**Video 1: Evaluation Overview (~2 minutes)**

This video introduces the resource [Evaluating Web Accessibility Overview](https://www.w3.org/WAI/test-evaluate/)

|  |  |  |  |
| --- | --- | --- | --- |
| **Seq.**  | **Time**  | **Audio**  | **Visual**  |
| 1  | 1-4  | Evaluating web accessibility: resources overview  | [text on the screen] Evaluating Web Accessibility: Resources Overview  |
| 2  | 4-10  | Evaluation helps you ensure that your websites and applications meet accessibility requirements.  | The word 'evaluation' appears on a plain background. We zoom out and see that the word is actually the headline of a paragraph of text (*the text will not be legible to avoid distraction*). The paragraph is on a web page, which we see through a magnifying glass on a computer screen. On the web page we see other components - outlines of text, images, code, etc. (similar to [components illustration](https://www.w3.org/WAI/content-images/wai-components/bridge.png)). The web page is one of many staggered behind, to illustrate website.  |
| 3  | 10-20  | Ideally you evaluate regularly throughout the design and development process. This way you find errors early and avoid costly repairs later in the process.  | The components on the web page are moving round and change contrast (*not too much movement to avoid distraction*). They stop moving when they are in a position that is a 'good design' (eg. sufficient spacing and headings structure similar to [design tips illustration](https://www.w3.org/WAI/tips/designing/#use-headings-and-spacing-to-group-related-content)) and the contrast makes them stand out from the background (*none of the text will be legible, only outlines*).  |
| 4  | 20-29  | The W3C Web Accessibility Initiative, W-A-I, or WAI, provides free resources to help you with your evaluation.  | The "W3C Web Accessibility Initiative" logo appears on the screen to replace the previous 'website'.  |
| 5  | 29-35  | "Easy Checks - A First Review of Web Accessibility" explains how you can do some checks yourself.  | A text box with "Easy Checks - A First Review of Web Accessibility" appears (*all resource titles will be in text boxes that look similar to ensure the viewer realizes they are linked*). Underneath it we see a person in front of their computer. Next to their head a light bulb pops up.  |
| 6  | 35-43  | Even if you are new to web accessibility and not technical, these checks give you a rough idea of the accessibility of any web page.  | The light bulb disappears and a document appears to the side of the person. The document has the title 'checks' and a number of tiles on it (with lines indicating text instead of icons). Some of the tiles contain more text than others. As each tile is highlighted, an error icon or a checkmark icon pops up on screen.  |
| 7  | 43-50  | WAI also maintains a“Web Accessibility Evaluation Tools List” that you can filter.  | A text box with " Web Accessibility Evaluation Tools List" appears (*all resource titles will be in text boxes that look similar to ensure the viewer realizes they are linked*). Underneath it we see a list with icons of tools appear.  |
| 8  | 50-55  | "Selecting Web Accessibility Evaluation Tools" explains what tools can and cannot do.  | A text box with "Selecting Web Accessibility Evaluation Tools" appears (*all resource titles will be in text boxes that look similar to ensure the viewer realizes they are linked*). Underneath it we see a computer with icons of tools (from the previous list).  |
| 9  | 55-66  | For more experienced evaluators, WAI provides “WCAG-EM”, the "Website Accessibility Conformance Evaluation Methodology".  | A person in front of their computer. A simplified version of the page loads, and a text box with the words “WCAG-EM” and "Website Accessibility Conformance Evaluation Methodology" appear in the middle of the screen. (*all resource titles will be in text boxes that look similar to ensure the viewer realizes they are linked*)  |
| 10  | 66-73  | The "WCAG-EM Report Tool" helps you record the findings as you follow the methodology.  | We zoom closer in and see the title "WCAG-EM Report Tool" appear (*all resource titles will be in text boxes that look similar to ensure the viewer realizes they are linked*). Underneath it the progress bar (from the [Report Tool](https://www.w3.org/WAI/eval/report-tool/) but the text is not legible) with the various stages being highlighted.  |
| 11  | 73-85  | To help you better understand how different users experience your website and applications, WAI provides guidance in "Involving Users in Web Projects for Better, Easier Accessibility"  | A screen split into 12 fields. In each field is a different colored person in front of the computer. A text box pops up that says "Involving Users in Web Projects for Better, Easier Accessibility" (*all resource titles will be in text boxes that look similar to ensure the viewer realizes they are linked*).  |
| 12  | 85-89  | (continued sentence) and "Involving Users in Evaluating Web Accessibility".  | The text box is replaced by one that says "Involving Users in Evaluating Web Accessibility" (*all resource titles will be in text boxes that look similar to ensure the viewer realizes they are linked*).  |
| 13  | 89-97  | With all these resources, you can learn how to check your website for accessibility and prioritize the issues you need to address first.  | The text box disappears, we zoom into one of the 12 fields to focus on one computer with an open website. The magnifying glass comes in over the website. We can read the text "check for accessibility". The magnifying glass disappears, and a to do list (no check boxes) appears in front of the computer. The items on the list are being moved into a different order.  |
| 14  | 97-102  | Web accessibility: essential for some, useful for all.  | A computer. Round icons representing different types of disabilities jump out from the middle and arrange themselves in a semicircle above the computer.  |
| 15  | 102-111  | Visit w3.org/WAI/evaluation for resources on evaluating web accessibility.  | [text on the screen] w3.org/WAI/evaluation Evaluating Web Accessibility (2 lines only, URL followed by video titlewith logos of W3C and WAI)  |