

Web Accessibility Strategies: Standards and Resources

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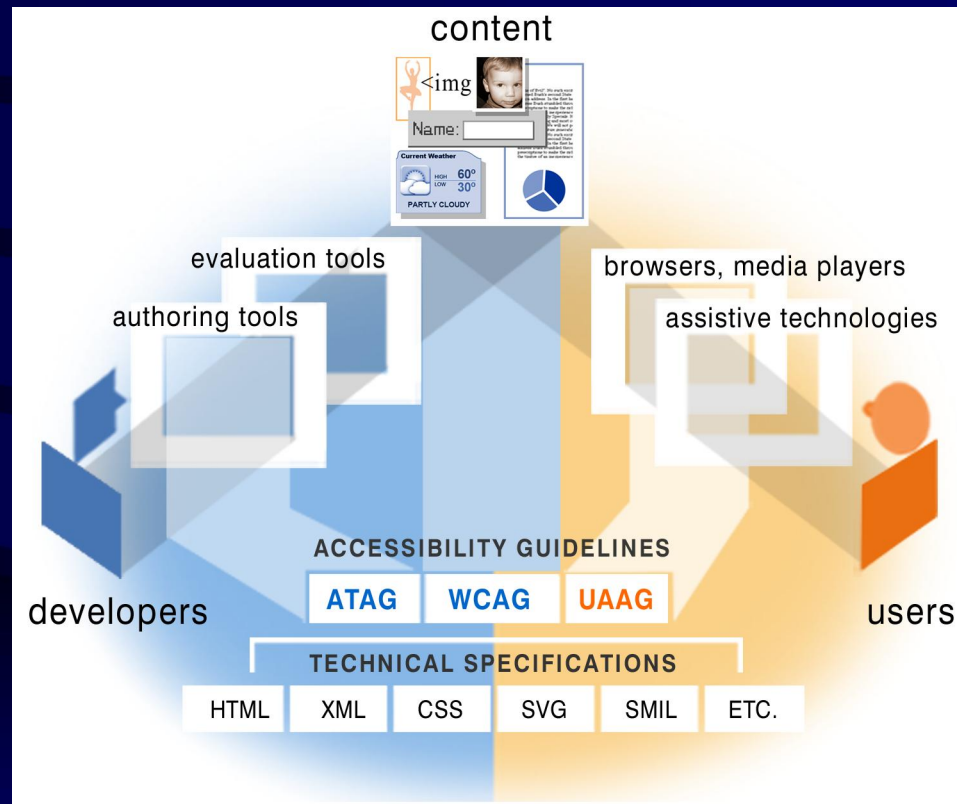
The Web: a Core Resource for Participation in Society

- Access to:
 - education, employment, news, commerce, health, recreation, civic participation, social networking
- Additionally:
 - key resource for sharing approaches to promoting all kinds of accessibility
- *Lack of access to such a core resource is a form of discrimination*

W3C & WAI

- World Wide Web Consortium (W3C)
 - vendor-neutral industry consortium
 - promotes evolution, interoperability, and universality of the Web
 - develops core standards for the Web
- Web Accessibility Initiative (WAI)
 - addresses cross-disability user requirements
 - develops multi-stakeholder consensus solutions

Ingredients for an Accessible Web



WAI Guidelines

- **Web Content Accessibility Guidelines**
 - accessibility of Web sites, Web content, Web applications
- **Authoring Tool Accessibility Guidelines**
 - accessibility of software used to develop Web content
 - support for production of accessible content
- **User Agent Accessibility Guidelines**
 - accessibility of browsers and media players

WAI Guidelines 1.0 and 2.0

- WCAG, ATAG, UAAG 1.0
 - existing guidelines/standards
- WCAG, ATAG, UAAG 2.0
 - in development
 - provide accessibility for advanced Web technologies
 - more precisely testable
 - more understandable & usable with supporting materials

On-going Review of Technology

- Review of all W3C technical specifications while under development
 - to ensure support for accessibility needs
- Collaborative review of some non-W3C specifications
- Development of technical solutions for specific needs
 - WAI-ARIA (Accessible Rich Internet Applications)

Multi-stakeholder Participation

- Industry
- Disability organizations
- Accessibility researchers
- Government
- Education

*...developing consensus solutions for
accessibility*

Role of Harmonized Standards

- Speed the progress of Web accessibility by:
 - providing a unified market for improved authoring and evaluation tools
 - enabling re-use of training resources
 - eliminating conflicting requirements on developers
 - allowing consistent monitoring of conformance, and reliable assessment of progress

Strategies for Web Accessibility

- Start with multi-stakeholder involvement
- Build awareness
- Assess current level of accessibility
- Establish an updateable policy framework
- Train developers
- Implement guidelines
- Evaluate outcomes and monitor progress

Resources for Web Accessibility

WAI home page: www.w3.org/WAI/

- Introducing Accessibility
- Guidelines & Techniques
- Managing Accessibility
- Evaluating Accessibility
- WAI Groups
- About WAI