

GRAEae

Accessible marketing: Key principles



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Introductions & sign-names



Key disability statistics

- There are 12.9 million disabled people in the UK. Only 3.4 million disabled people are in employment (source: Scope).
- Life costs about £550 a month more if you're disabled (source: scope)
- More than 900,000 people in the UK are profoundly Deaf (source: RNID)
- More than 11m people in UK have some form of hearing loss, estimated to 15.6m by 2035 (source: RNID)
- In May 2016, 25% of disabled adults had never used the internet, vs10% of non-disabled adults (source: ONS)



Social model of disability

The foundation for inclusive communication



Language & Terminology

- Access requirements are relevant – not a 'condition' or 'impairment'
- If you're unsure, consult
- Community using certain terminology, doesn't give licence to non-community
- **Deaf** vs. **deaf**. BSL often a first language
- BSL is language in its own right with specific sentence structure/grammar



Layering of access

Not everything for everyone!



Tools to consider

- [Audio flyer / audio introduction](#)
- [BSL video flyer / synopsis](#)
- Subtitled / captioned videos (burnt in)
- Large print & Braille
- Easy read synopsis
- Many of these don't need big budgets & can be done in-house
- Build into budget AND CAMPAIGN from the start, as well as prep time, especially for BSL translation.



AD: The bed is outlined in LED strips, lights flash, the couple start to move.



Creative access
Try to integrate, not add on

Exercise

Accessibility vs. Design of print examples



Print Example

Image clear, high contrast text



Font style clear, line spacing good.



Link to BSL / audio content

Graeae and Strange Fruit present

THE GARDEN

by Alex Bulmer

Gravity defying outdoor theatre

Riverside Terrace
Southbank Centre, SE1 8XX

Thu 6 Sept 6pm (preview)
Fri 7 - Sun 9 Sept
1pm & 6pm

Free (no ticket required)
0844 847 9910
www.southbankcentre.co.uk

All performances of *The Garden* are BSL-interpreted and audio described.

Script **Alex Bulmer**
Direction **Jenny Sealey**
and **Grant Moulden**
Design **Sofie Layton**
Sound Design **Lewis Gibson**

The Garden was commissioned as part of Unlimited, the London 2012 Cultural Olympiad programme, from an original idea by Greenwich+Docklands International Festival (GDIF).

GRAEAE
SOUTHBANK CENTRE
ARTS VICTORIA
ARTS COUNCIL ENGLAND

www.graeae.org

Graeae Theatre Company Ltd. Reg Charity no 284569. Reg in England no 1619794. VAT no 628 4448 20
Image credit: Alison Baskerville

Clarity and flow of information



Important info most clear



Don't split words over lines. End line where you'd put comma



Good colour contrast between font & background—print first in B&W



Advertising- Online

Before

Too much
here, too
distracting



Text too small

After

Most
important
text is clear



Access
banner

Allows for bigger
image
Clear borders

Don't layer text
over images

Golden rules

- Use access logos as much as possible

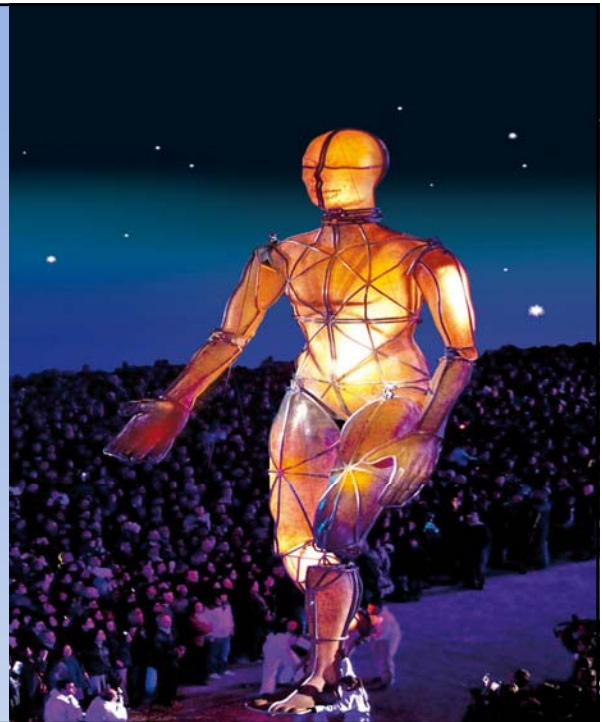


- Brand vs. accessibility: don't lock people out!
- Not only Deaf & disabled people will benefit
- Good accessible design = good design
- Research local networks & groups – consult, include and don't assume!



Websites & e-flyers

- Check the coding of your website is compatible with Screen Readers (SR). Consult VI people
- Think about ALT text & navigation
- Check your e-flyers & e-signatures work with SR
- Different versions of e-flyers for different audiences – e.g. audio/BSL
- Ensure all videos are captioned and if possible audio described

A photograph of four people, two men and two women, standing behind a wooden fence. They are all wearing blue overalls and caps. The man on the far left is holding a mobile phone to his ear. The man next to him is also holding a mobile phone. The woman next to him is holding a mobile phone to her ear. The man on the far right is looking towards the camera. They are all looking in the same direction, towards the right side of the frame. The background is a plain, light-colored wall.

Exercise

Audio description of sign-language names

Social media

Twitter:

- Works with screen-readers & easy to follow
- Easy to publish video, audio, photos etc
- Follow disability activists, campaigners & bloggers
- Connect with large Deaf & disabled community

Facebook:

- Can be confusing to navigate, but mobile version more accessible
- No easy way to search for older content
- Embed videos & burn in subtitles

Live streaming:

- YouTube live can be captioned
- Periscope videos can be saved & then captioned



Questions & thoughts?

