



How to create a Campaign to raise Awareness about digital Barriers



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Presenter & the Team



Sanja Grimminger (M.A.) has been a member of staff at **studiumdigitale** since 2015. **studiumdigitale** is the centre of innovations on technology-enhanced learning at the Goethe-University Frankfurt. Sanja works in the department “media production”. Her task area is digital accessibility.

studiumdigitale has joined the project HessenHub since the beginning of 2019. Sanja and her colleagues at the #DigiBar-Network cover topics such as accessible videos, tools and many more. An anthology on the subject was published earlier this year. Work is underway to have it published in English as well.

<https://www.hessenhub.de>; [#DigiBar](#)

<https://www.studiumdigitale.uni-frankfurt.de/>

Overview

- Framework
- Key Points
- Procedure
- Structure of the Posts for the Blog
- Example „Color Vision Deficiency“
- Further developed Contents
- Preview: Further Formats
- Participation & Contact

Framework – Starting Point

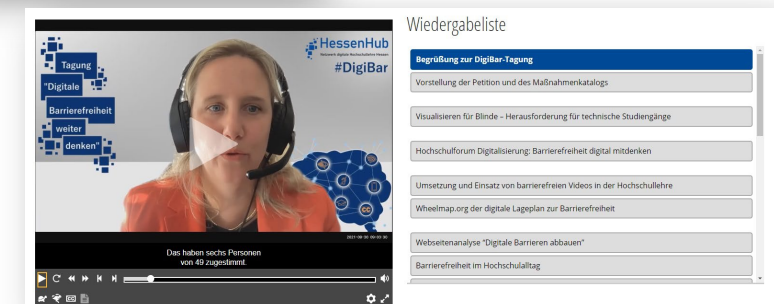
- The association project HessenHub (Network digital Teaching at Universities Hesse) started in 2019.
- Thirteen universities have joined forces to develop innovative concepts for digitally supported teaching.
- The aim is to create didactic and technical conditions for the permanent use of new technologies and methods in teaching.

Germany



Digital Accessibility

- #DigiBar (Network digital Accessibility at Universities) has been working on this task right from the start of the project.
- In addition to communicating content and networking, a key objective is to raise awareness among university staff and other stakeholders.



Key Points

Goal of the Campaign:

- Sensitize as many people as possible:
 - What may be a barrier in the context of digital media?
 - How to fix the problem.
- Easily understandable content is to appear in approx. 12 posts.
- The content can be put on a blog or posted on various social media channels. This is the basis for spreading it further.

Implementation:

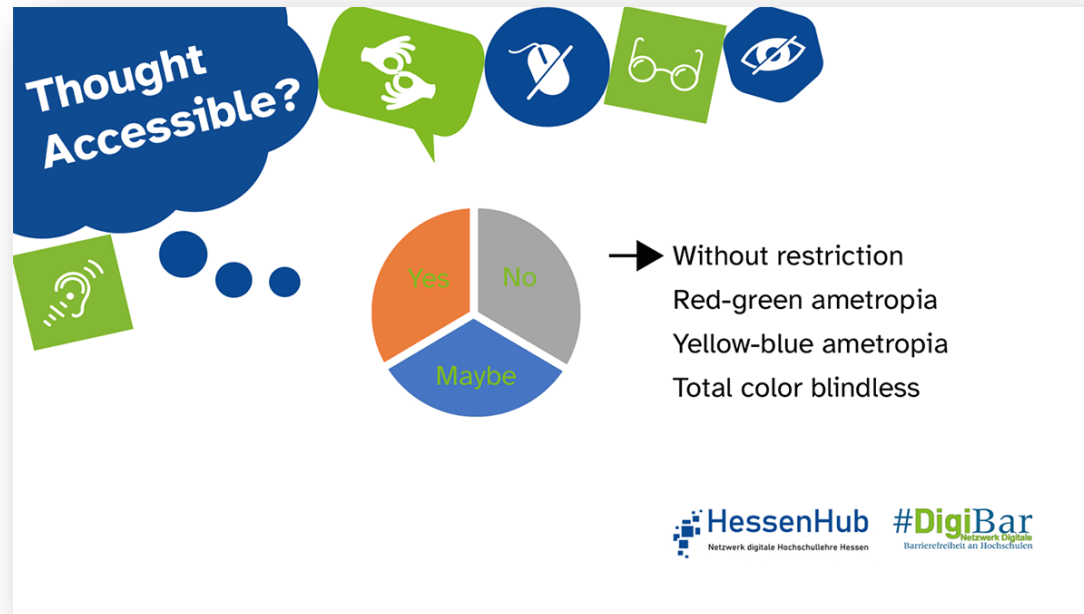
- Different formats are offered to serve different channels. In HessenHub, the campaign will be made visible via blog and Twitter.
- Furthermore, each university or multiplier can decide for themselves how they want to distribute the content.

Procedure

The **mission** behind the campaign is both **political** and **social**. If you look more closely, **technical** references also find their place in it.

- **Create a concept for the campaign:** format, slogan, design, icons ...
- **Inform involved parties and networking**
 - Search for people who write further contributions (from all participating universities)
 - Search for multipliers who spread the contents
- **Internationalization:** translation of the contributions into English and presentation at IARIA

Example „Color Vision Deficiency“



Alternate text:

In the GIF, you can see different font colors on different background colors. Next to it, an arrow runs from one heading to another: Without limitation, red-green ametropia, yellow-blue ametropia, complete color blindness.

Responsible for the content:

WG „Campaign Digital Accessibility“.

<https://www.hessenhub.de/netzwerk-und-news/digitale-barrierefreiheit/think-accessible/>

Associated Text: Think Accessible! (1/2)

Think Accessible!

Were you able to grasp the graphics without effort, or would you rather have paused the content to have more time? And were you always able to decipher the font well? It's not just moving images that can present barriers, but also the choice of font and background color. Colors should therefore not be used as the sole means of distinguishing or highlighting aspects of the content.

Further Information.

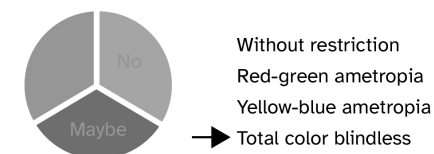
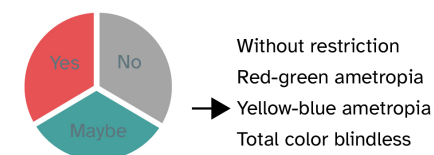
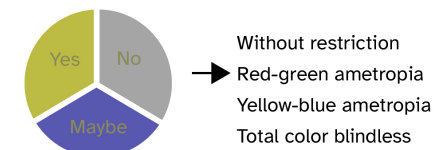
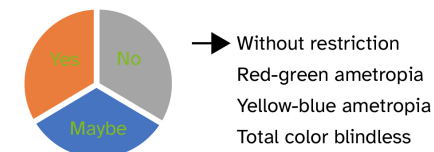
The most common form of color vision deficiency is red-green vision deficiency. It occurs in about 9% of men and 0.8% of women (source: [Kuratorium Gutes Sehen e. V.](#)). The [Web Disability Simulator](#) shows what color vision deficiencies can look like for those affected. This can be installed in Chromium-based browsers (such as Brave, Google Chrome, Microsoft Edge, and Opera). In Mozilla Firefox, the web developer tools have an accessibility section that can be used to simulate different visual impairments. (...)

Associated Text: Think Accessible! (2/2)

(...) Whether the contrast between foreground and background color is strong enough can be tested with tools like [Colour Contrast Analyzer \(CCA\)](#). A [tutorial for the CCA](#) can be found as a screencast at [#DigiBar](#).

Regarding moving images, the [WCAG 2.2 \(Web Content Accessibility Guidelines\)](#) specifications include, on the one hand, that there should be the option to pause the medium and, on the other hand, that there should be an equivalent alternative to ensure accessibility to the content (e.g., through an alternative text, subtitles, audio description, or similar).

Therefore, at this point we display the images used in the GIF as individual graphics.



Latest reactions to the first post



- It is not known how often the blogpost was viewed
- After one month on Twitter (only german – 18.04.2023):
 - 428 times viewed
 - 5 retweets
 - 1 quote
 - 8 „likes“
 - 1 bookmark
- Cooperation of the community is needed
- The search for multipliers should not be underestimated

Further developed Contents

Contrast (april 2023)



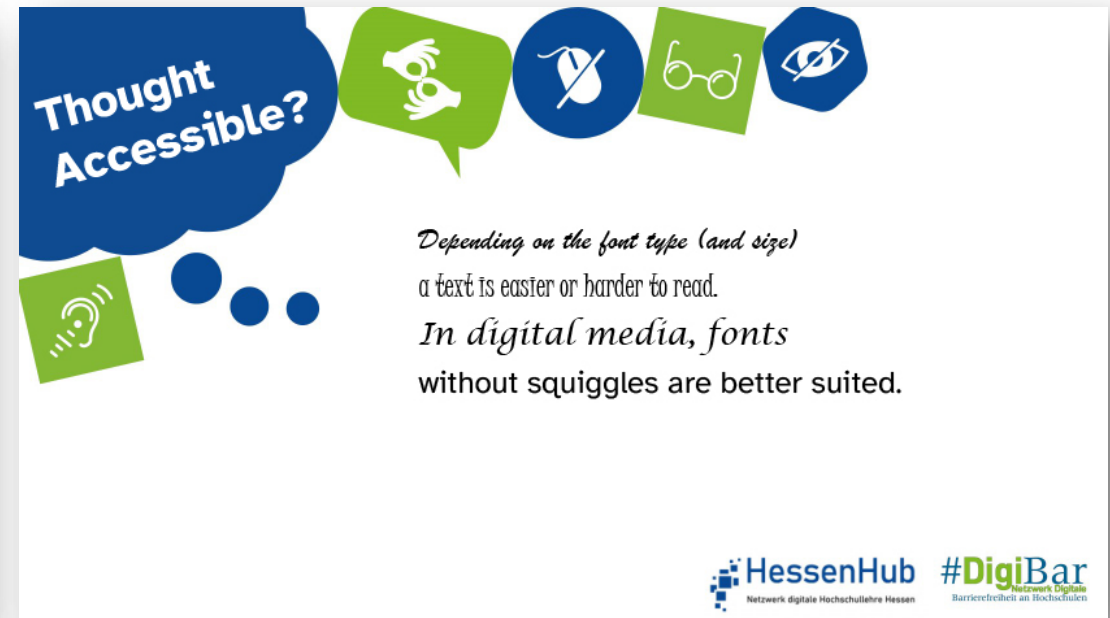
The graphic features a blue speech bubble on the left containing the text "Thought Accessible?". To its right is a horizontal row of five icons: a green speech bubble with hands, a blue circle with a crossed-out eye, a green square with glasses, and a blue hexagon with a crossed-out eye. Below the speech bubble is a green square with an ear icon and three blue dots. The text "insufficient contrast" is repeated three times in a light gray font, followed by "sufficient for large text" and "very good contrast" in a dark gray font. The bottom right corner contains the HessenHub and #DigiBar logos.

Thought Accessible?

insufficient contrast
insufficient contrast
insufficient contrast
sufficient for large text
very good contrast

 **HessenHub**  **#DigiBar**
Netzwerk digitale Hochschullehre Hessen Barrierefreiheit an Hochschulen



Font (may 2023)



The graphic features a blue speech bubble on the left containing the text "Thought Accessible?". To its right is a horizontal row of five icons: a green speech bubble with hands, a blue circle with a crossed-out eye, a green square with glasses, and a blue hexagon with a crossed-out eye. Below the speech bubble is a green square with an ear icon and three blue dots. The text "Depending on the font type (and size)" is in a light gray font, followed by "a text is easier or harder to read." and "In digital media, fonts without squiggles are better suited." in a dark gray font. The bottom right corner contains the HessenHub and #DigiBar logos.

Thought Accessible?

Depending on the font type (and size)
a text is easier or harder to read.
In digital media, fonts
without squiggles are better suited.

 **HessenHub**  **#DigiBar**
Netzwerk digitale Hochschullehre Hessen Barrierefreiheit an Hochschulen

The contents are subject to change.

Preview: Further formats

- In addition to contributions, the campaign also offers other layout formats that can be used to expand the campaign in the future. These are still in the works.
 - Possible formats include: Banner, Badge, Flyer, Give-Aways, etc.
- The developed icons, as well as the thought bubble with the slogan, is the basis. All parts can also be used individually.
- The campaign can be extended with further icons in the course of the project.



Participation & Contact

Active participation in the working group

- Budakova, Daria (Frankfurt University of Applied Science)
- Grimminger, Sanja (Goethe-Universität Frankfurt)
- Hermann, Markus (Philipps-Universität Marburg)
- Karl, Werner (Hochschule Geisenheim)
- Liebner, Christin (Goethe-Universität Frankfurt)
- Schröer, Elisa (THM / Friedberg & Gießen)
- And more

Call: Request for cooperation

We are looking for

- Contributors to write further posts
- Multipliers to spread the content

Do you have any questions or comments?

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