Accessibility Testing for Beginners

A full week introductory course for only $1850

The 4th Annual ICT Accessibility Testing Symposium
Washington, DC, September 30 – October 4, 2019

Learn to test websites for conformance with industry standard requirements +
Get an introduction to the World of Accessibility Testing in just one week

A full day Workshop on Monday…
· An in-depth look at one of the most important parts of assessing standards conformance ·

Assessing and Authoring Image Descriptions for Digital Learning Products

followed by the Tuesday and Wednesday Symposium…
· A chance to meet accessibility professionals from industry, consulting and academia ·
· Attend the World’s premier event for peer reviewed presentations on accessibility testing, introducing you to a wide range of issues, solutions, tools and methods ·

· Beginner-level talks available throughout the program ·
· Beginner course participants attend a debrief each evening with members of the symposium committee, including planning for the next day’s presentations ·

ending with hands-on instruction Bootcamp, Thursday and Friday…

Accessibility testing methods and tools
Mobile accessibility testing

Everything you need to know about accessibility testing, Part A
Everything you need to know about accessibility testing, Part B

www.2019 ict.org
Beginner Course Program Highlights

Monday Workshop

Assessing and Authoring Image Descriptions for Digital Learning Products

*Todd Marquis Boutin, Spi Global, & Pina D’Intino, Aequum Access*

Part 1: Context, Audience, and Image Purpose. We will discuss how image purpose and description design change based on context and audience. Attendees will practice evaluating images.

Part 2: Image Type. We will explore how images can be categorized into different types based on how they convey information. We will then consider common type-based description templates.

Part 3: User Preference and Perspective. We will review user data on alt text. Pina D’Intino will share her perspective as a screen reader user. Attendees will listen to image descriptions via screen readers, compare their impressions, and practice revising those descriptions based on their findings.

Part 4: Product- and Process-Related Factors. We will outline the challenges facing large-scale alt text authoring and assessment, as well as possible solutions. Attendees will share insights based on personal and professional experience.

Part 5: Individual and Group Practice. Individuals and/or small groups will evaluate images in a variety of source material. They will then author descriptions for selected images with support from the presenters. The entire group will discuss their experiences and results.

Early Evening: Course participant debrief with the bootcamp instructor and members of the Symposium Committee

Tuesday Symposium Day 1

“The Missing Link: Accessibility and Usability Working Together”

Keynote Speaker: Shawn Lawton Henry

Accessibility is not about meeting standards. However, accessibility is often approached as a standards checklist. Accessibility is fundamentally about people—designing products so that people with disabilities can use them effectively. When you shift the focus of accessibility to people, you reap all sorts of benefits, such as more efficient development and evaluation. Traditional usability practices work well for accessibility. And, general usability benefits from addressing accessibility. In this keynote, you’ll learn: how to get your boss and colleagues on board, how to maximize the benefits of accessibility and usability working together, and about resources to support your efforts.

Lunch with the Social Impact Award Winner
Afternoon Papers: Perfecting Traditional Methods Track (Part 1)

- **W3C Accessibility Conformance Testing (ACT) Rules for WCAG 2**, Shadi Abou-Zahra, W3C Web Accessibility Initiative (WAI)
- **Accessibility Testing: Mileage May Vary**, Karen Herr & Seán Kelly, Optum
- **Creating an Accessibility Testing Program in an Academic Research Setting**, Jocelyn Bojorquez, Erin Flores, Ashley Tyler, Karrie Eliason, Southern Utah University & Stacey Martinez, USDA Forest Service-Chief Information Office Affiliate
- **Comparing Free Automated Testing Tools**, Kathryn Weber-Hottleman, University of Connecticut

Early Evening: Course participant debrief with the bootcamp instructor and members of the Symposium Committee

Wednesday Symposium Day 2

Morning Papers: Going Beyond Track

- **The benefits of WCAG 2.1 for people with cognitive impairment**, Valorie Sundby, Karen Herr & Vanessa Howle, Optum
- **Video Player Accessibility**, Gian Wild & Rafal Charlampowicz, AccessibilityOz
- **Quantifying web accessibility**, Claudio Luis Vera
- **Utilizing "Big" Accessibility Data to Transform the Web**, Jared Smith, WebAIM.org, Utah State University

Plus...

Lunch with the Keynote

Competition presentations

Social Impact Award Recipient Presentation and Talk


Thursday Bootcamp Day 1

Instructor: Gian Wild, AccessibilityOz

Morning: Accessibility testing methods and tools

The morning will be spent examining and using a variety of testing tools and techniques – with hands-on demonstrations including manual inspection methods, and spidering testing tools.
Afternoon: Everything you need to know about accessibility testing, Part A

The session will cover a whole range of testing requirements: starting with an overview of testing – who, when, what and how. Each topic will include an in-depth discussion and hands-on exercises for participants.

Part A topics will include:

- Choosing who will do the testing
- Choosing when to test – building a new site or testing an existing site
- Choosing what to test

Friday Bootcamp Day 2

Morning: Mobile accessibility testing

Testing on mobile devices (iOS, Android) will be demonstrated with opportunities for hands-on activities. Mobile versions of websites will also be covered, some of which are also testable using PCs (laptops). Participants will learn what can be tested on a laptop and what needs to be tested on a device. This session will cover the accessibility of mobile web sites—responsive and m dot sites. Participants will receive a copy of the test process.

Note: This half-day session will be a mini version of the Mobile Testing full-day workshop that will be offered by Gian on the Monday for intermediate levels and up. This bootcamp session will be tailored specifically to newcomers, and will build on the knowledge that the participants have gained throughout the week thus far. In order to keep within the available time, this session will cover only mobile site testing, and briefly mention issues with (but not cover) mobile application testing.

Afternoon: Everything you need to know about accessibility testing, Part B

This continues the previous day’s session. Part B topics will include:

- Choosing how to test
- Choosing how to present findings
- Developing a scope analysis for a site (based on the W3C Evaluation Methodology)
- The day will end with a final debrief from the week, along with discussing arrangements for the follow-on activities with the instructor in the month that follows the event.

Follow-on activities

In the month following, the instructor will hold weekly catch-up meetings for participants to ask any questions arising from implementing these testing practices.

Participants will also receive a six-month subscription to AccessibilityOz’ OzWiki: a database of accessibility errors, screenshots and solutions, and one month’s access to AccessibilityOz’ testing tool OzART.

Note: Registration limit for this course is 20

For full details, to register, and find the event hotel block link, go to www.2019.ict.org