Walk Through WAI Resources

Brent Bakken
Director, Accessibility Strategy & Education Services
Pearson Assessment
brent.bakken@pearson.com
There are many ways to approach accessibility.
“Band-Aid” approach
“Great design, but not functional” approach
“Hey, we added it, you go ahead and try it” approach
“We say it is, but it’s really not” approach
“Solution that works but ends up being worse” approach
“There are still some bugs to be worked out” approach
“We don’t really understand the users’ needs” approach
“Over thought and complicated” approach
“We’re just meeting conformance” approach
“We didn’t plan it all the way through” approach
“We had it working but forgot to maintain it” approach
“We did it right, but we still did it after the fact” approach
The Well planned practical approach
Accessibility

There are many ways to approach accessibility.

The best approach will include a lot of thought, from the start, done right, and maintained.
Show Me the WAI

Web Accessibility Initiative (WAI)

• Provide Pointers
• Promote Understanding
• Provide Direction and Guidance
• Provide Resources and Tools
• Invitation to Join and/or Contribute
Who is the W3C?

The World Wide Web Consortium (W3C) is an international community where Member organizations, a full-time staff, and the public work together to develop Web standards.

W3C develops these technical specifications and guidelines through a process designed to maximize consensus about the content of a technical report, to ensure high technical and editorial quality, and to earn endorsement by W3C and the broader community.

Link to the W3C Standards: <https://www.w3.org/standards/>
What is WCAG?

**Web Content Accessibility Guidelines (WCAG)** is developed through the W3C process in cooperation with individuals and organizations around the world, with a goal of providing a single shared standard for web content accessibility that meets the needs of individuals, organizations, and governments internationally.

The WCAG documents explain how to make web content more accessible to people with disabilities. Web "content" generally refers to the information in a web page or web application, including:

- natural information such as text, images, and sounds
- code or markup that defines structure, presentation, etc.
The WAI web site has recently undergone a redesign led by the Education & Outreach Working Group. Redesign efforts focused on four major changes to the WAI site:

- **Visual Design** → (modern looking site that is visually appealing)
- **Information Architecture** → (intuitive navigation and organization)
- **Updating and improving resource** → (more relevant and concise)
- **Retiring older resources** → (removing outdated material)
The redesign continues, and is using an agile development approach. Future enhancements will be incorporated as feedback to the redesigned site is gathered.

For:
- Planned Changes and Known Issues
- Acknowledgements
- How to Comment

Visit: <https://github.com/w3c/wai-website/wiki/W3C-WAI-Website-Redesign-Information>
The WAI site is structured to help users intuitively find the resources that match their role or specific categories of topics they are looking for:

- Accessibility Fundamentals
- Planning & Policies
- Design & Develop
- Test & Evaluate
- Teach & Advocate
- Standards / Guidelines
What Resources are Available for Me?

WAI Web Site: www.w3.org/WAI
Get Involved with WAI

• Be part of community that develops guidelines
• Stay in tune with evolving standards:
  – WCAG 2
    – WCAG 2.1
    – Silver
• Ensure accessibility remains priority
Join In!

Getting WAI Announcements

- Mailing list: www.w3.org/WAI/IG/
- Twitter: w3c_wai
- RSS feed

WAI Interest Group (IG)

GitHub
Thank You

Brent Bakken
brent.bakken@pearson.com