

RNIB

supporting blind and
partially sighted people

Accessibility Training 2011

Helping businesses to create
an inclusive society



RNIB accessibility training is a pan-disability service which aims to help create an inclusive society by providing training for anyone involved in the design and operation of accessible environments from visual awareness to web accessibility.

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Introduction to accessibility training

RNIB accessibility training offers a pan-disability service that focuses on improving access to the environments and facilities that disabled people may want to use in their day-to-day life.

With more than 50 years combined experience, RNIB has a wealth of knowledge and understanding of the needs of disabled people and our expertise covers a wide range of topics including built environment, tactile images and maps and awareness raising.

A significant part of our service is based around our unrivalled appreciation of the specific needs of blind and partially sighted people and we possess unparalleled resources in this area.

Our research and policy activities have kept us at the forefront of the disability field and we regularly consult with our beneficiaries. As a result, RNIB has played an integral role in the creation and modification of many of the main standards and guidance documents in the industry.

Our accessibility training team, some of whom have sight loss themselves, have wide ranging experience of delivering practical solutions and understanding the needs of both businesses and individuals. We offer a wide selection of courses, from visual and disability awareness to highly technical training and all of these sessions are fully interactive, with the flexibility to be tailored to your particular business.

How will accessibility training benefit your business?

- increased staff confidence when dealing directly with disabled customers or issues that relate to disabled customers
- improved customer satisfaction and potential for increasing your customer base and revenue
- action planning within each course providing delegates with the opportunity to think of solutions that will directly benefit your organisation.



A number of our built environment courses have been accredited by the Royal Institute of British Architects (RIBA).

Visual awareness

Duration: Half day or one day course
(up to 16 delegates)

Available as in-house or open training course at venues throughout the UK.

Aims

In October 2010 the Equality Act was introduced, placing legislative responsibilities on service providers to ensure their services are accessible to disabled people. Through this interactive workshop we will help you understand the needs of blind and partially sighted people and improve the services you offer.

For

- members of staff who interact with the public
- customer service or call centre staff
- anyone in education or care environments
- marketing and sales teams
- organisations who supervise volunteers.

Learning Outcomes

- be better informed regarding common eye conditions and their impact on individual needs
- discover more about who your customers with sight problems are
- increased awareness of the need for accessible information
- practical advice on how blind and partially sighted people can receive the best possible service from your organisation
- develop skills in guiding blind and partially sighted people
- build confidence in meeting people with sight problems, avoiding potential embarrassment.

Content

The course is modular in design. Topics covered can include:

- eye conditions and the impact of sight loss
- equality Act 2010 and legal responsibilities towards blind and partially sighted people
- meeting and greeting etiquette for blind and partially sighted people
- assisting and guiding blind and partially sighted people
- the practical and emotional effects of sight loss
- how blind and partially sighted people read: alternative formats and accessible information
- practical solutions for employers and employees around sight loss in the workplace
- RNIB products and services to help and support blind and partially sighted people.

Disability awareness

Duration: Half day or one day course
(up to 16 delegates)

Available as in-house or open training course at venues throughout the UK.

Aims

Following the introduction of the Equality Act in 2010, all service providers are legally obliged to make their services accessible to disabled people. This course will provide a better understanding of the needs of disabled people and help you to improve the services you offer.

For

- anyone involved with members of the public
- front line customer facing or customer service staff
- sales and marketing teams.

Learning Outcomes

- find out who your disabled customers are
- build confidence to approach and assist disabled customers
- be able to identify potential barriers and solutions
- gain a basic understanding of disability legislation.

Content

- disability myths and misconceptions
- the definition of disability and the cycle of discrimination
- customer service
- the Legislative Framework
- the importance of language
- disability etiquette
- case studies/scenarios.

Feedback from previous awareness courses:

“We have been regularly using RNIB for both public scheduled courses and in-house events since 2010. In that time we have built up an excellent relationship and found both their support and training teams to be professional, responsive to our requirements and effective. Participant feedback is consistently positive, RNIB courses are enjoyable and delegates return with much to put into practice.”

Anna Bak dos Reis

**Staff development Co-ordinator
University of London**

Tactile images and maps workshop

Duration: Half day or one day course
(up to 16 delegates)

Available as in-house or open training
course at venues throughout the UK.

Aims

'The creation of accessible images is more complex than simply creating a tactile or large print copy of the original'.¹ This workshop provides a hands-on introduction to the world of tactile images and maps and outlines the key factors in their design and development.

For

- any professionals making decisions about the provision of tactile images, maps and touch tours for blind and partially sighted people.

Learning Outcomes

- understand what a tactile image is and how they can be used
- understand the difference between visual and tactile recognition that underpins the use of any tactile image
- understand the basic design principles for tactile images and maps
- understand the importance of supportive information for any tactile image or map

- guidance on description writing for blind and partially sighted people
- guidance on how to decide whether to provide a tactile image or map or provide an alternative
- showcase and explain how other organisations have used tactile images and maps at their sites.



¹ See It Right Guidelines: RNIB

Photo: RNIB credit Chris Smart Silva Productions

Access awareness

Duration: Half day or one day course
(up to 16 delegates)

Available as in-house or open training course at venues throughout the UK.

Aims

There are approximately 10.6 million disabled people in Britain with a spending power of in excess of £80 billion. It would not make sense for a business to exclude so many people from using its products and services by not making them accessible. Through this course, you will learn about the key factors relating to the provision of accessible buildings and services.

For

- any professional whose work affects the design, furnishing and decoration of buildings and/or external environments.

Learning Outcomes

- understand the relationship between design and disability
- appreciate the access requirements of disabled people
- recognise the access implications of the Equality Act 2010
- identify good and bad practice in accessible design.

Content

- **Design and Disability** – the disabling environment based on the social model of disability, and the access and design implications of a range of physical and sensory impairments

- **The Legislative Framework** – an outline of the access implications of the Equality Act 2010, Part M of the building regulations and current good practice standards
- **Principles into Practice** – applying access guidelines, key elements and dimensions
- **Action Planning** – an opportunity for you to consider how you will use the training in your own work.



Introduction to access consultancy

Duration: 2 day course
(up to 16 delegates)

Available as in-house or open training course at venues throughout the UK.

Aims

The National Register of Access Consultants (NRAC) is an independent register of accredited Access Auditors and Access Consultants who meet professional standards and criteria established by a peer review system. This course will help you on your journey to becoming an NRAC accredited auditor or consultant, or to integrate inclusive design into your current work.

For

- Architects, Surveyors, or other professionals interested in becoming Access Consultants or discovering what access consultancy involves.

Learning Outcomes

- increase understanding of the relationship between design and disability
- increase appreciation of the access requirements of disabled people
- recognise the access implications of the Equality Act 2010
- identify good and bad practice in the design of buildings and environments
- apply the requirements of access regulations and standards to new and existing premises.

Content

- **Design and Disability** – the disabling environment based on the social model of disability, and the access and design implications of a range of physical and sensory impairments
- **The Legislative Framework** – an outline of the access implications of the Equality Act 2010, Part M of the building regulations and current good practice standards
- **Principles into Practice** – applying access guidelines, key elements and dimensions
- **The Audit and Appraisal Process**
- **Action Planning** – an opportunity for participants to consider how they will use the training in their own work.

Access in the pedestrian environment

Duration: Half day or one day course
(up to 16 delegates)

Available as in-house or open training course at venues throughout the UK.

Aims

Through an understanding of best practice, this course will show how you can meet the needs of disabled people through the application of inclusive design principles in the outdoor environment.

For

- any professional whose work affects the design and furnishing of outdoor environments.

Learning Outcomes

- develop an understanding of the relationship between design and disability
- develop an appreciation of the access requirements of disabled people in outdoor environments
- recognise the access implications of the Equality Act 2010
- identify good and bad practice in accessible design
- specify the design and layout of outdoor environments.

Content

- **Design and Disability** – the disabling environment based on the social model of disability, and the access and design implications of a range of physical and sensory impairments

- **The Legislative Framework** – an outline of the access implications of the Equality Act 2010
- **Guidance and Best Practice** – guidelines for pedestrian environments
- **Principles into Practice** – applying access guidelines, key elements and dimensions to external environments
- **Action Planning** – an opportunity for participants to consider how they will use the training in their own work.



Tactile paving

Duration: Half day or one day course
(up to 16 delegates)

Available as in-house or open training course at venues throughout the UK.

Aims

‘When moving around the pedestrian environment, blind and partially sighted people will actively seek and make use of tactile information underfoot, particularly detectable contrasts in surface texture’.² Through this course, you will learn how to design and specify tactile paving in an effective and appropriate manner.

For

- Highways and Transportation Officers, Engineers, Access Officers, Rehab/Mobility Workers, Town Centre Managers and Landscape Architects.

Learning Outcomes

- develop an understanding how blind and partially sighted people use tactile paving
- recognise the access implications of the Equality Act 2010
- specify how tactile paving should be used
- identify good and bad practice in tactile paving design.

Content

- **Visual Awareness** – how different eye conditions affect perception, mobility aids and techniques
- **The Legislative Framework** – an outline of the access implications of the Equality Act 2010
- **Guidance and Best Practice** – department for Transport (DfT) guidelines for tactile paving
- **Principles into Practice** – applying access guidelines, key elements and dimensions
- **Action Planning** – an opportunity for participants to consider how they will use the training in their own work.

² Guidance on the use of Tactile Paving Surfaces – Department of Transport

Signage

Duration: Half day or one day course
(up to 16 delegates)

Available as in-house or open training course at venues throughout the UK.

Aims

'70-75% of the information we receive is provided through eyesight. Anyone with a significant degree of sight loss, or no sight at all, will experience an 'information deficit'. It is crucial that sign practitioners maximise the visibility and legibility of signs to enable those people to make use of any remaining vision.'³ Through this course, you will learn how to apply signage and wayfinding principles to enhance the accessibility of buildings.

For

- Architects, Access Consultants, Designers, Building and Facilities Managers and other professionals with an interest in accessible signage.

Learning Outcomes

- develop an understanding of the relationship between signage and the Equality Act 2010
- develop an understanding of how people wayfind and the function of signage
- identify what makes a signage scheme useful
- appreciate the access requirements of disabled people
- develop the skills to appraise and audit your own signage schemes
- identify good and bad practice in accessible design.

Content

- **Visual Awareness** – how different eye conditions affect perception
- **Sign Design Guide** – the attributes of signage
- **Principles into Practice** – applying the guidelines
- **Interior Design Considerations** – incorporating the guidelines in chosen/corporate colour schemes
- **Case Studies** – practical exercises to apply new skills
- **Action Planning** – an opportunity for participants to consider how they will use the training in their own work.

³ Sign Design Guide – JMU Access Partnership and the Sign Design Society

Visual Contrast and Lighting

Duration: Half day or one day course
(up to 16 delegates)

Available as in-house or open training course at venues throughout the UK.

Aims

'The knowledgeable and sensitive use of colour completes a well designed interior. The selection of colours can enhance both the aesthetic and functional efficiency with which the environment can be used, particularly the ability of blind or partially sighted people to move around without difficulty.'⁴ Through this course, you will learn how to apply visual contrast and lighting principles to enhance the accessibility of buildings.

For

- Architects, Access Consultants, Designers, Building and Facilities Managers and other professionals with an interest in good interior design and decoration.

Learning Outcomes

- understand how blind and partially sighted people perceive their environment
- learn how to apply the principles of using visual contrast and lighting to improve environments
- identify good and bad practice
- specify how visual contrast should be applied.

Content

- **Visual Awareness** – how different eye conditions affect perception
- **The Project Rainbow Research findings** – the attributes of colour that contribute to contrast
- **Principles into Practice** – applying the guidelines
- **Action Planning** – an opportunity for participants to consider how they will use the training in their own work.

⁴ A Design Guide for the Use of Colour and Contrast to Improve the Built Environment for Visually Impaired People. Dulux.

Introduction to web accessibility training

RNIB's web accessibility team combines 30 years of experience with continuous professional and technological development to offer a benchmark service.

It is vitally important to ensure your website is accessible to as many users as possible, regardless of how they browse the internet. This includes people with sight problems, hearing, mobility and cognitive impairments as well as those using older browsers and dial-up connections, or newer technologies such as mobiles and tablets.

Our diverse range of training courses cover all aspects of web accessibility and are suitable for people with a wide range of skill sets.

In-house training courses are ideal for companies and organisations that have multiple people they wish to train and can be held at an RNIB venue if preferred.

For the benefit of individual delegates, we also run regular open training courses during the year. These are currently held at RNIB venues throughout the UK.

How will improving your website's accessibility benefit your business?

- A larger potential audience will increase the potential for sales and contribute towards increased customer loyalty
- The enhanced usability of an accessible website will also improve the online experience of customers that are not disabled
- Improvements will result in a faster website with reduced maintenance and bandwidth costs and a greater robustness as technology progresses

Feedback from previous Demystifying Accessibility course:

"I felt that the quality of the workshop was excellent. The trainer was well informed about current issues, was very approachable and answered questions thoroughly but without being led away from the structure of the day."

Katie Paling, Marketing and Website Administrator, The Place



Demystifying accessibility

Duration: One day course
(up to 25 delegates)

Available as in-house or open training course at venues throughout the UK.

Aims

This practical, non-technical workshop introduces the principles and practices of making a website accessible. It covers key aspects of web accessibility: looking at your legal obligations, business benefits, how people with disabilities access the web, guidelines and standards and planning and implementation techniques. The workshop aims to provide you with a framework within which you can deploy and maintain accessible websites.

For

- website owners and commissioners
- project managers
- marketing professionals
- content authors and other non-technical stakeholders.

Learning Outcomes

- understand the legal requirement for web accessibility
- be able to put together a business case for accessibility
- gain a familiarity with the Web Content Accessibility Guidelines (WCAG), and other national and international legislation and guidance
- be able to put together implementation plans, manage and maintain accessible websites.

Content

Topics covered include:

- the legal and business case – the legal and good practice drivers for accessible websites
- look at useful case studies – examples of how other businesses benefit from web accessibility
- how people with disabilities access the web – a look at various access technologies and how web pages render
- guidelines and standards – an introduction to the Web Content Accessibility Guidelines (WCAG) and a wander around the web looking at sites built to these guidelines
- implementing accessibility – key aspects of retrofitting sites for accessibility, new builds, testing techniques and resources.

Accessibility – beyond the basics

Duration: One day course
(up to 12 delegates)

Available as in-house or open training course at venues throughout the UK.

Aims

This technical, interactive workshop introduces delegates to the application of common web design techniques that can make a website more accessible. It covers the methods of web design that cause the most common accessibility problems and includes site, page and information structure, showing the latest advanced techniques.

The workshop involves hands-on experience of screen reading software and introduces useful examples of good and bad practice on the web today. The course aims to provide you with knowledge and experience that will help you create and maintain accessible websites.

For

- web designers, developers and programmers
- key stakeholders in the design and build of websites who already have a basic understanding of accessible web design and a sound knowledge of (X)HTML and a basic knowledge of CSS.

Learning Outcomes

- understand how disabled users access the information in websites
- develop the ability to go beyond simply applying basic accessible web design as outlined by the Web Content Accessibility Guidelines and apply best practice real world solutions

- understand logical page structure and how to remove hidden barriers to accessibility within navigation
- appreciate the importance of separating the structure of information from its visual presentation
- use JavaScript to enhance rather than prevent accessibility and build workable forms
- understand the way to make up-to-the-minute techniques accessible to all.

Content

Topics covered include:

- structure – a logical look at how to correctly structure web pages using semantic (X)HTML

- data tables – how to create accessible data tables to present both complex and simple tabular data
- Cascading Style Sheets (CSS) – how to use CSS to separate structure and presentation and enhance navigational accessibility
- forms and JavaScript – practical examples of accessible, usable forms and unobtrusive JavaScript
- WAI-ARIA – an introduction to the techniques that can make Rich Internet Applications and other dynamic content accessible.

Feedback from previous Beyond the Basics courses:

“It was very interesting to hear solid reasoning from a first-hand user and not just some theory from a developer as on most courses I have attended.”

John Harvey, Head of Production, Design UK.

“Excellent content – answered a lot of the questions I had. Incredibly useful and more detailed than I expected.”

Craig Molloy, Web Design Manager, The Higher Education Academy.



Practical accessibility testing

Duration: One day course
(up to 12 delegates)

Available as in-house or open training course at venues throughout the UK.

Aims

This practical workshop guides you through web accessibility testing techniques, introducing tools and providing tangible examples. It focuses on testing carried out using dedicated testing tools, simple browser tests and some widely used assistive technology software such as screen readers.

The workshop illustrates both automated and manual testing and explains the differences between them. Through practical examples, it also highlights what to look for when testing and how to identify some of the most common accessibility issues.

For

- web designers, developers and programmers
- key stakeholders in the design and build of websites who already have a basic understanding of accessible web design and a sound knowledge of (X)HTML and a basic knowledge of CSS.

Learning Outcomes

- understand why web accessibility testing is important
- learn what to test for, in relation to the Web Content Accessibility Guidelines
- find out what testing tools are available and their strengths and limitations
- learn techniques to apply when checking your own websites.

Content

Topics covered include:

- aim and importance of testing – why websites should be tested and what to test against
- types of testing – an overview of the variety of accessibility testing that can be carried out on a website
- testing tools – an examination of programs and techniques that can be used to carry out automated or manual testing
- practical examples – testing aimed to identify the most common accessibility problems.

Working through WCAG 2.0

Duration: One day course
(up to 25 delegates)

Available as in-house or open training course at venues throughout the UK.

Aims

This practical workshop provides information, techniques and resources to help you upgrade to the Web Accessibility Content Guidelines 2.0 (WCAG 2.0). It identifies the main differences between this and the previous version of the guidelines and examines techniques that can help or hinder conformance.

The workshop contains useful information on the impact of WCAG 2.0 being technology independent, explains how this improves site accessibility and suggests a workable strategy for progressively incorporating the new guidelines into your web sites.

For

- web managers, designers and developers
- people who have been working with WCAG 1.0 when managing or maintaining a website and wish to use WCAG 2.0.

Learning Outcomes

- understand significant differences between WCAG 1.0 and WCAG 2.0
- learn techniques that make conformance easier
- be able to prioritise the transition work from WCAG 1.0 to WCAG 2.0
- learn which tools and resources will help meet WCAG 2.0.

Content

Topics covered include:

- the differences between WCAG 1.0 and WCAG 2.0
- new terms in WCAG 2.0
- the impact of technology independence
- techniques to learn or to avoid
- key documents and resources in WCAG 2.0
- planning and prioritising transitions.

Feedback from previous Working through WCAG 2.0 courses:

“A well organised course delivered by a very knowledgeable presenter.”

Ant Tears, Web Team Lead, Conscia Enterprise Systems Ltd

Making PDF accessible

Duration: One day course
(up to 12 delegates)

Available as in-house or open training course at venues throughout the UK.

Aims

This one day course is for people who need to know how to make PDF content accessible. Delegates will be inspired by demonstrations of the difficulties that inaccessible PDF can cause, instructed in the tagging processes to make files work for disabled people, and empowered by our troubleshooting tips to avoid or repair problems that can occur in the conversion of files to accessible format.

For

- anyone directly involved or aiming to be involved in the design or creation of PDF format documents.

Basic knowledge of PDF creation processes, knowledge of HTML would be useful, but not essential.

Learning Outcomes

- learn how screen reader users interact with PDF files
- understand the essential tagging processes for PDF accessibility
- know how to test and repair PDF documents that haven't been created to be accessible
- learn to create new fully accessible PDF files.

Content

Topics covered include:

- illustrating the problems for screen reader users when PDF documents aren't made accessible
- identifying what makes PDF files accessible
- repairing inaccessible legacy PDF files using Adobe Acrobat tagging tools
- creating fully accessible PDF documents using Microsoft Word or Adobe InDesign and Adobe Acrobat
- troubleshooting: "get out of jail" tips for dealing with problematic content
- manual and auto testing processes to ensure that files are accessible.

Writing for the Web

Duration: Half day course
(up to 10 delegates)

Available as in-house or open training course at venues throughout the UK.

Aims

To help improve the content on your website, so it becomes more compelling, reaches your target audience and is accessible.

The course is modular in design and is run by our own web and digital marketing team. Our website has RNIB Surf Right accreditation and the Plain English crystal mark.

For

- anyone writing or editing content for websites
- web editors and web teams
- digital marketers
- marketing teams.

Learning outcomes

- writing user-friendly web content
- understanding the links between accessibility and usability.

Content

Topics include:

- what makes a good website?
- web vs print copy
- structuring your content
- writing for your audience
- getting your content found on the web (search engine optimisation)
- making your content accessible to all.



For further details about our accessibility training services please contact:
01733 375370 or email commercialservices@rnib.org.uk

RNIB is the leading charity working in the UK offering practical support, advice and information to anyone with sight loss or those who work with them.

Go online and visit rnib.org.uk/professionals to find out more.