

# **ACCESSIBILITY AWARENESS CAMPAIGN**

January 25<sup>th</sup> 2018

Disability Rights Commission

## ACCESSIBILITY AWARENESS GOALS

[illegible]

## UNIVERSAL DESIGN OVERVIEW

**Universal Design** is the design and composition of a space, product, or service so that it can be

- accessed
- understood
- used

by all people, regardless of their age, size, or ability.

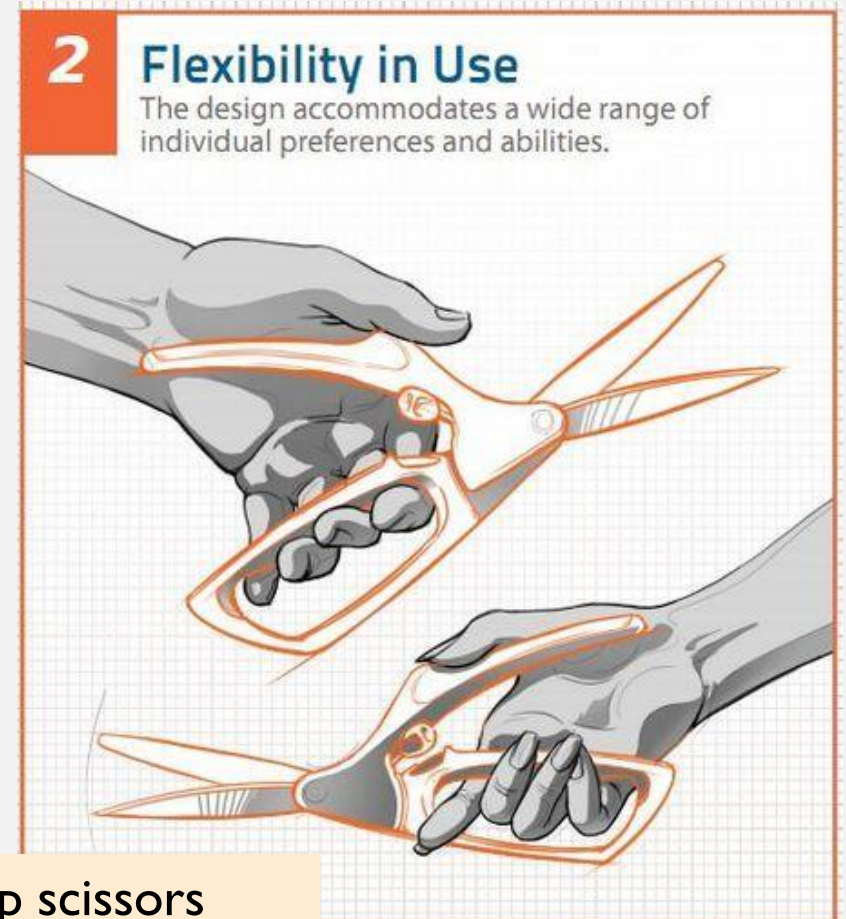
UNIVERSAL DESIGN IS  
GOOD DESIGN

# UNIVERSAL DESIGN PRINCIPLES

- **Equitable use.** The design is useful and marketable to people with diverse abilities.
- **Flexibility in Use.** The design accommodates a wide range of individual preferences and abilities.
- **Simple and intuitive.** Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.
- **Perceptible information.** The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.
- **Tolerance for error.** The design minimizes hazards and the adverse consequences of accidental or unintended actions.
- **Low physical effort.** The design can be used efficiently, comfortably, and with a minimum of fatigue.
- **Size and space for approach and use.** Appropriate size and space is provided for approach, reach, manipulation, and use regardless of the user's body size, posture, or mobility.

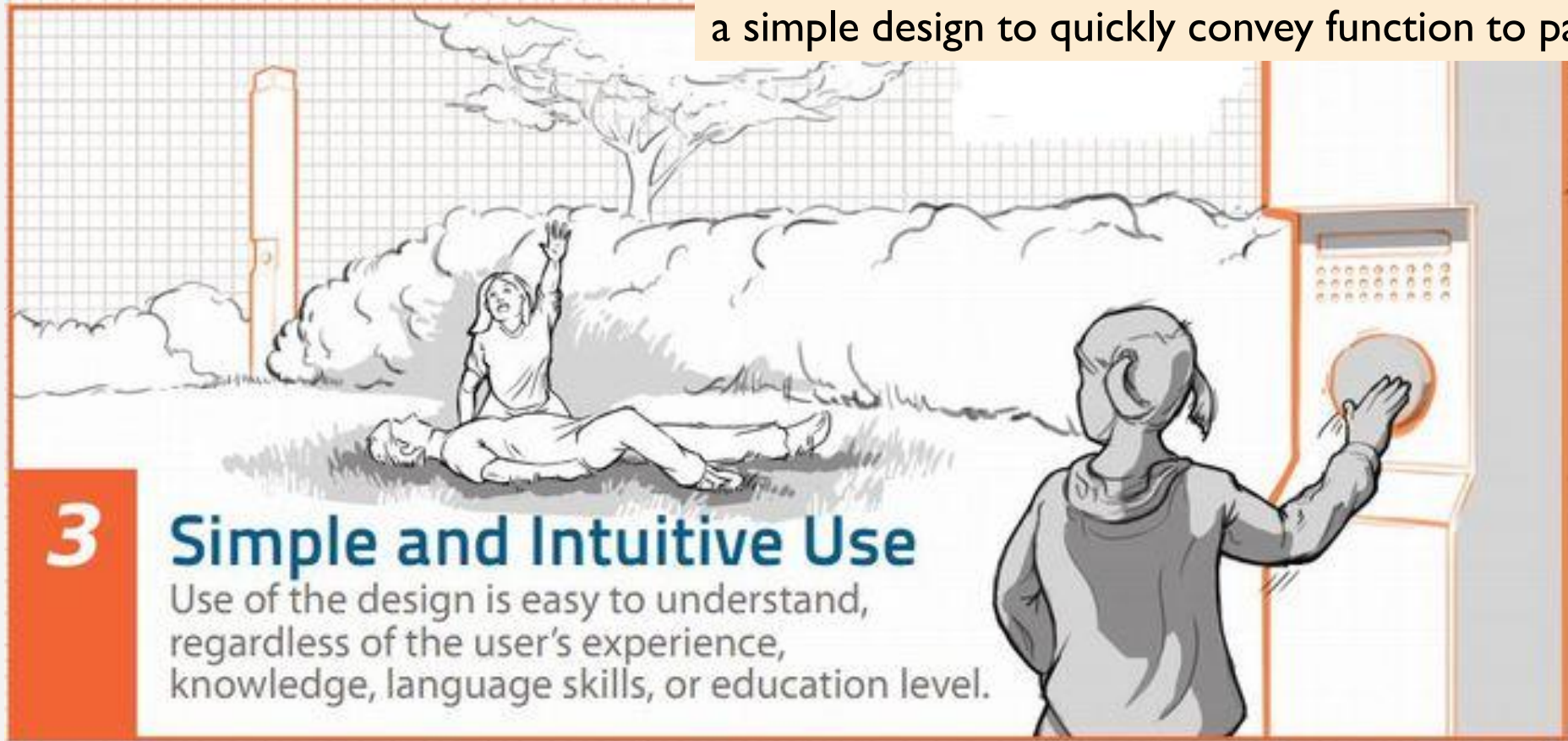


Powered door with sensors is convenient for all shoppers, especially if hands are full.



Large grip scissors accommodates use with either hand.

Public emergency stations utilize recognized emergency colors and a simple design to quickly convey function to passersby.



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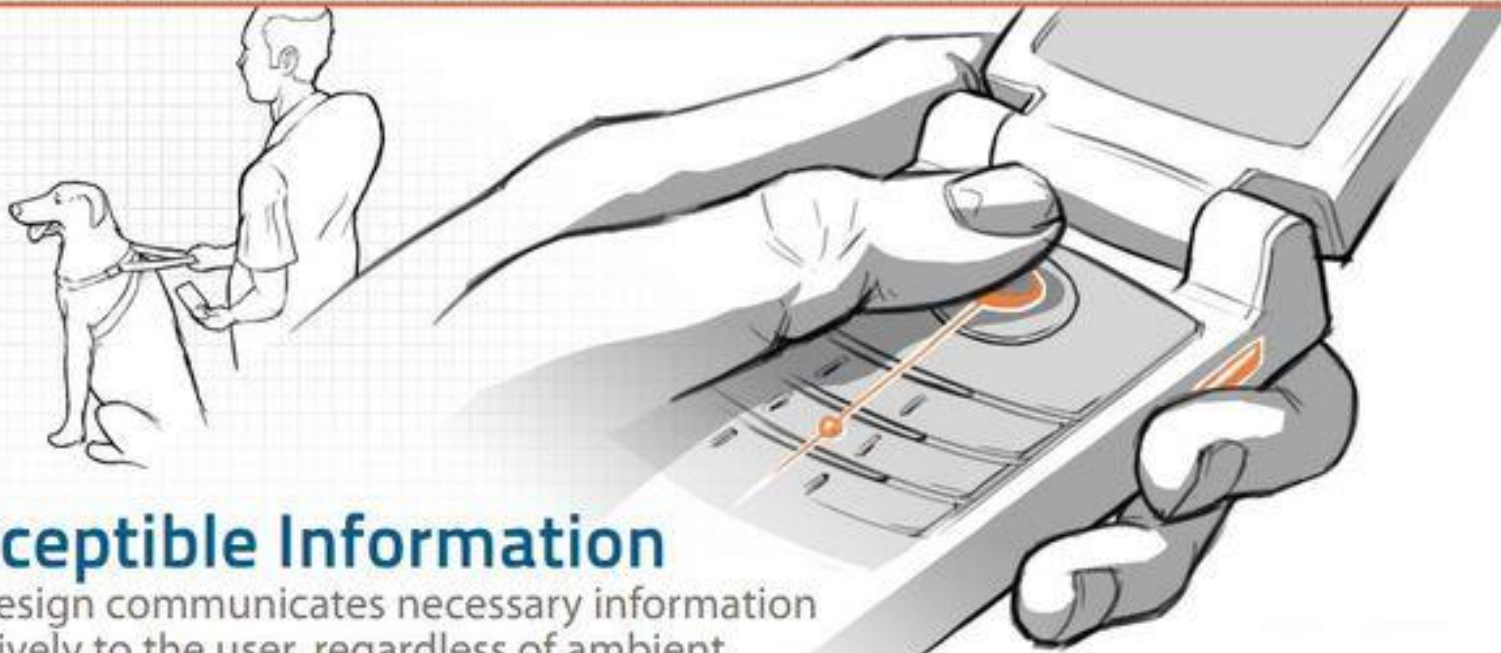
### Simple and Intuitive Use

Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or education level.

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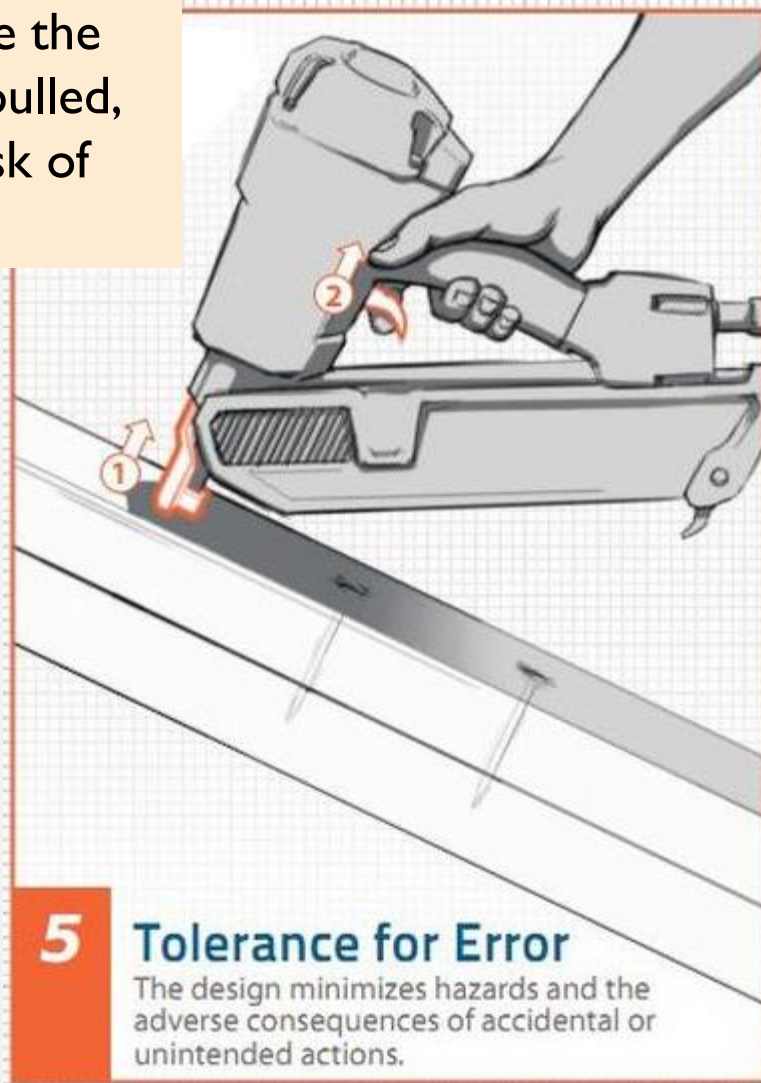
## Perceptible Information

The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.



Simple bumps on a cellphone keypad tell the user where important keys are without requiring the user to look at the keys

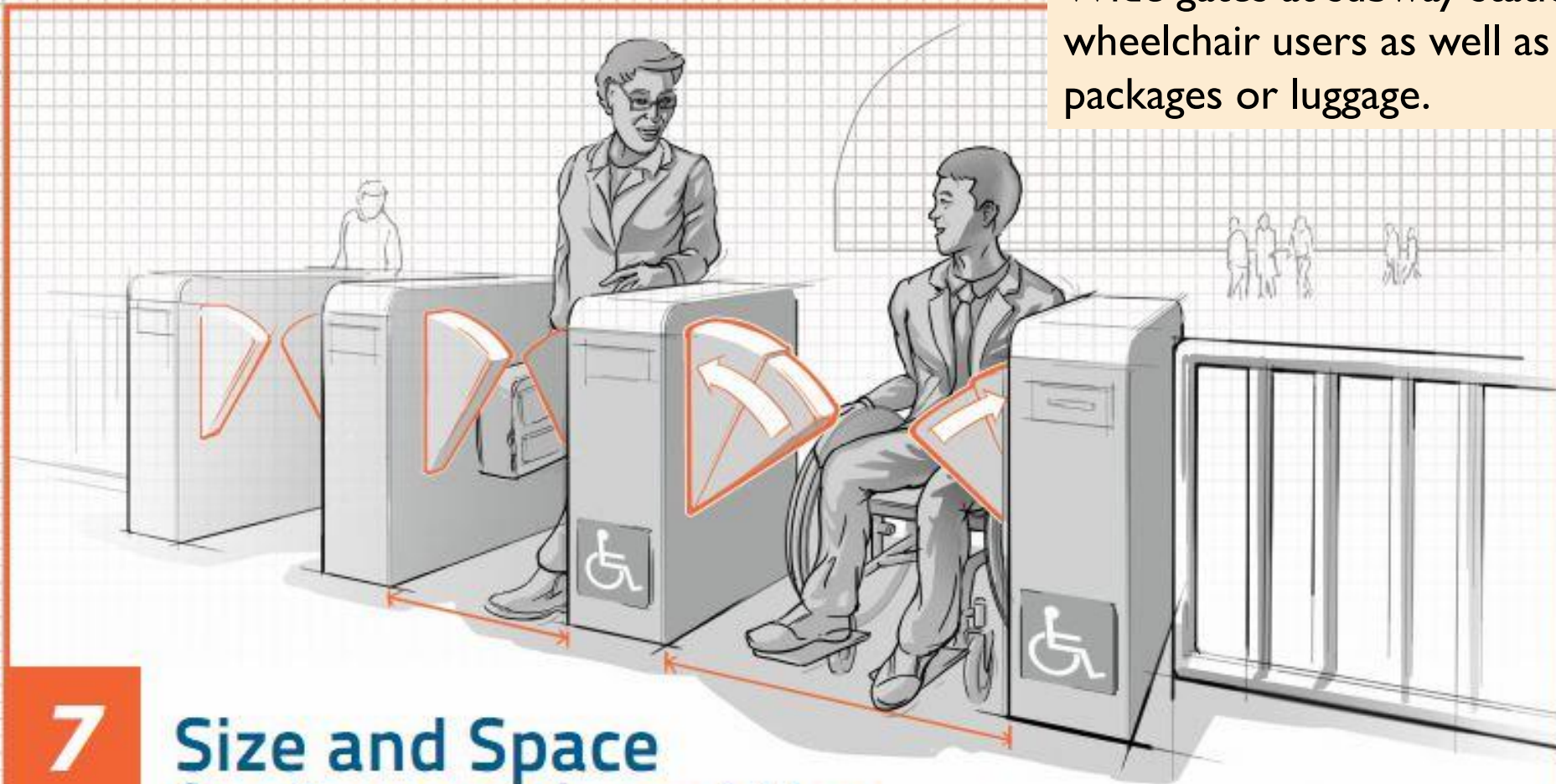
This nail gun requires two steps to shoot a nail: the safety must be activated before the trigger can be pulled, reducing the risk of accidents.



Door lever does not require grip strength to operate and can even be operated by a closed fist or elbow



Wide gates at subway stations accommodate wheelchair users as well as commuters with packages or luggage.

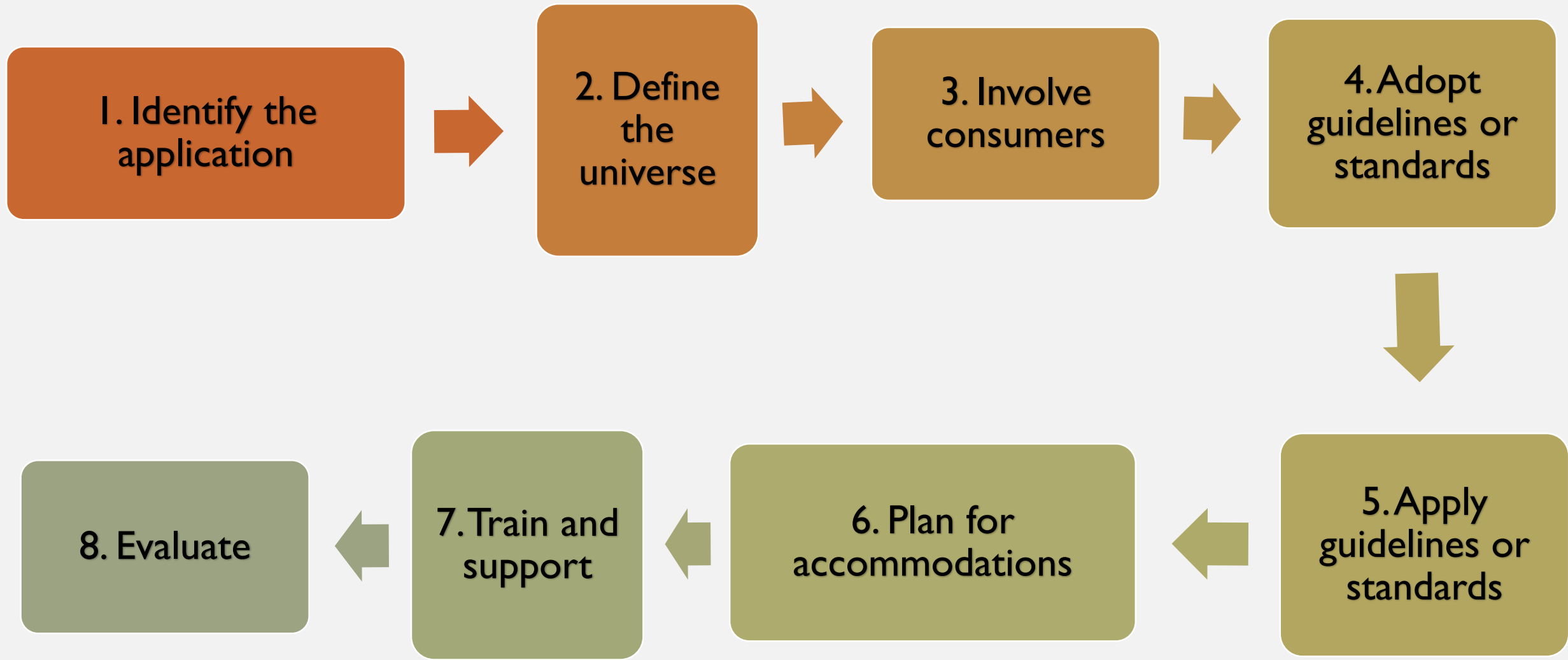


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## Size and Space for Approach and Use

Appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility.

# UNIVERSAL DESIGN PROCESS



# UNIVERSAL DESIGN PROCESS

1. **Identify the application:** Specify the product or environment
2. **Define the universe:** Describe the overall population (users of service) and then describe the diverse characteristics of potential members of the population for which the project is designed
3. **Involve consumers:** Consider and involve people with the diverse characteristics described in Step 2
4. **Adopt guidelines or standards:** Create or select existing universal design guidelines/standards. Integrate them with other best practices within the field of the specific project
5. **Apply guidelines or standards:** Apply the guidelines and existing best practices to the project
6. **Plan for accommodations:** Develop processes to address accommodation requests (e.g. purchase of assistive technology, arrangement for sign language interpreters) from individuals for whom the design of the application does not automatically provide access
7. **Train and support:** Tailor and deliver ongoing training and support to stakeholders. Share institutional goals with respect to diversity and inclusion and practices for ensuring welcoming, accessible, and inclusive experiences for everyone.
8. **Evaluate:** Include universal design measures in periodic evaluations of the project, evaluate the project with a diverse group of users, and make modifications based on feedback. Provide ways to collect input from users (e.g., through online and printed instruments and communications with staff).

## POTENTIAL CAMPAIGNS

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# RESOURCES

- DO-IT Disabilities, Opportunities, Internetworking, and Technology
  - <http://www.washington.edu/doit/universal-design-process-principles-and-applications>
- The Center for Universal Design – North Carolina State University
  - <https://projects.ncsu.edu/ncsu/design/cud/>
- Independent Living Institute
  - <https://www.independentliving.org/docs2/daakit32.html>

# INTERNATIONAL SYMBOL OF ACCESSIBILITY

- Wisconsin Coalition of Independent Living Centers (WCILC)
- Disability Rights Wisconsin (DRW)
- Board for People with Developmental Disabilities (BPDD)
- Greater Wisconsin Agency on Aging Resources (GWAAR)
- Survival Coalition

