Example Outlines for Web Accessibility Presentations

Summary

This page provides example outlines of four web accessibility presentations. It shows how you can use the [Accessibility Topics](https://w3c.github.io/wai-develop-training/teach-advocate/accessibility-training/presentation-outlines/topics) as building blocks for different types of presentations.

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* [Introducing web accessibility (20 minutes, for any audience)](https://w3c.github.io/wai-develop-training/teach-advocate/accessibility-training/presentation-outlines/#introducing-web-accessibility-20-minutes-for-any-audience)
* [Web accessibility business case (10 minutes, for senior management)](https://w3c.github.io/wai-develop-training/teach-advocate/accessibility-training/presentation-outlines/#web-accessibility-business-case-10-minutes-for-senior-management)
* [Using an accessible web (1 hour, for people with accessibility needs)](https://w3c.github.io/wai-develop-training/teach-advocate/accessibility-training/presentation-outlines/#using-an-accessible-web-1-hour-for-people-with-accessibility-needs)
* [Accessible web design (2 hour lecture, for web design students)](https://w3c.github.io/wai-develop-training/teach-advocate/accessibility-training/presentation-outlines/#accessible-web-design-2-hour-lecture-for-web-design-students)

**Note:** For guidance on making your presentations and training accessible to people with disabilities and others in your audience, see [How to Make Your Presentations Accessible to All](http://www.w3.org/WAI/training/accessible).

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**Introducing web accessibility (20 minutes, for any audience)**

**Example scenario:** General overview of web accessibility, as one of several short presentations from a panel of speakers.

**Notes:**

* Introducing Web Accessibility can be adapted for many different types of audiences, including technical or non-technical, managers, developers, designers, people with disabilities, disability advocates, procurement officers, and others
* Handout: [WCAG 2 at a Glance](http://www.w3.org/WAI/flyer/)
* Useful resource: [Before and After Demonstration](http://www.w3.org/WAI/demos/bad/)

**The audience will:**

* Understand the meaning and importance of web accessibility
* Learn how people with disabilities use the web and about the barriers encountered on websites that are not well designed
* Be able to explain aspects of the business case for web accessibility, and know where to find more resources

**Sample outline:**

* [**Introducing web accessibility**](http://www.w3.org/WAI/training/topics#intro) (5 minutes)
  + Describe what web accessibility is and why it’s important
  + Mention the WAI guidelines as the international standard for making the web accessible
* [**How people with disabilities use the web**](http://www.w3.org/WAI/training/topics#people) (10 minutes)
  + Discuss some of the ways that people with disabilities use the web and/or show some short videos of people with disabilities using the web
  + Mention some of the types of barriers that arise from inaccessible design
* [**Business case for web accessibility**](http://www.w3.org/WAI/training/topics#bcase) (5 minutes)
  + Introduce aspects of the business case that are most relevant to your audience, such as:
    - The demographics of the disability marketplace
    - The carry-over benefits of universal design
    - The changing demographics with the ageing population
    - Any policy requirements that might apply locally
  + Refer to case studies of accessibility improvements

**Web accessibility business case (10 minutes, for senior management)**

**Example scenario:** Short presentation during a senior management meeting to introduce the business case for web accessibility.

**Notes:**

* Handout: [WCAG 2 at a Glance](http://www.w3.org/WAI/flyer/#glance)
* Useful resource: [Before and After Demonstration](http://www.w3.org/WAI/demos/bad/)

**The audience will:**

* Understand the meaning and importance of web accessibility
* Appreciate the additional benefits of web accessibility, such as improved mobile web access, search engine optimization (SEO), and improved general usability
* Understand the policy landscape and liabilities associated with web accessibility
* Know about case studies and successful corporate accessibility policies and practices

**Sample outline:**

* [**Introducing web accessibility**](http://www.w3.org/WAI/training/topics#intro) (4 minutes)
  + Describe what web accessibility is
  + Briefly introduce demographics of the disability marketplace and/or demographics of the ageing population
  + Mention a range of barriers faced by people with disabilities
* [**Business case for web accessibility**](http://www.w3.org/WAI/training/topics#bcase) (6 minutes)
  + Introduce the carry-over benefits of universal design highlighting some of the additional business benefits that accrue to accessible websites, including:
    - Better access by older people and mobile users
    - Improved search engine optimization (SEO)
    - Improved usability for everyone
  + Give a brief policy overview if relevant for the organization’s locale or markets, mentioning national legal requirements and the UN Convention on the Rights of Persons with Disabilities (CRPD)  
    **or**  
    Introduce the social factors that an organization might consider and mention web accessibility as an aspect of corporate social responsibility (CSR)
  + Highlight some of the documented case studies of accessibility improvements

**Using an accessible web (1 hour, for people with accessibility needs)**

**Example scenario:** Presentation for non-technical people (such as users, trainers, or accessibility advocates) about web accessibility and accessibility features of computers, browsers, and websites.

**Notes:**

* Handout: [WCAG 2 at a Glance](http://www.w3.org/WAI/flyer/#glance)
* Useful resources:
  + [Before and After Demonstration](http://www.w3.org/WAI/demos/bad/)
  + [Better Web Browsing: Tips for Customizing Your Computer](http://www.w3.org/WAI/users/browsing)

**The audience will:**

* Gain some familiarity with the range of devices and adaptive strategies used by people with disabilities and older people
* Begin to understand what an accessible website offers
* Know that there are WAI guidelines that address accessibility
* Appreciate they can approach an organization about barriers encountered

**Sample outline:**

* [**Introducing web accessibility**](http://www.w3.org/WAI/training/topics#intro) (5 minutes)
  + Describe what web accessibility is
  + Introduce the different ways people with disabilities and older people use the web by describing some scenarios or showing some videos
* [**How people with disabilities use the web**](http://www.w3.org/WAI/training/topics#people) (25 minutes)
  + Discuss and illustrate the range of adaptive strategies and assistive technologies
  + Demonstrate some adaptive strategies and/or assistive technologies that may be useful to the audience
  + Draw examples from “Better Web Browsing: Tips for Customizing Your Computer” resource
* [**Components of web accessibility**](http://www.w3.org/WAI/training/topics#components) (10 minutes)
  + Explain the four principles of accessible web design: perceivable, operable, understandable and robust (POUR)
  + Discuss some of the WCAG 2 guidelines using the “WCAG 2 at a Glance” handout
  + Explain the components of web accessibility and how they relate to the WAI Guidelines
* [**Promoting web accessibility**](http://www.w3.org/WAI/training/topics#promoting) (5 minutes)
  + Introduce how to contact organizations with inaccessible websites
* **Questions** (15 minutes)
  + *Leave plenty of time for questions and discussion.*

**Accessible web design (2 hour lecture, for web design students)**

**Example scenario:** Lecture/presentation on web accessibility as part of a full semester’s introductory course on general web design.

**Notes:**

* Handouts:
  + [WCAG 2 at a Glance](http://www.w3.org/WAI/WCAG20/glance/)
  + [WAI Web Accessibility Resources](http://www.w3.org/WAI/flyer/#resources)
* Useful resources:
  + [Before and After Demonstration](http://www.w3.org/WAI/demos/bad/)
  + [How to Meet WCAG 2.0](http://www.w3.org/WAI/WCAG20/quickref/)
  + [Involving Users in Web Projects for Better, Easier Accessibility](https://w3c.github.io/wai-develop-training/teach-advocate/accessibility-training/presentation-outlines/%7B%7Bsite.github.io%7D%7D/plan/involving-users/)

**Learning objectives:**

After the lecture and exercise, students should be able to:

* Describe various ways people with different disabilities, including ageing-related impairments use the web
* List the factors in the business case for web accessibility and the additional benefits that might apply
* Identify barriers in using the web and identify solutions that would improve the situation
* Refer to the WAI website to for further technical and educational resources on web accessibility
* Refer to appropriate processes, techniques, and tools to evaluate websites for accessibility

**Sample outline:**

* [**Introduction to web accessibility**](http://www.w3.org/WAI/training/topics#intro) (5 minutes)
  + Describe what web accessibility is
* [**How people with disabilities use the web**](http://www.w3.org/WAI/training/topics#people) (15 minutes)
  + Discuss some of the ways that people with disabilities use the web and/or show some short videos of people with disabilities using the web
  + Mention some of the types of barriers that arise from inaccessible design
* [**Business case for web accessibility**](http://www.w3.org/WAI/training/topics#bcase) (15 minutes)
  + Introduce the carry-over benefits of universal design highlighting some of the additional business benefits that accrue to accessible websites, including:
    - Better access by older people and mobile users
    - Improved search engine optimization (SEO)
    - Improved usability for everyone
  + Briefly introduce demographics of the disability marketplace and/or demographics of the ageing population
  + Highlight some of the documented case studies of accessibility improvements
* [**Components of web accessibility**](http://www.w3.org/WAI/training/topics#components) (10 minutes)
  + Explain the four principles of accessible web design: perceivable, operable, understandable and robust (POUR)
  + Discuss some of the WCAG 2 guidelines using the “WCAG 2 at a Glance” handout
  + Explain the components of web accessibility and how they relate to the WAI Guidelines
* [**Designing accessible websites with WCAG 2**](http://www.w3.org/WAI/training/topics#design) (45 minutes)
  + Explain some of the WCAG 2 requirements using real examples to demonstrate their applicability
  + Demonstrate using “How to Meet WCAG 2.0” reference to help design accessible websites
  + Introduce the importance of involving users throughout the design process
  + Consider using interactive coding exercises to engage students
* [**Evaluation for web accessibility**](http://www.w3.org/WAI/training/topics#conform) (30 minutes)
  + Introduce preliminary and conformance evaluation of websites for accessibility
  + Demonstrate some evaluation techniques and tools
  + Introduce the importance of involving users in web accessibility evaluation
  + Consider using interactive evaluation exercises to engage students

**Suggested preparatory reading for students:**

* [Introduction to Web Accessibility](https://www.w3.org/WAI/intro/accessibility)
* [How People with Disabilities Use the Web](http://www.w3.org/WAI/intro/people-use-web)
* [Developing a Web Accessibility Business Case for Your Organization](http://www.w3.org/WAI/bcase/)

**Homework assignment suggestion:**

* Ask students to fix some web pages (possibly from the [Before and After Demonstration](http://www.w3.org/WAI/demos/bad/)), using [How to Meet WCAG 2.0](http://www.w3.org/WAI/WCAG20/quickref/), and describe the barriers addressed and solutions applied.

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