

An accessible publishing strategy: integrating web and print

Katie Grant

Raincharm Communications Limited

www.raincharm.co.uk



Some definitions...

Accessible

1. able to be accessed
2. friendly and easy to talk to; approachable
3. easily understood or appreciated.

Accessibility

Accessibility is a general term used to describe the degree to which a product (eg device, service, environment) is accessible by as many people as possible.

Why have a publishing strategy?

Key strategic considerations

1. Do you need to publish?
2. If so, who are the audience(s) you are trying to reach?
3. What formats are you going to produce?
4. How will the information you produce inform and influence?
5. How does what you publish fit within the overall strategy of your organisation?
6. How will the information be disseminated?
7. How do you measure success?

Key practical considerations

- capacity
- budget
- internal management
- external management
- distribution
- evaluation.

What are the key elements to consider in an accessible publishing strategy?

Designing accessible information

- Design for the audience you are trying to reach ie consider the end user before designing the document.
- Combine creativity with accessibility where possible.
- Consider the formats you are producing which may influence the style to follow.
- Look at the content – how will it look on the page?
- Do you need images or will a typographical approach be preferable?

Integrating web and print

What you can do

- research
- plan
- budget
- be proactive
- be realistic
- be flexible
- be creative.

Questions?

