

PDF/UA for design agencies

Mastering daily challenges of
design driven documents

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Agenda

- Design in the context of PDF/UA
- Overview about challenges
- How to deal with them?

Setting

- We do not talk about aesthetic issues
- Focus: authoring / layout tools (sustainability)
- I only give examples

PDF/UA & design

- PDF/UA was made as a framework for **best possible access** to every content
- PDF/UA helps to translate design into **equal** accessible content
- Design means mostly **document design** (how a document is constructed)

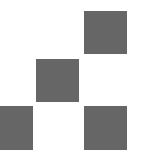
PDF/UA is not for

- Making rules about design (Corporate Design)
- Requirements to content (like WCAG)

So we need some rules

- Semantics (e.g. this is a headline)
- Reading order (order of content output)
- Alternate access (alternate text)
- And some more (language, Unicode, ...)

Sample



Overview about challenges

1. Easy once
2. Simple, with small adjustments
3. Not that easy

Easy challenges

- Working with paragraph styles*
- Correct hyphenation
- Setting up alternative text
- Using the right tools (e.g. lists)

Sample

A bit challenging

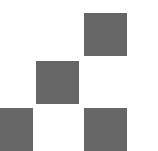
- Think about semantics (first)
- Reading order (InDesign anchored objects)
- Use the right fonts
- Meaning by design

Sample

Not that easy

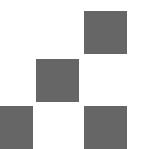
- Inline headlines
- Complex tables
- Using the right tool (e.g. InDesign endnotes)
- Advanced graphics (e.g. diagrams)
- Program misbehaviours / bugs

Sample



Conclusion

- Think before act
- Know the tools, use the right once
- Accessible driven design



Thank you!

Any questions?

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