

# How to make digital content accessible



**Easy read guide**

# Who we are



We are **The Space**. We give artists money to help them make **digital content**.



We also teach artists how to make **digital content**.



**Digital content** means anything people can watch, listen to or read using **technology**.

**Technology** means devices like a TV, computer or phone.



Music, films, dancing, acting, singing and painting can all be digital content.

# About this guide



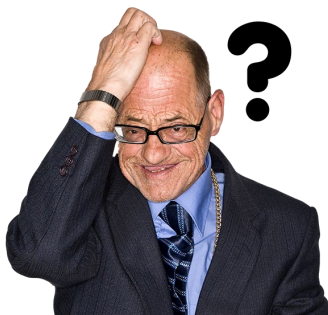
We think digital content should be **accessible** to everyone.



**Accessible** means it is easy for everyone to create, watch, listen to or read digital content.



There is always new technology and there are always new ways to make digital content.



Disabled people often cannot use technology or make digital content.



Disabled people often do not have what they need to watch, listen to or read digital content.



We asked a group of people who make or teach art to meet and talk about why they think digital content is not accessible to disabled people.



In this booklet, art means things like music, films, dancing, acting, singing and painting.



They also came up with some ideas about how to make digital content more accessible.



We used our group's ideas to write this guide on how to make digital content accessible.

# About our group



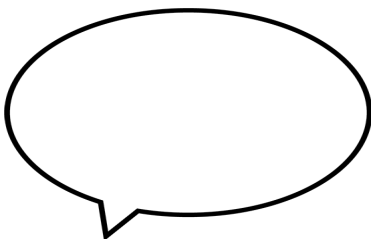
Our group was led by **Partington**.  
**Zoe Partington** is an artist and **activist**  
for people with disabilities.



An **activist** is someone who does  
or says things to make a change  
to something they care about.



Our group agreed there is not enough  
information about the best way to  
make digital content accessible.



They also said this information  
would need to be in a place  
where everyone can find it.

# Our guide

Our guide has 4 rules about how to make digital content accessible.

1

Make a plan about how to be accessible.

2

Find out what barriers disabled people have to deal with.

3

Make sure it is everyone's job to be more accessible.

4

Work with disabled people.



Our guide tells your arts organisation how to follow these rules.

We will also give you advice about how to plan and run an **art project**.



An **art project** is the work your arts organisation does to ask and pay artists to make art.



# Rule 1 Make a plan about how to be accessible



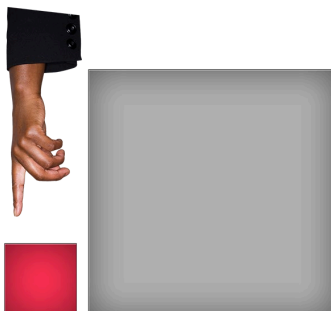
You should make a plan about how to include everyone.



A plan shows you want to work hard to make changes that will last a long time.



This plan should include how to make digital content accessible.



If you are a small arts organisation, you will have a very different plan to a large arts organisation.



A plan will help you know exactly what you need to do.



You can tick parts of your plan as you do them and think about how they are helping.



You should think about what areas of your organisation need the most work to make sure they include people.

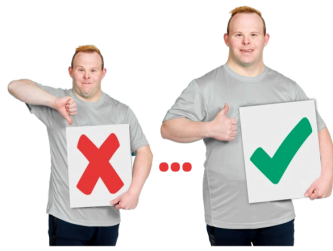


You need to think about how hard it will be to do your plan and how long it will take to do.



You should ask disabled people and people who know lots about digital content to help you make your plan.

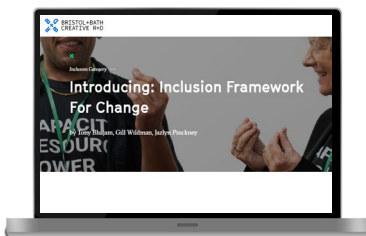




Your arts organisation can make big or small changes to include disabled people. Any change is good.



We think some of these plans will help your arts organisation to make its own plan.



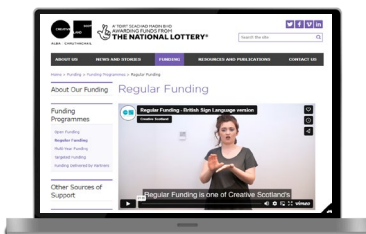
- **Bristol and Bath's plan**

[www.bristolbathcreative.org/article/introducing-inclusion-framework-for-change](http://www.bristolbathcreative.org/article/introducing-inclusion-framework-for-change)



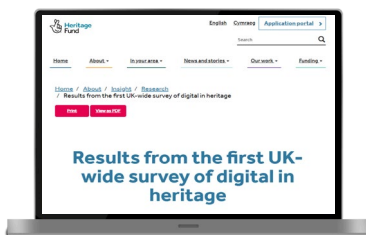
- **Art Council England's plan**

[www.artscouncil.org.uk/lets-create](http://www.artscouncil.org.uk/lets-create)



- **Creative Scotland's plan**

[www.creativescotland.com/funding/funding-programmes/regular-funding](http://www.creativescotland.com/funding/funding-programmes/regular-funding)



- **The National Lottery's Heritage Fund plan**

[www.heritagefund.org.uk/](http://www.heritagefund.org.uk/)

# Rule 2 Find out what barriers disabled people have to deal with



Disabled people have to deal with lots of **barriers** in their life.



**Barriers** are what make it hard for disabled people to do things like enjoy digital content.



For example, if your organisation does not have digital content in formats like British Sign Language (called BSL) or Easy Read.



Barriers can also be the way people think about disabled people.



For example, some people in your arts organisation might not think disabled people enjoy digital content.



You should think about how your arts organisation can get rid of barriers for disabled people.



You should ask disabled people what barriers they have to deal with.



You might need to change the way people think about disabled people.



A disability does not stop someone from doing certain things, barriers stop them.

# Rule 3 Make sure it is everyone's job to be more accessible



It should be everyone's job to think about how to be more accessible.



This does not mean it is everyone's job to make digital content accessible.



It does mean everyone in your arts organisation should learn what barriers disabled people deal with.



They should be able to ask disabled people what they need to make, watch, listen to or read digital content.

# Rule 4 Work with disabled people



You should work with disabled people to make digital content.



You should ask more disabled people to work for your arts organisation and to help you make decisions.

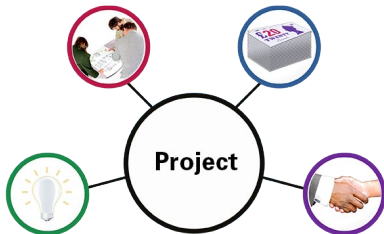


You should ask disabled people how to make digital content.



You should pay disabled people for their advice and for the time they spend helping you.

# How to plan an art project



An art project is the work your arts organisation does to ask and pay artists to make art.



It is also the work you do to find and talk to people who will watch, listen to or read digital content.



It is important to plan how your art project will be accessible to disabled people.



You should have meetings to talk about how you will make your art project accessible.

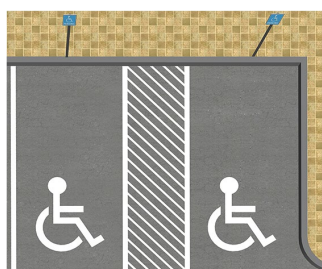




You need to think about what a disabled person might need to watch, listen to or read digital content.



You also need to think about what an artist with disabilities might need to make digital content.



You can ask artists to write a list of everything they need, like a disabled parking space or maybe to work in rooms with certain lighting.



You should save a certain amount of money to pay for anything a disabled person might need.



You should make sure it is easy for people who make art to apply for money from your arts organisation.

# How to run your art project



You will need a team who know how to run an accessible art project.



You will need to teach your team what it means for an art project to be accessible.



You could ask your team to work with a **disabled facilitator**.



A **disabled facilitator** is someone who talks to a group about how to include disabled people.

# How to make your website accessible



You will need to know how to make your website and other information accessible for disabled people.



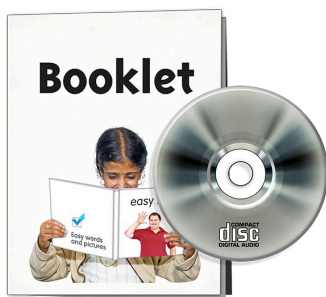
Your website should be easy to use and have clear buttons or menus that go to different pages.



Any information you put on your website should be easy to read and have **alternative text**.

Stop  
Hello  
Eat  
**Words**  
Person  
Day  
Open

**Alternative text** is when a picture is described in words for people who are blind or have sight loss.



You should also have information in formats like BSL video, Large Print, Braille and Audio for disabled people.



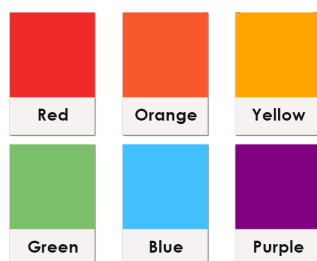
Your website and any information you put online should be organised in a way that is easy for **screen readers**.



**Screen readers** are a type of technology that reads the words on a screen out loud. They are for people who are blind or have sight loss.



Someone might want to use other technology like **screen magnifiers**. **Screen magnifiers** make the words on a screen bigger.



You should think about the colours you use on your website and if they make it harder to read words.



Some people might react badly to videos with flashing lights or loud and sudden sounds.



You can ask people to help you make your website more accessible.

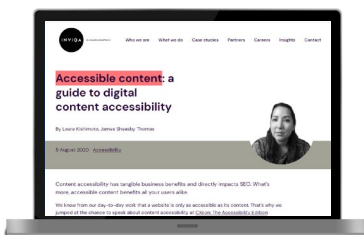


We think 2 companies called **Accessible by Design** and **Hassel Inclusion** are helpful.



Go to this website to find out more about how to make your website accessible

[www.w3.org/WAI/](http://www.w3.org/WAI/)



or this website

[www.inviqa.com/blog/accessible-content-guide](http://www.inviqa.com/blog/accessible-content-guide)

# How to market your art project



**Market** means how you will tell everyone about your art project.



You want disabled people to know about all the art that has been made by artists for your art project.



Welcome



When you tell people about your art project, use formats like the ones used by the artists.

For example, if an artist has made a video for people to watch, you should make a video to tell people about it.

**Disability  
Arts Online**

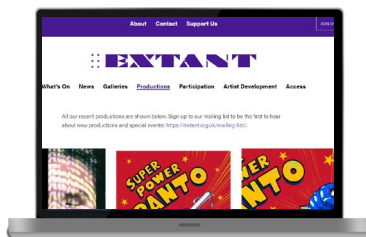
You could also go on websites used by disabled people, like **Disability Arts Online**



## Examples of digital content

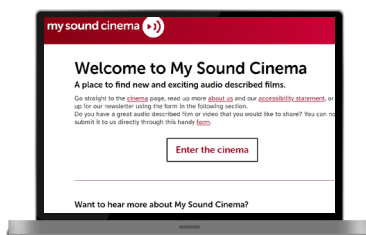


We think some of these examples of digital content made by other organisations will help you.



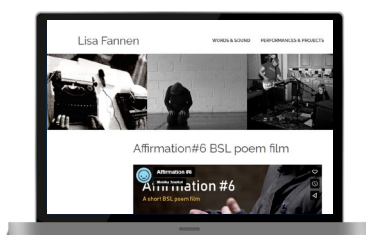
An organisation called **Exant** made a show called **flight paths**.

[www.extant.org.uk/productions/](http://www.extant.org.uk/productions/)



An accessibility company called **Screen Language** created a website called **My Sound Cinema**

[www.mysoundcinema.com](http://www.mysoundcinema.com)



A poet called **Lisa Fannen** made a video with BSL called **Affirmation #6**

[www.lisafannen.uk/affirmation6-bsl-poem-film/](http://www.lisafannen.uk/affirmation6-bsl-poem-film/)

Thank you to A2i for the words  
**www.a2i.co.uk** (reference 37910)

The full version of this document is called  
“Digital Accessibility: Best Practice”