

Course : Design accessible web and editorial content

Practical course - 2d - 14h00 - Ref. CED

Price : 1590 CHF E.T.

★★★★☆ 3,9 / 5

In the context of accessible content, in this course you'll learn about the constraints of the RGAA guidelines relating to the user experience of disabled people. You'll get the tools you need to understand the role of editorial teams and apply accessibility criteria to web and editorial content.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understanding digital accessibility and the RGAA reference framework
- ✓ Integrate accessibility criteria: graphics, multimedia, ergonomics
- ✓ Designing accessible editorial content
- ✓ Understand the role of editorial players from design to production of digital media

Intended audience

Marketing managers, editorial managers, web marketing, web designers, communications managers, graphic designers, web contributors.

Prerequisites

Basic knowledge of digital accessibility or knowledge equivalent to that provided by the "Digital Accessibility Awareness" course (ref. ANU).

Practical details

Teaching methods

This highly interactive course is supported by numerous exercises and practical work.

Course schedule

PARTICIPANTS

Marketing managers, editorial managers, web marketing, web designers, communications managers, graphic designers, web contributors.

PREREQUISITES

Basic knowledge of digital accessibility or knowledge equivalent to that provided by the "Digital Accessibility Awareness" course (ref. ANU).

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Digital accessibility overview

- What is the RGAA?
- Human issues.
- Inclusive design: permanent, temporary and situational disabilities.
- Visual, hearing, cognitive and motor disabilities: which specificities and which assistive technologies to use.

Hands-on work

Benchmark study and strategy design.

2 The user and accessibility

- Compliance levels.
- Fair and flexible use.
- Simple, intuitive operation.
- Perceptible information and error tolerance.
- Low physical effort and space for approach and use.
- UX design: visual layout, contrasts, iconographic and color choices.
- Normative and real accessibility: the challenges and benefits of user testing.

Hands-on work

Analysis of a website compliant with accessibility standards.

3 Editorial criteria for accessibility

- The obligations of the editorial manager and the implementation of an accessibility system.
- Training teams and raising their awareness of the context of accessible editorial content.
- Use of color, brightness and contrast and appropriateness of evaluation forms.
- Text formatting and accessible links.
- Using images in an accessible way and writing accessible content.
- Accessibility of tabular data.
- The alternative to cryptic content (ASCII art, emoticons, cryptic syntax).
- Is the content available in all screen orientations?

Hands-on work

Creation of accessible text and visual content.

4 Multimedia: accessibility criteria

- The constraints and particularities of visual and sound animations.
- How do you control sound and visual animations?
- Intervention on brightness and flash effects.
- Plug-ins for web pages (Flash, Java, etc.).
- Adapting the video format for accessibility.
- Integration of transcripts: subtitles and audio description for the video.

Hands-on work

Adapting accessible multimedia content.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

Options

Certification : 190€ HT

DiGiTT® certification is optional when you register for this training course, and consists of 3 stages: taking a Diag® before the course, access to a digithèque to learn the concepts and notions for each digital skill, and then taking the certification exam. This consists of a 90-minute test available in English and French. The result certifies your skill level out of 1000 points (beginner, intermediate, advanced, expert). Taking this course alone is not enough to guarantee a maximum score on the exam. You can schedule and take the exam online within 4 weeks of the start of your session.

Dates and locations

REMOTE CLASS

2026 : 21 May, 1 Oct.