

**ICT 316**  
**Universal Access: Information and Working Environments**  
**Spring 2018**

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**Office Hours:** Monday and Wednesday from 9-11 a.m. and other times by appointment

**Course Description:** Universal design is a holistic concept that can be applied to everything from computer software to electronics to dishes. It is the idea that accessibility and usability standards should be blended together to create information that anyone can access. More specifically, web accessibility refers to the inclusive practice of removing barriers that prevent interaction with, or access to information on websites. When websites are correctly designed, developed and edited, all users have equal access to information and functionality. The focus of the course is on how web accessibility can be implemented successfully in working environments by creating digital resources online that all consumers can use. In this course, you will learn how information must be presented that is flexible and adaptive to different users' needs or preferences, accessible through a variety of different technologies and why it is easier and more cost effective to design websites and social media content correctly the first time than re-designing it later. Students will compare and contrast accessible and inaccessible websites and social media and also perform a web accessibility audit for an actual business.

**Course Objectives:**

- 1) Describe why web accessibility is important in IT environments
- 2) Identify issues and guidelines on accessible web design
- 3) Identify assistive technologies used for websites and components of web accessibility
- 4) Identify web accessibility legislation
- 5) Compare and contrast accessible and inaccessible websites and social media content
- 6) Design a web accessibility audit for an actual business's website and social media content and prepare a written and oral report with recommendations.

**Recommended Texts:**

*InterACT with Web Standards: A Holistic Approach to Web Design* by Erin Anderson at <http://interactwithwebstandards.com/>

*Web Accessibility: Web Standards and Regulatory Compliance* by Richard Rutter  
Additional required readings, videos and webinars will be available on Canvas in each week's module.

*Accessibility for Everybody: Understanding the Section 508 Accessibility Requirements* by John Mueller

*Design Accessible Web Sites: 36 Keys to Creating Content for All Audiences and Platforms (Pragmatic Programmers)* by Jeremy Sydik

*Maximum Accessibility: Making Your Web Site More Usable for Everyone* by John M. Slatin

### **Course Assignments:**

#### Participation Assessments:

*Weekly Knowledge Checks (10 points each):* Based on the assigned readings, you'll complete a weekly knowledge check with questions based on the information provided in the module.

*Weekly Graded Discussions (25 points each):* Topics can include identifying accessibility problems, comparing laws and guidelines around the globe, exploring assistive technology, differences between "must, should and may" for developing content, finding issues on existing websites and social media, etc.

#### Learning Assessments:

*Web Accessibility Legislation Debate (100 points):* To illustrate the legal implications of not making information accessible, we'll be reviewing court cases related to accessibility. Students will be divided into groups and will take on the role of the prosecution side and the defense. You will be presenting your case/side, then debate the pros and cons of the case. Consider the various views of important stakeholders (business, consumers, the legal counsel of all involved, etc.), highlight the most important aspects of the case, and include why the ultimate conclusion was correct or not, depending on your perspective. Students will prepare a written report and then present their side of the cases during a class discussion.

*Compare and Contrast Accessible and Inaccessible Websites/Social Media Content Paper (200 points):* Students will be given examples of businesses with accessible and inaccessible websites and social media content. They must then determine which websites contain accessible and inaccessible content and cite specific examples. The paper should discuss these findings and also highlight possible reasons for the type of content used along with suggestions for improvement.

*Web Accessibility Audit (300 points):* Working in groups of 4-5 students, students will select a local business to conduct a web accessibility audit of information presented online via the business's website and social media. In examining the web content, students will utilize the guidelines and information they have learned to compile the following items into a formal written report to the business. During oral group presentations, the students will share what they have learned and what recommendations they have made.

- Executive summary including a list of the common issues along with a prioritization of the severity and impact of the accessibility issues found
- Estimated level of effort needed for the remediation
- List of areas that do not meet the Section 508, ADA, WCAG 2.0 guidelines
- Specific recommendations, including code examples, to fix the issues and improve product accessibility. Recommendations are defined as high, medium and low priority.

## **Course Policies**

### **Submission of Assignments**

All assignments, including hands-on exercises and final term paper, should be submitted via Canvas. Prepare and submit all assignments on time. A 10% penalty will be exacted every day the assignment is late. Work will not be accepted after three days past the due date.

### **Attendance Policy**

This is an online course, which requires asynchronous class discussion via Canvas to facilitate a sense of community. Canvas will also be used for making course announcements, distributing reading materials, submitting assignments and posting grades. Please visit <https://www.uky.edu/canvas> (Canvas) for course homepage.

Course related communications will occur mainly in Canvas (online discussions, questions and answers, etc.). In addition, all announcements will be posted in Canvas. Students thus are required to check the course shell in Canvas on a regular basis. Failure to receive such announcements cannot be used as an excuse for not being informed. I welcome emails sent to my UKY.EDU email account. Please feel free to email me via [sean.burns@uky.edu](mailto:sean.burns@uky.edu) if you have any questions or concerns. In ordinary circumstances, it is expected that the instructor will respond within 24 hours during weekdays. Please expect a delay during weekends and holidays.

### **Excused Absences**

Students need to notify the professor of absences prior to class when possible. S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit “reasonable cause for nonattendance” by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

Per *Senate Rule 5.2.4.2*, students missing any graded work due to an excused absence are responsible: for informing the Instructor of Record about their excused absence within one week following the period of the excused absence (except where prior notification is required); and for making up the missed work. The professor must give the student an opportunity to

make up the work and/or the exams missed due to an excused absence, and shall do so, if feasible, during the semester in which the absence occurred.

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy.

### **Verification of Absences**

Students may be asked to verify their absences in order for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request “appropriate verification” when students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required prior to the absence.

### **Academic Integrity**

Per University policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the University may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

*Senate Rules 6.3.1* (see <http://www.uky.edu/Faculty/Senate/> for the current set of *Senate Rules*) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about a question of plagiarism involving their work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording, or content from another source without appropriate acknowledgment of the fact, the students are guilty of plagiarism.

Plagiarism includes reproducing someone else's work (including, but not limited to a published article, a book, a website, computer code, or a paper from a friend) without clear attribution. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work, which a student submits as his/her own, whoever that other person may be. Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone.

When a student's assignment involves research in outside sources or information, the student must carefully acknowledge exactly what, where and how he/she has employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content, and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas, which are so generally and freely circulated as to be a part of the public domain.

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

### **Accommodations Due to Disability**

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (DRC). The DRC coordinates campus disability services available to students with disabilities. It is located on the corner of Rose Street and Huguelet Drive in the Multidisciplinary Science Building, Suite 407. You can reach them via phone at (859) 257-2754 and via email at [drc@uky.edu](mailto:drc@uky.edu). Their web address is <http://www.uky.edu/StudentAffairs/DisabilityResourceCenter/>.

### **Technology Information & Resources**

Distance Learning Students are expected to have a minimum level of technological acumen and the availability of technological resources. Students must have regular access a computer with a reliable Internet connection and audio capabilities. Internet Explorer 7 (IE) or Firefox 2.x are the recommended browsers for those using a Windows-based PC. Those using Firefox 3.x may encounter problems with assignment uploads. Those using an Apple computer with MAC OS X (10.5.x) may use Firefox 3.x or Safari 3.x.

Please be certain that your computer and/or browser allow you to view Adobe Reader documents (.pdf). Microsoft Office and other software products are free for students: <http://download.uky.edu/>.

As your instructor, I am your first go-to person for technology problems. If you need more immediate assistance, please contact UKIT.

### **Information Technology Customer Service Center (UKIT)**

<http://www.uky.edu/UKIT/> 859-218-4357

### **Library Services & Distance Learning Services**

<http://www.uky.edu/Libraries/DLLS>

- Carla Cantagallo, DL Librarian
- Local phone number: (859) 257-0500, ext. 2171; long-distance phone #: (800) 828-0439 (option #6)
- Email: [dllservice@email.uky.edu](mailto:dllservice@email.uky.edu)
- DL Interlibrary Loan Service:  
[http://www.uky.edu/Libraries/libpage.php?lweb\\_id=253&llib\\_id=16](http://www.uky.edu/Libraries/libpage.php?lweb_id=253&llib_id=16)

For more resources about online classes and student resources, visit

<http://www.uky.edu/ukonline/>

The School of Information Science has a page with a comprehensive list of technology resources here: <http://ci.uky.edu/sis/students/techtips>

### **Military Members and Veterans**

We recognize the complexities of being a member of the military community and also a student. If you are a member of the military or a military veteran or dependent, please inform your instructor if you are in need of special accommodations. Drill schedules, calls to active duty, mandatory training exercises, complications with GI Bill disbursement, and other unforeseen military and veteran related developments can complicate your academic life. If you are aware of a complication, we will work with you and put you in contact with university staff members who are trained to assist you. Please contact the Coordinator of the University of Kentucky Veterans Resource Center at (859) 257-1148 for additional assistance. Visit <http://www.uky.edu/veterans> for more available resources.

### **Civility and Professionalism**

Students must learn to meet the standards of professional behavior and treat each other with respect. Critical inquiry is important, but attacking other persons, verbally or otherwise, is not accepted.

Students must learn to receive and act on constructive criticism, be reliable and responsible, polite and respectable of others, and focus on producing above quality work.

***Course Schedule (tentative and subject to change):***

Module 1: Overview of Course and Introduction to Universal Access and Design

Module 2: Understanding Web Accessibility: Why It Matters in Working Environments

Module 3: Web Accessibility Guidelines (Web Accessibility Initiative: WAI)

Module 4: Assistive Technologies

Module 5: The User's Perspective: Identifying Barriers to the Web

Module 6: Web Accessibility Legislation

Module 7: Creating Accessible Content for Websites and Social Media

Module 8: Pitfalls to Creating Accessible Content

Module 9: Examining Accessible and Inaccessible Websites and Social Media Content

Module 10: Identifying Quick Fixes and Deciding on Complete Redesign

Module 11: Case Studies: Remediating Inaccessible Content

Module 12: Creating a Web Accessibility Audit

Module 13: Conducting a Web Accessibility Audit

Module 14: Preparing a Web Accessibility Audit Presentation

Module 15: Group Presentations