



Presentation by
Benjamin Demers
Director of Marketing and Public Relations

Inclusive Design

FLYERS & MARKETING
MATERIALS

Introduction

Benjamin Demers
Director of Marketing and Public Relations
Mission College

Oversee college's communications,
graphic design, website, social media
and marketing.

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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

 University at Buffalo The State University of New York



UNIVERSITY AT BUFFALO PRESENTS:

Place your event title here
event title here



JANE SMITH

Lorem ipsum dolor sit amet, phasellus ornare an et convallis adipiscing mi, pretium vitae sit qui, sollicitudin nulla, lacus commodo semper sit. Congue in, mi sed faucibus porttitor, odio dui at, lobortis elit dui arcu tellus arcu sed. Acus et unus scelerisque nibh orci risus libero id, vivamus est sem odio ac in, risus libero id mollis fusce.

DATE: Jan. 00, 2018

TIME: 2-5:30 p.m.

LOCATION: Student Union, North Campus

For more information, visit buffalo.edu

EVENT SPONSORS: Event Sponsor One, Event Sponsor Two and Event Sponsor Three



Flyer Composition

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



Headline	
Image	
Content	
Info	Dates

Image	Headline
	Content
	Info
	Dates



Headline	
Image	Content
Info	Image
Dates	

Image	
Headline	Info
Dates	Content

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).



Empowering
Every Student

Empowering
Every Student

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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

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

Easy to read

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

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.



Authentic 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.



Brand *Photography*

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*).

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.



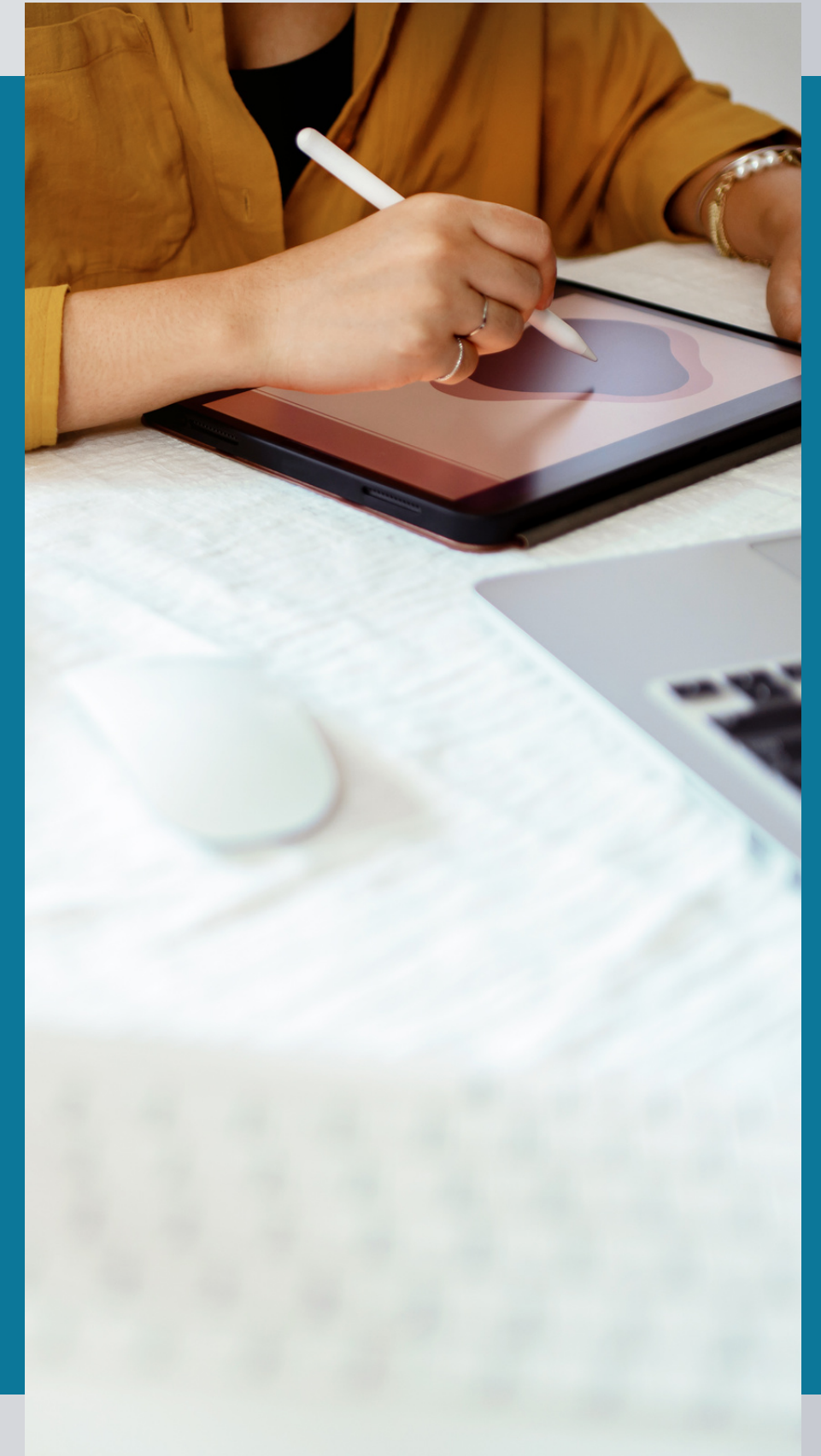
Inclusive Language

		
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 contrast between foreground and background content
- There is good color contrast 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




ASIAN AMERICAN AND PACIFIC ISLANDER Heritage Month

Celebrate ASIAN AMERICAN AND PACIFIC ISLANDER HERITAGE MONTH with AANAPISI's speaker panel discussion. Learn culturally relevant tools to handle stress and anxiety while in school. Discover solutions for all students, especially those who identify as Asian and Pacific Islander Americans. Don't miss this opportunity to explore ways to enhance your mental wellness!


WEDNESDAY, MAY 10
12:00-1:30 P.M.
TELECOMMUNICATIONS BUILDING (TAV) ROOM -130




TRUNG TONG
Vietnamese American substance abuse counselor and graduate student pursuing master's degree in social work. Having been formerly incarcerated, he aims to become a licensed clinical social worker and remove barriers for those impacted by the criminal justice system.



ALERIE FLANDEZ
Proud Filipino immigrant and Academic Advisor at San Jose State University's College of Engineering, who helps students realize their potential and feel a sense of belonging. She holds a Bachelor's degree in English and Psychology, and a Single-Subject Teaching Credential in English.



JESSICA PAGE
Pinay Clinical Therapist at Asian American Recovery Services, who has a mission to de-stigmatize mental health, connect communities to affordable therapy, and highlight cultural impact on mental health.



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NATIONAL Poetry Month CELEBRATION

Thursday, April 27
Telecommunications (TAV) Room 130
1:00 p.m. to 3:00 p.m.


EVENT SPEAKER

LEE HERRICK
The English Department welcomes California Poet Laureate Lee Herrick for our National Poetry Month Celebration! Lee Herrick is the California Poet Laureate. He is the author of three books of poems: *Scar and Flower*, *Gardening Secrets of the Dead*, and *This Many Miles from Desire*.

LISA SISNEROZ
We will also be joined by former Mission College student and published poet, Lisa Sisneroz. She partnered with Therabooks to publish a collection of poems and songs in the book *Believe Me*.



Student poets published in the Mission Review will also share their work.




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Interested in transferring to San Jose State University?

TUESDAY, MAY 9 | GILLMOR CENTER 107
11 a.m. to noon

Come hear about the process, the areas of concentration available for business majors, and how to succeed once you are there.

Mission students will receive valuable transfer tips from San Jose State University administrators and current students. Learn about potential areas of study for business majors and gain insights on how to succeed once enrolled.



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Thank You and Questions!

Email Ben Demers at
benjamin.demers@missioncollege.edu
or call him at
[323-333-8950](tel:323-333-8950)

