

GAS Studio Accessibility Policy

GAS Studio see accessibility in design as a must have. If every designer included accessibility in their briefs, it would raise the visibility of accessibility as an important factor that needs to be addressed as standard practice, not just best practice.

If we use our own abilities and biases as a starting point, we end up with designs for people of a specific gender, age, language ability, tech literacy, and physical ability. Those with specific access to money, time, and a social network. At GAS Studio we aim to do better by working with, listening to and testing designs with diverse audiences, as well as working to a few basic principles.

Language

GAS Studio aim to champion plain English in all we do, from proposals to day to day communications by email, in meetings and in all our work.

The main advantages of plain English are it is faster to read; and you get your message across more often, more easily and in a friendlier way.

We aim to support messages, written with the reader in mind and with the right tone of voice, that is clear and concise.

Where possible we aim at language with a reading age level accessible at a lower secondary school level. There may be some exceptions, e.g. if it is a technical subject, there may need to be a higher level of complexity at points.

Colour

We aim to use high contrast between type and background to allow for the best legibility.

Typography

We aim to use our crafting of type to make it as legible as possible for diverse audiences. There are many rules around choice of typeface, size, weight, case, sentence and measure length that all lead to making text more legible. We will use our judgement based on target audiences to provide a design that is elegant, relevant and as legible as possible.

Digital accessibility

We aim to meet web design standards **WCAG 2.1**

Perceivable

- Provide text alternatives for non-text content.
- Provide captions and other alternatives for multimedia.
- Create content that can be presented in different ways, including by assistive technologies, without losing meaning.
- Make it easier for users to see and hear content.

Operable

- Make all functionality available from a keyboard.
- Give users enough time to read and use content.
- Do not use content that causes seizures or physical reactions.
- Help users navigate and find content.

Understandable

- Make text readable and understandable.
- Make content appear and operate in predictable ways.
- Help users avoid and correct mistakes.

Robust

- Maximize compatibility with current and future user tools.