MISSION COLLEGE
SANTA CLARA

Presentation by
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Inclusive Design

FLYERS & MARKETING MATERIALS

Introduction

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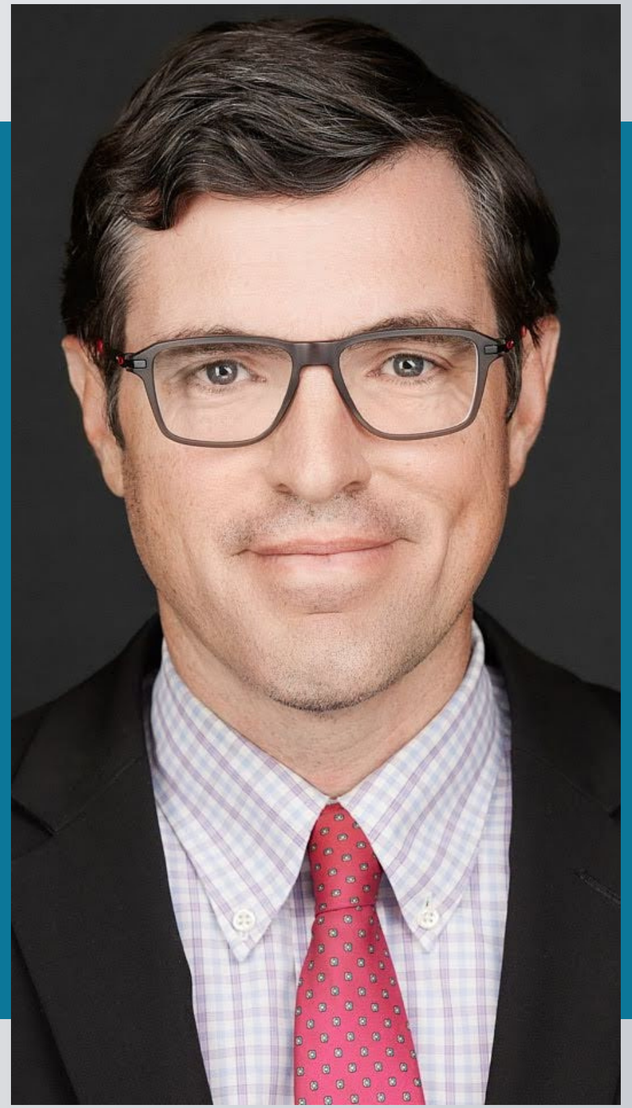


Presentation Details

- Principles of inclusive design
- Flyer Composition
- ADA Compliance
- Diverse representation
- Practical tips and resources
- Checklists

What Is Inclusive Design?

Inclusive design is an approach to creating products and services, such as flyers, that are accessible and usable by as many people as possible, regardless of age, abilities, or disabilities.

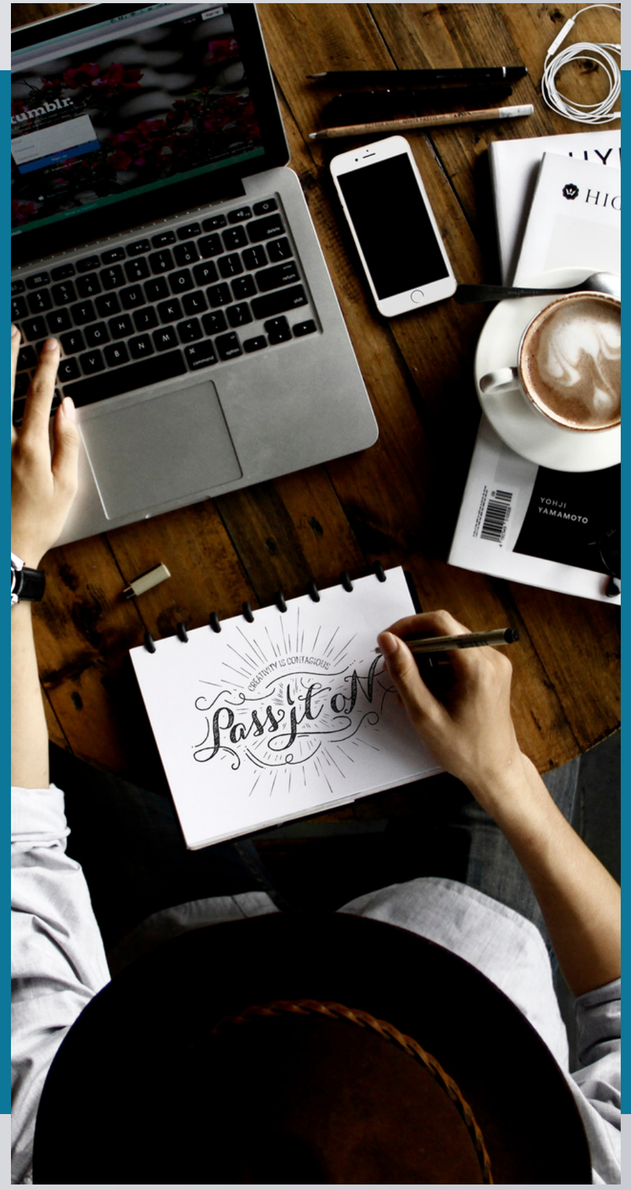
Intro: Why is inclusive design important?

- Need to consider students with disabilities
- Be mindful of cultural backgrounds and preferences
- Reach a wider audience by using inclusive language and culturally appropriate images
- Enhance our brand reputation and customer loyalty by prioritizing accessibility and inclusivity

Intro: Does it really matter?

Inclusive design creates a more accessible, inclusive, and economically sustainable society, per:

- UK's Department for Work and Pensions' report (2018), which found businesses prioritizing accessibility and inclusivity have higher employee engagement, better brand perception, and improved financial performance.
- Adobe's report (2020), which shows inclusive design can reach a wider range of customers and increase brand loyalty, driving sales.



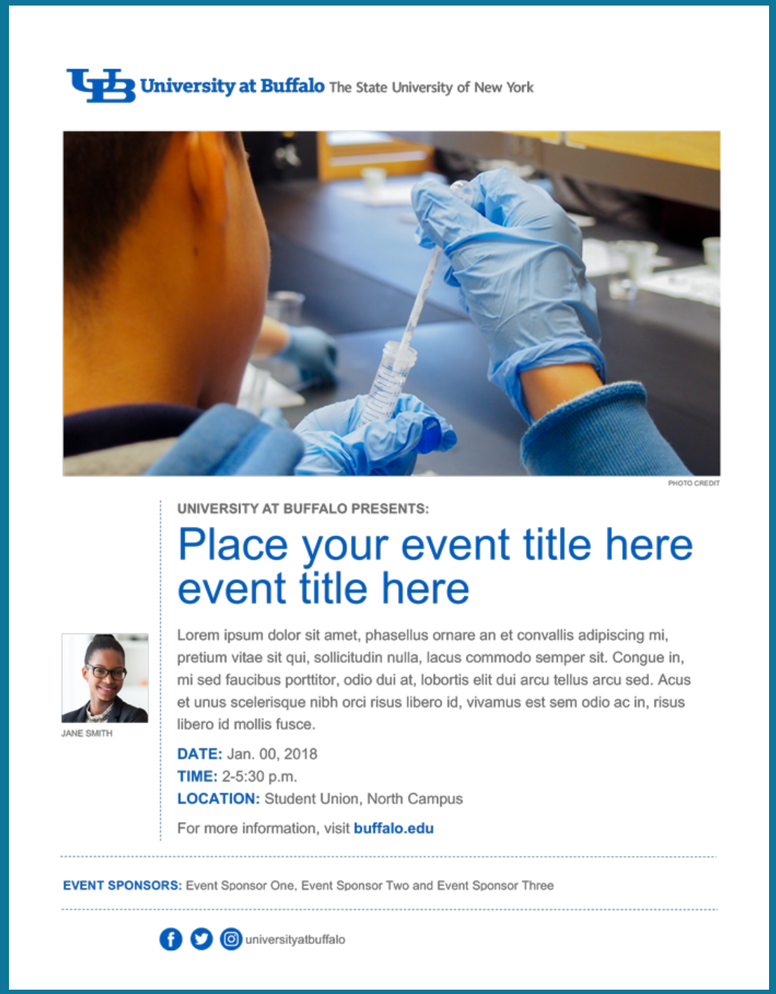
Principles: Provide flexibility

By providing flexibility in your designs, you can ensure a wider range of people can access and understand the information you are communicating.

- Offer different formats
- Provide translations
- Offer digital versions

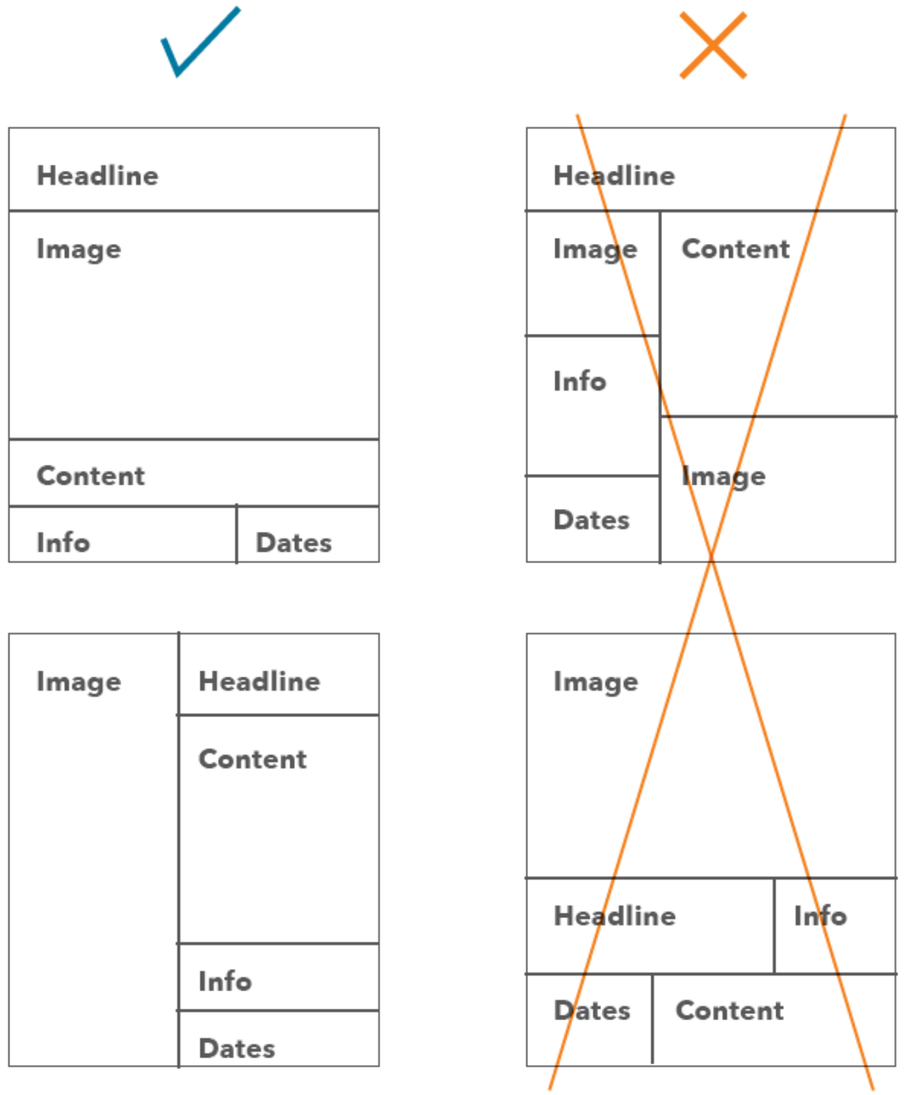
Principles: Ensure simplicity

- Use simple, easy-to-read fonts
  - Use a font size of at least 12 points
- Ensure information is presented in a logical and intuitive order
- Use visuals
- Simplifying designs can improve usability and accessibility



Flyer Composition

Layout composition should have information clearly defined in its informational hierarchy. Structure the content for ease of consuming the material.



Principles: Clear language

Easy to understand language is a must have for quality designs:

- Avoid jargon, acronyms, and technical terms
- Provide definitions or explanations for any technical or specialized terms
- Use active voice and clear sentence structures

Principles: Ensure Accessibility

- Use high-contrast colors for text and background. This will ensure that your content is visible to everyone.
- Use bullet points or numbered lists to organize your information.
- Make sure that your flyer is navigable using only a keyboard.
- Provide clear instructions on how to access additional information or resources.

ADA Compliance

Colors should have a strong contrast for ADA compliance. *(See Web Contrast Checker on page 14).*

To ensure that your copy is easily readable, consider making small point sizes bolder in font selection. Additionally, use dark colors that provide contrast from the background. By following these guidelines, you can enhance the legibility and visual appeal of your content.

When setting type, it is important to consider several factors including letter case, font choice and background colors.

Optimal leading is 120% of font size.

For example, 12pt font has 14pt leading. (12x120%=14)

Easy to read

This paragraph is difficult to read due to:

- Full column width type known as forced justification.
- Tight leading that runs lines together.
- Tight kerning which makes letters to close to each other.

ALL CAPS IS CONSIDERED YELLING

Tight kerning is very hard to read

Loose kerning is difficult to read

Consider typeface and point size when text is over colored backgrounds.

Easy to read

Easy to read

Hard to read

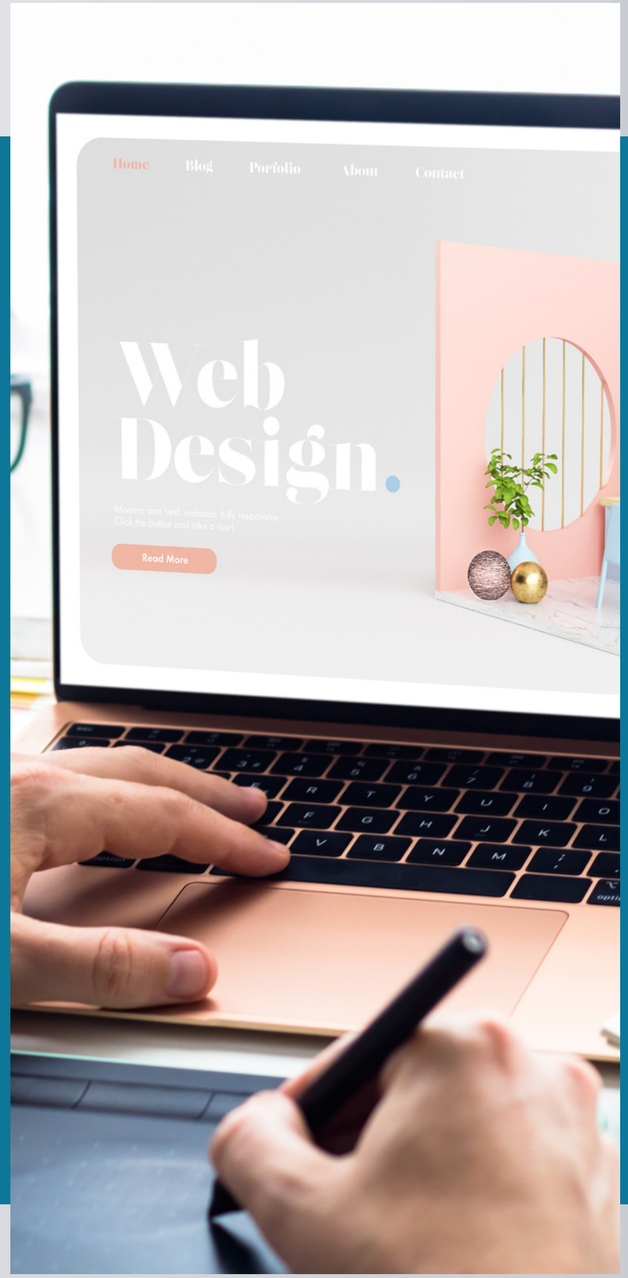
Hard to read

Principle: Diverse Representation

- Diverse representation means including a range of people from different backgrounds, cultures, abilities, and identities in your marketing materials.
- This can include using images of people from diverse backgrounds in your flyers, brochures, and other marketing materials.
- It's important to ensure that the images are not just stereotypical, but genuinely reflect the diversity of your audience.

Aunthentic Diversity

Authentic diversity is the practice of accurately representing diverse identities and experiences in all aspects of design, including marketing, branding, and product development.



Principle: Continuously improve

Regularly assess and improve products or services based on user feedback and changing needs

- Collect and analyze user feedback regularly
- Conduct user testing with a diverse range of users
- Adapt to changing user needs by updating and improving.

Inclusive design is an ongoing process that requires a commitment to continuous improvement.

Photography

Brand *Photography*

Our photography communicates our core brand attributes.

Welcoming: photo subjects hold eye contact with the camera and smile.

Inclusive: a diversity of race, age, and genders are represented.

Compassionate: the interaction between the subjects and photographer evokes a feeling of friendliness.

Innovative: the subjects feel natural and are not distorted in proportion. Too high an angle can result in making the person too small-too low can overpower the viewer. Having a photo subject in central focus conveys a sense of inspiration and achievement. Avoid photos that feel too staged or phony. While a photo might feature a student looking directly in the camera, they should still look natural and relaxed.

Instructive: when showing a speaker, make sure that their face isn't obstructed. Include the audience members whenever possible, and if applicable, any corresponding presentation slides that are displayed behind them.

Images can be selected from our photo library to ensure best possible representation. Selections should be comprised of our people doing real things.

To access Mission College's Flickr page, click here.

Photos may be stylized in the following ways:

- Tint primary colors or gradients.
- Turned into black and white photos.
- Crop out backgrounds so the subject can stand out.
- Cropped or framed uniquely, rounded corners as an example, for interest.
- Collaged together.
- Use brand energy elements for emphasis *(see page 19)*.

Brand *Photography*

Look for action/interaction in people or group shots. Avoid imagery when the main subjects are not engaged in the photo and avoid odd expressions on faces *(headshots excluded)*.

This interaction can be with the camera or with each other.

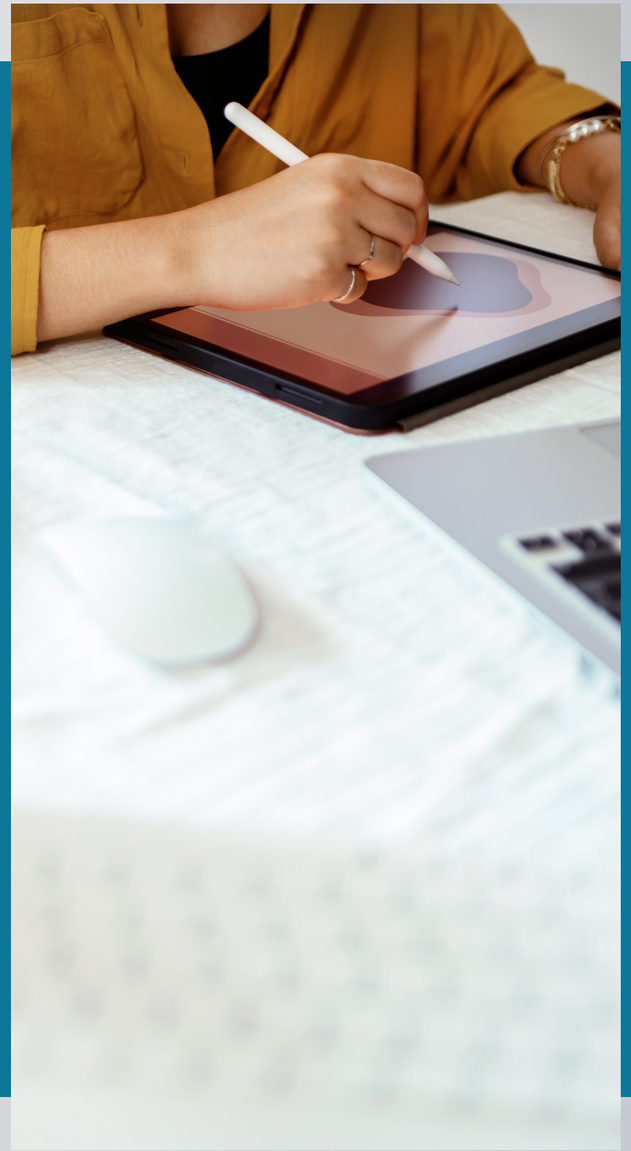
Inclusive Language

Gender-neutral words	Workmen, Chairman	Workers, Chair/Chairperson
Use they/their/them	The debtor must make his payments at the beginning of each month.	The debtor must make their payments at the beginning of each month.
Repeating the noun in place of the pronoun	The contractor acknowledges the allocated budget and he will act in the best interest of both parties.	The contractor acknowledges the allocated budget and the contractor will act in the best interest of both parties.
Removing pronouns when unnecessary	The consultant agrees to keep his work confidential.	The consultant agrees to keep the work confidential.
Rephrase the sentence	If the tenant damages the property, he will lose the security deposit.	The tenant who damages the property will lose the security deposit.
Pairing pronouns	He	He or she / she or he

Infographics and Flyers Checklist

Text:

- The flyer consists of true text and not an image of text
- The text is clear and easy to understand
- Font size and text are adequate and make the content readable
- Uppercase, bold and italics are used sparingly
- The language and tone in written text is appropriate



Infographics and Flyers Checklist

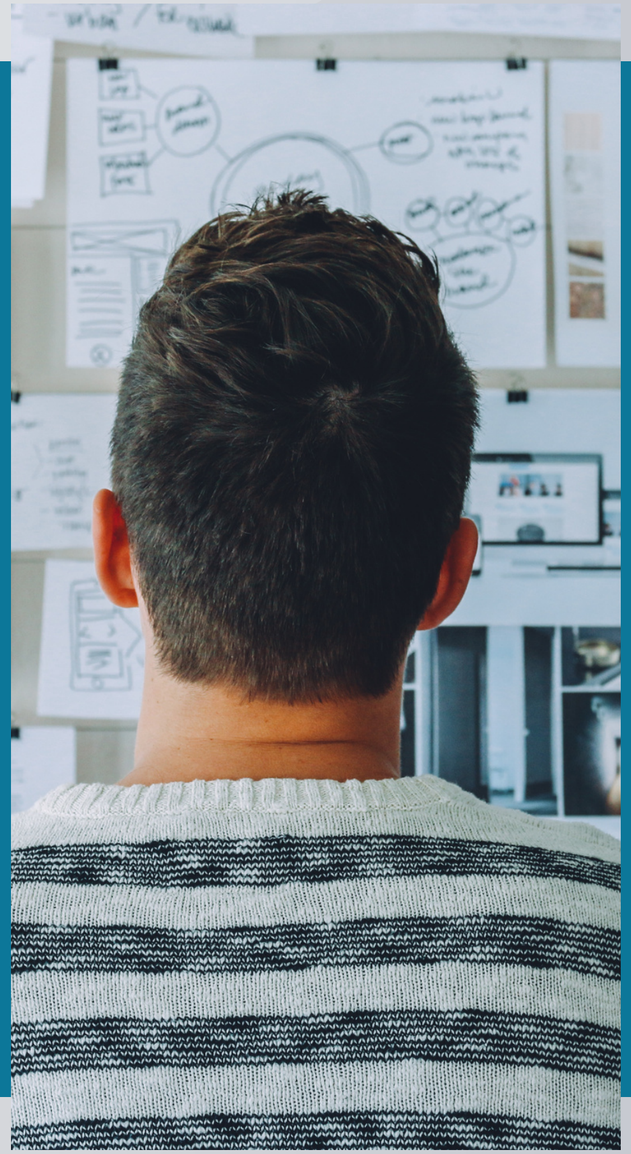
Structure:

- Clear and descriptive title
- Heading and subheadings are present to organize information into topics or categories
- Bullet lists are present to organize material
- Numerical list present processes
- The reading order matches the visual order.

Infographics and Flyers Checklist

Color:

- Color and shades used in the flyer or infographic makes the content readable
- Color is not the only method to distinguish or emphasize important texts or links
- There is good color contract between foreground and background content
- There is good color contract between the text color and background color.

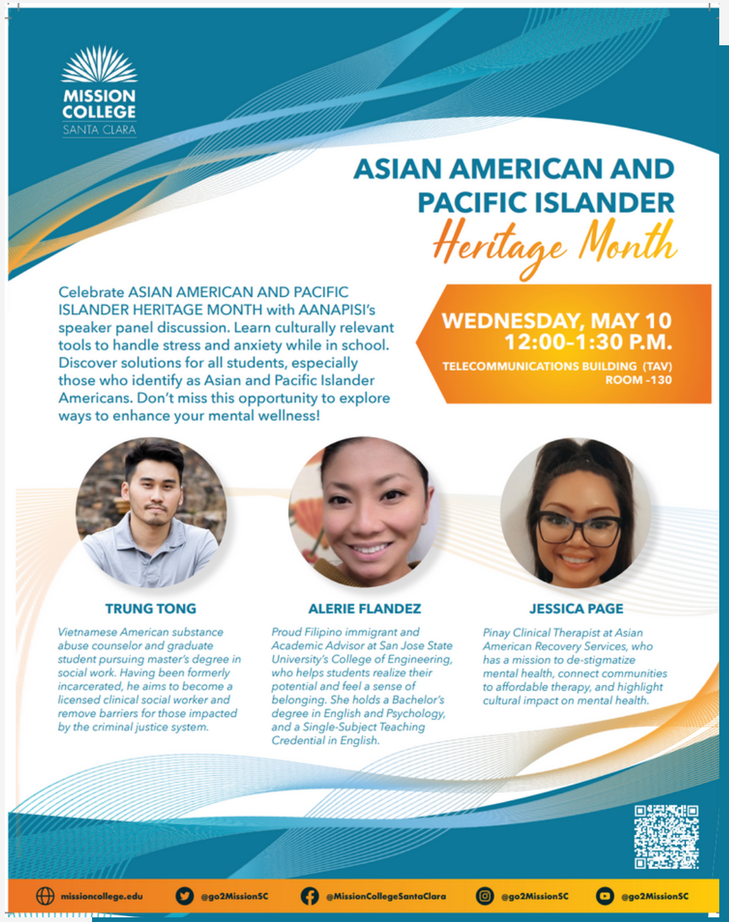


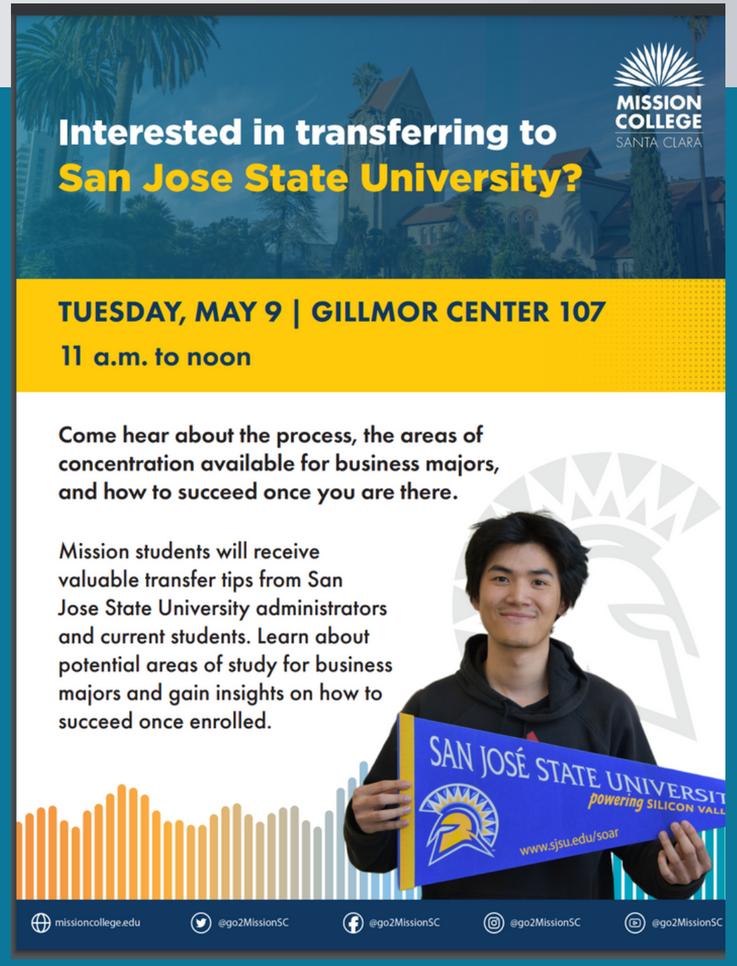
Infographics and Flyers Checklist

Images:

- Images that convey information need to have alternative text
- The alt text is brief and accurately describes intent of the image
- Alt text is within 8 to 80 characters long
- Alt text is not repeated and does not use phrases such as image of or graphic of.

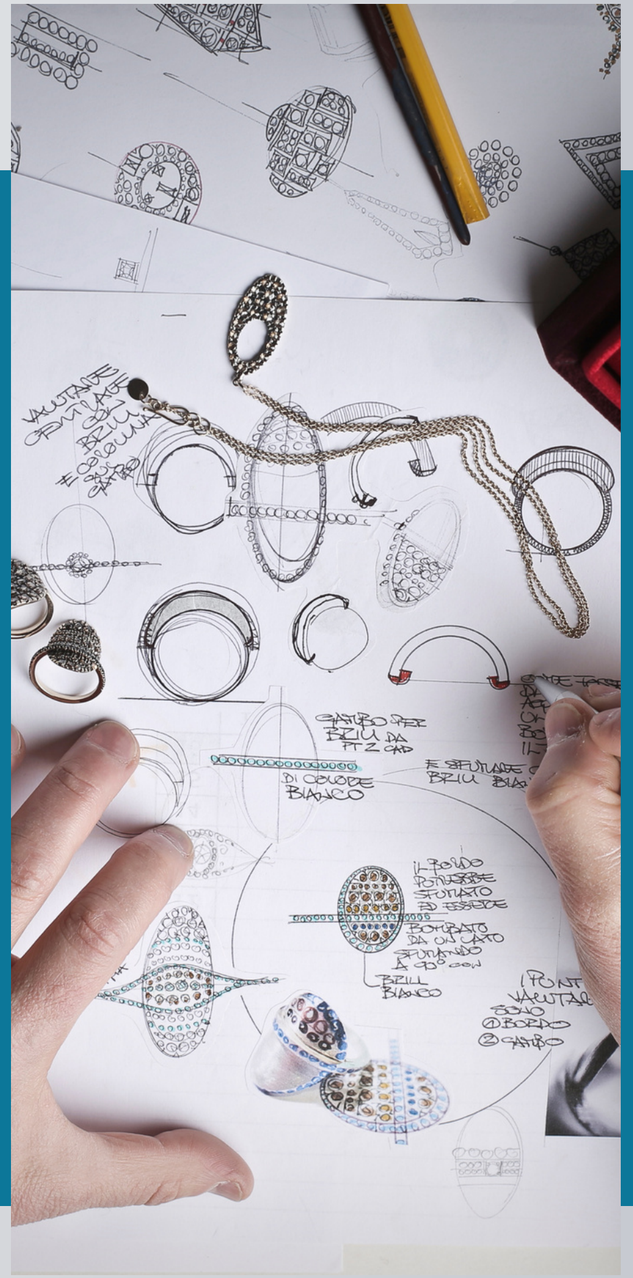
Good examples





Practical tips and resources

- Inclusive Design Toolkit
- Inclusive Design Guide
- Accessibility Guidelines
- Inclusive Design Institute
- Accessible Technology Coalition



Thank You and Questions!

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