

electronic
document
CONFERENCE

An Accessibility Label for Electronic Documents Robert Martinengo

Why?

Why do we need an accessibility label and why talk about it here?

Why do we need an accessibility label?

- People with disabilities are the best judge of what works for them, but they need information about how documents meet their specific needs before they acquire them.
- An accessibility label can provide vital information to people with disabilities, while raising awareness of accessibility in the mainstream.
- Labels are a widely used and well understood method for giving consumers useful information about products at the point of sale.



Consumer familiarity with labels

- The Nutrition Facts label is a familiar presence on food packaging. It arose from a government policy intended to promote healthy eating. Consumers can distinguish between the label and marketing copy.



Why talk about a label at this conference?

- Electronic documents can create accessibility barriers, one of which should not be the technical jargon used to describe their accessibility.
- Electronic documents offer many accessibility solutions, but only if people with disabilities can use the document in the manner they need.
- Electronic documents are gaining “brand recognition”. People with disabilities have had to become familiar with electronic document formats. An accessibility label helps raise awareness and visibility of electronic documents in the mainstream.



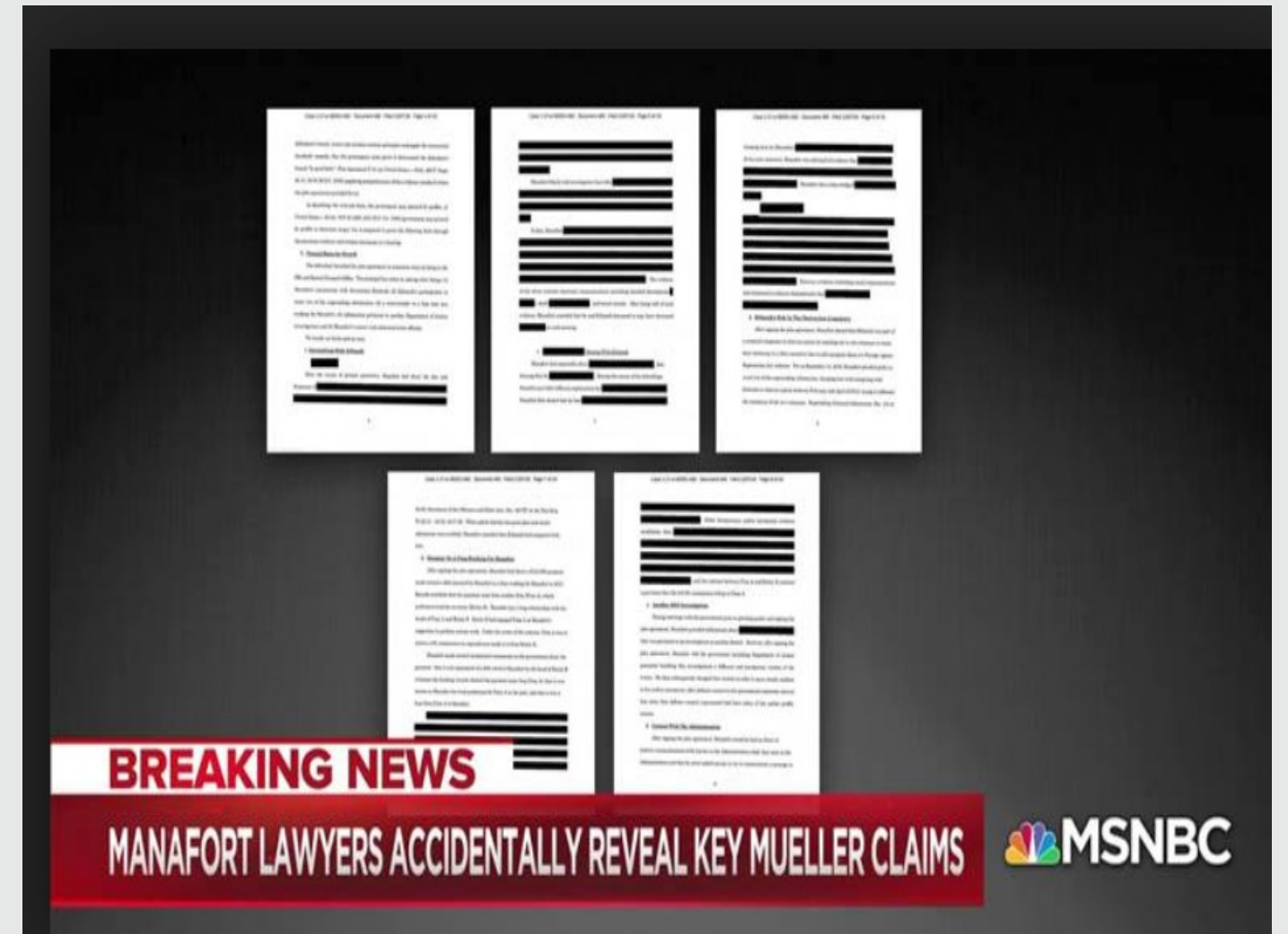
Consumer awareness of technology

- Intel launched the Intel Inside marketing campaign to build brand recognition for technology which is not normally visible to the consumer.



Consumer awareness of document formats

- Napster made the MP3 format famous/infamous.
- Important documents released as PDFs have been in the news. PDF is widely know through tax forms and other means.



Consumer awareness of accessibility issues

- The general public is more aware that people with disabilities are enjoying the same types of media, but in different forms or with adaptations, such as captioning.



What?

What goes in an accessibility label?

Information about Navigation

- Table of Contents
- Headings and tags
- Page numbers
- Logical reading order
- Links



Information about Content

- Image descriptions
- Math equations
- Scientific symbols
- Foreign languages
- Music notation



Other Metadata

- Standards compliance
- Accessibility testing
- Technical protection mechanisms/DRM
- Known issues
- Contact information



When, where, how?

What else is there to know?

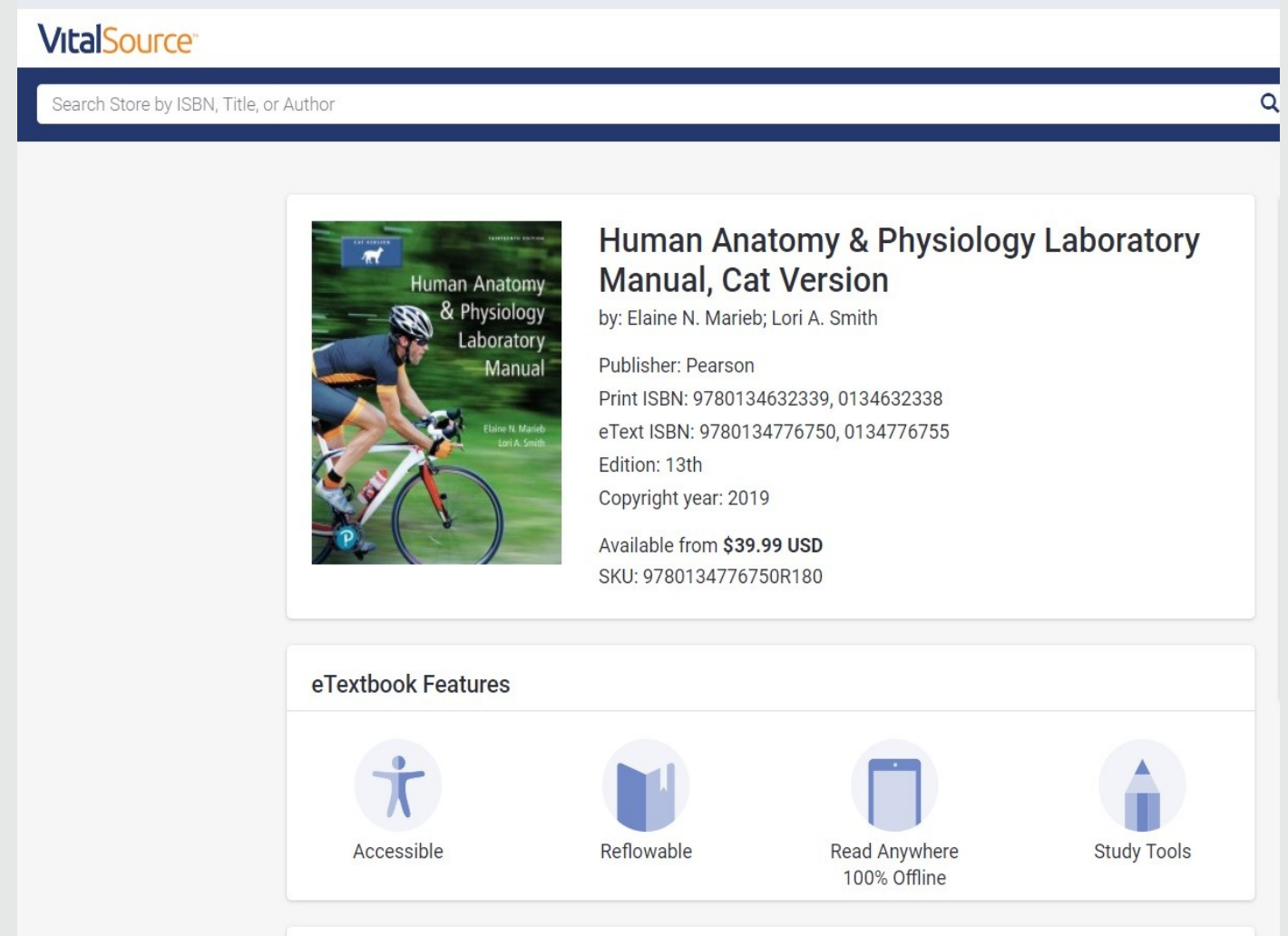
PAQ (proactively answered questions)

- The label is not a rating system that says a document is good or bad.
- The purpose of the label is to give sufficient information to the user so they can determine if it will be accessible to them.
- The information in the label is provided by the publisher or distributor of the document.
- The label's Terms of Use require that complete and accurate information be provided by the vendor, including known accessibility issues.
- The label will be free to use.



VitalSource Accessibility Properties

- Accessibility icon is featured on product page.

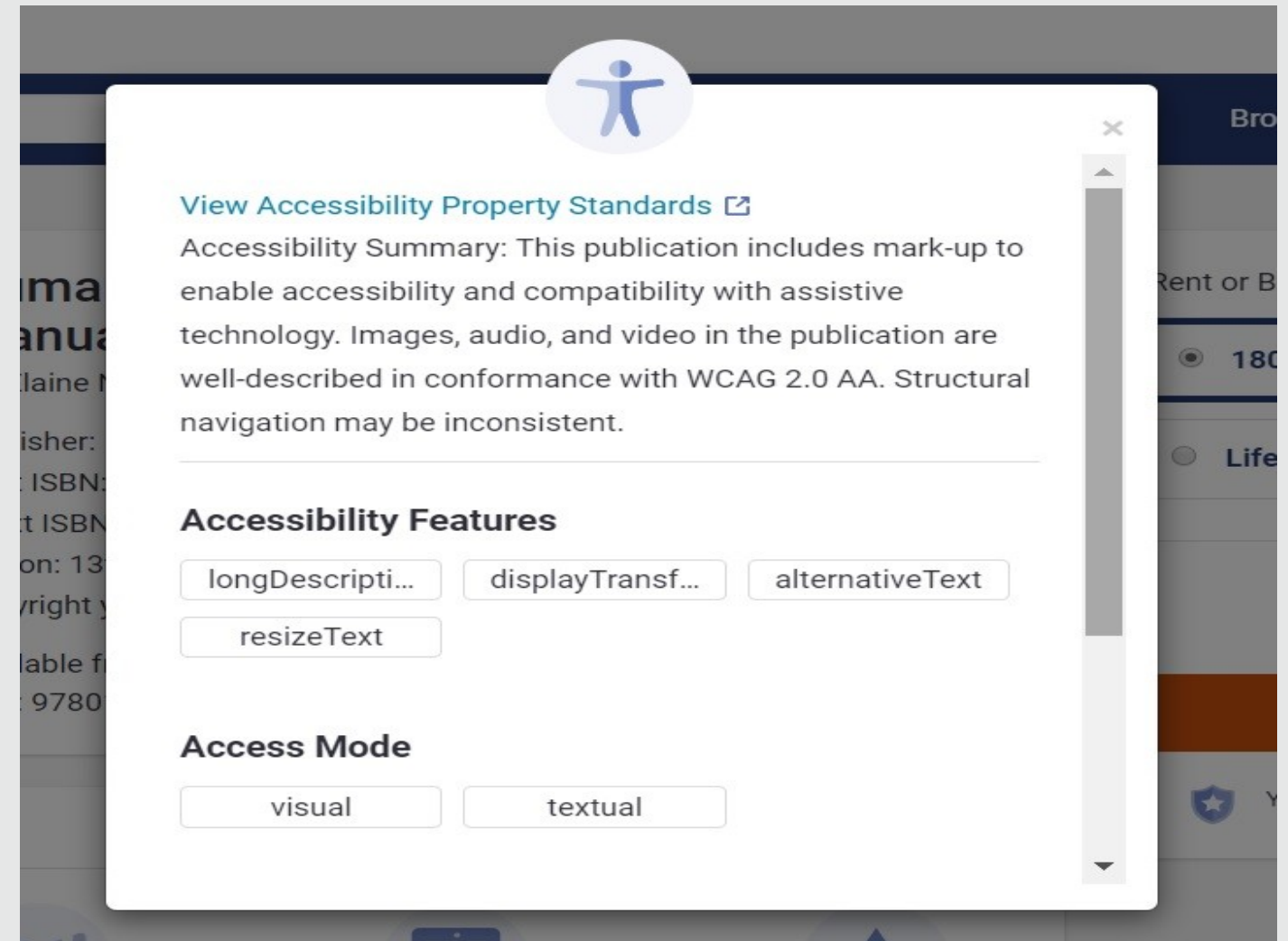


The screenshot shows the VitalSource website interface. At the top, the VitalSource logo is on the left, and a search bar with the text 'Search Store by ISBN, Title, or Author' is on the right. Below the search bar, a product card is displayed for 'Human Anatomy & Physiology Laboratory Manual, Cat Version' by Elaine N. Marieb and Lori A. Smith. The product card includes a cover image of a cyclist, the authors' names, the publisher (Pearson), ISBNs (Print: 9780134632339, eText: 9780134776750), edition (13th), and copyright year (2019). The price is listed as \$39.99 USD. Below the product card, there is a section titled 'eTextbook Features' with four icons: 'Accessible' (a person icon), 'Reflowable' (a book icon), 'Read Anywhere 100% Offline' (a smartphone icon), and 'Study Tools' (a pencil icon).



VitalSource Accessibility Properties - 2

- Accessibility Features list abbreviates some words.
- User must follow link to find definitions of terms.
- Link leads to www.w3.org/wiki/WebSchemas/Accessibility

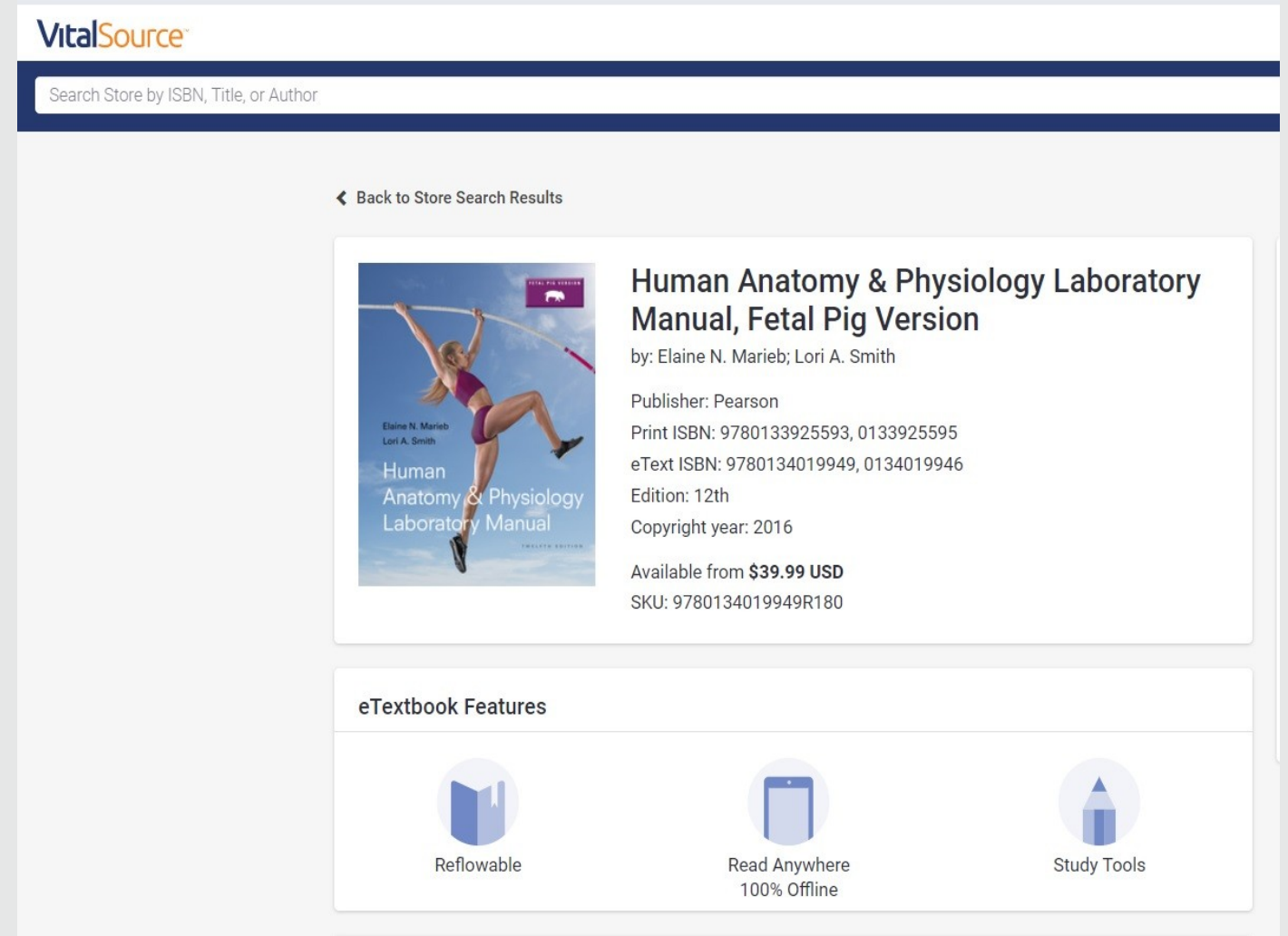


The screenshot shows a dialog box with a blue accessibility icon (a person with arms and legs) at the top center. Below the icon is a link: [View Accessibility Property Standards](#) with an external link icon. Underneath is an "Accessibility Summary" paragraph: "Accessibility Summary: This publication includes mark-up to enable accessibility and compatibility with assistive technology. Images, audio, and video in the publication are well-described in conformance with WCAG 2.0 AA. Structural navigation may be inconsistent." Below the summary is a section titled "Accessibility Features" containing four buttons: "longDescripti...", "displayTransf...", "alternativeText", and "resizeText". At the bottom is a section titled "Access Mode" containing two buttons: "visual" and "textual". The dialog box has a close button (an 'x') in the top right corner and a vertical scrollbar on the right side.



VitalSource Accessibility Properties - 3

- Not all books have accessibility icon.

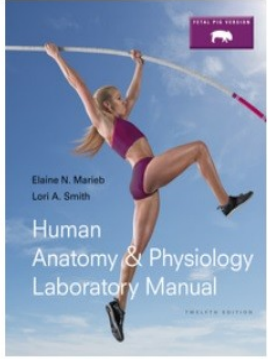


The screenshot shows the VitalSource interface for a book. At the top is the VitalSource logo and a search bar. Below is a navigation link 'Back to Store Search Results'. The main content area features a book cover on the left and a list of details on the right. The book title is 'Human Anatomy & Physiology Laboratory Manual, Fetal Pig Version' by Elaine N. Marieb and Lori A. Smith. The publisher is Pearson. The page lists ISBNs for print and eText, the 12th edition, and a 2016 copyright year. The price is \$39.99 USD. Below this is an 'eTextbook Features' section with three icons: 'Reflowable' (book icon), 'Read Anywhere 100% Offline' (tablet icon), and 'Study Tools' (pencil icon).

VitalSource

Search Store by ISBN, Title, or Author

← Back to Store Search Results





Human Anatomy & Physiology Laboratory Manual, Fetal Pig Version
by: Elaine N. Marieb; Lori A. Smith


Publisher: Pearson
Print ISBN: 9780133925593, 0133925595
eText ISBN: 9780134019949, 0134019946
Edition: 12th
Copyright year: 2016

Available from **\$39.99 USD**
SKU: 9780134019949R180

eTextbook Features

 Reflowable

 Read Anywhere
100% Offline

 Study Tools



What's Next?

Getting the Label in to Higher-Ed

California Accessibility Information Label Act

- Proposal to require accessibility labels for higher-ed materials used in California.
- Label specifications to be determined with input from students, college staff, publishers, and other stakeholders.
- Label will be maintained as a free, non-profit public service.
- Legislation will benefit students with disabilities in all states.





Questions?

Comments are welcomed.



Thank you!

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We appreciate your participation.

