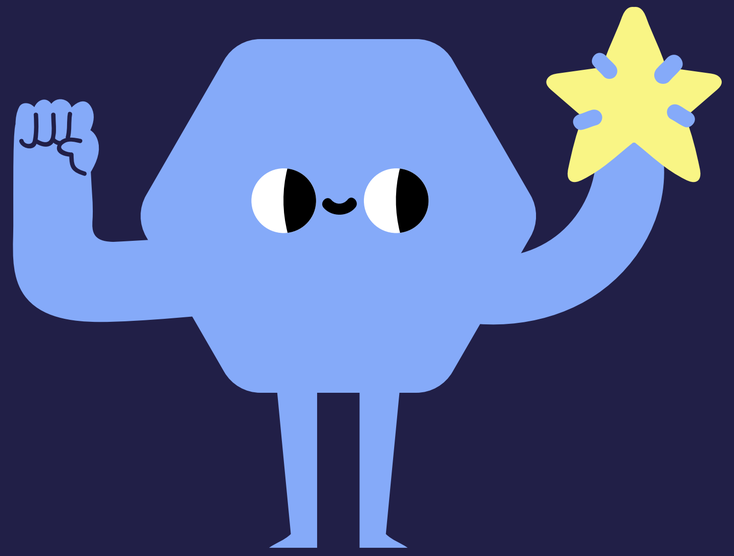
Be the supporter.



Raise awareness.

Support those doing the hard work.

Be vocal and generous in your support.



THIS IS FOR EVERYONE

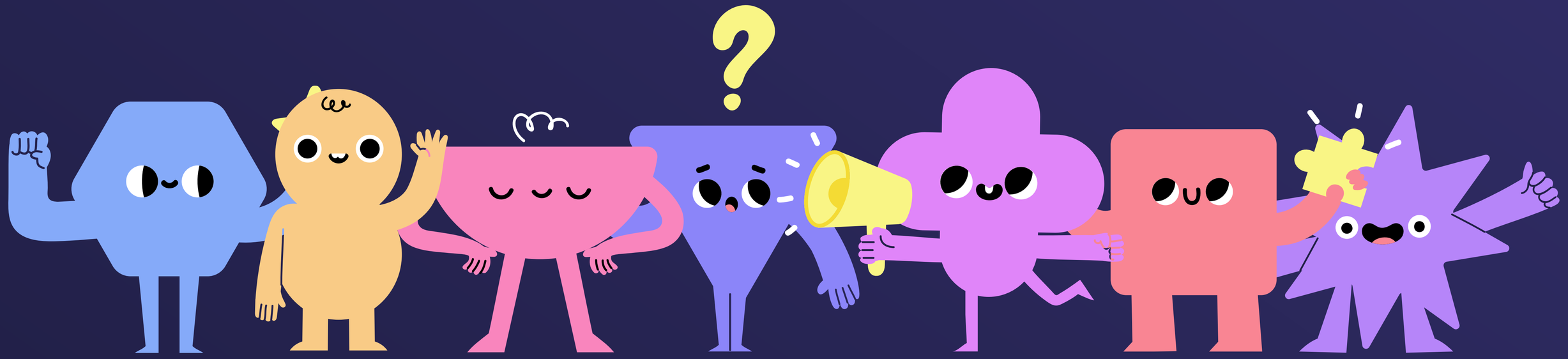
Design for everyone.

What makes a good designer?

Thank you!

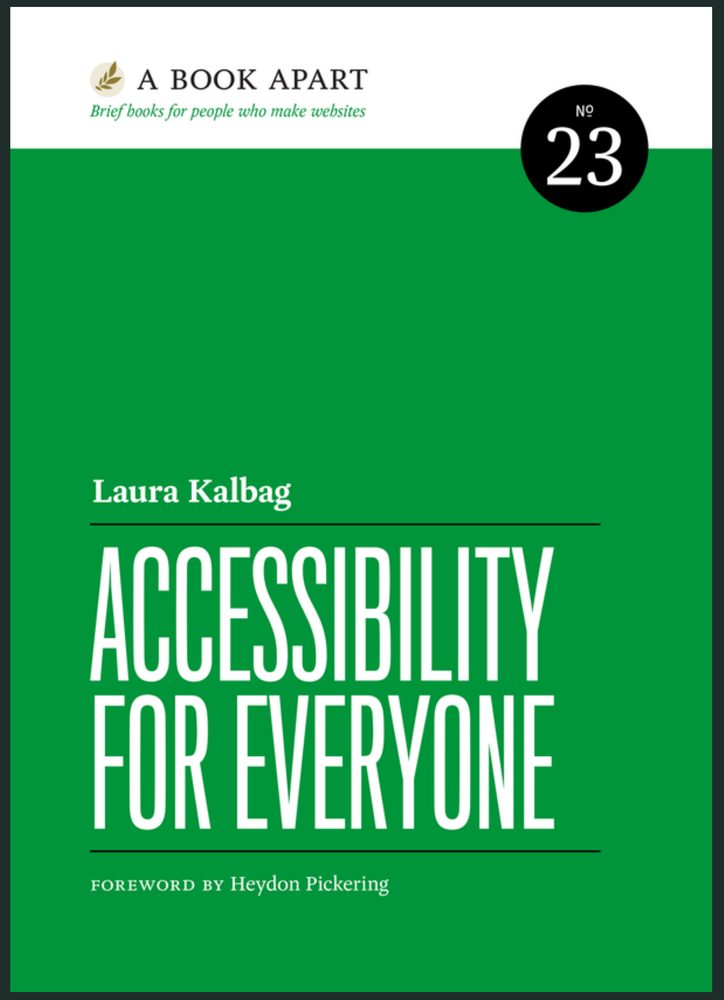
(and one more thing!)

Laura Kalbag @LauraKalbag



Accessibility for Everyone

https://a4e.link

Free

Online