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Web Design and Development for Multimedia

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Week 11

Web Accessibility and Ethics

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Topic

- Web Content Accessibility Guidelines (WCAG)
- Ethical use of digital media (copyright, privacy)
- Inclusive design principles

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Web Content Accessibility Guidelines (WCAG)



WCAG is an international standard developed by the W3C.

- It provides guidelines to make web content **accessible to people with disabilities**.
- Focuses on inclusivity, usability, and equal access for all users.



WCAG Principles (POUR)

Perceivable – Content can be seen or heard

Operable – Interface can be used by all users

Understandable – Content is clear and predictable

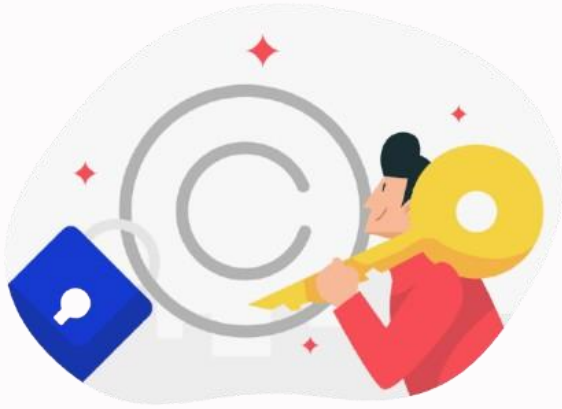
Robust – Compatible with assistive technologies





Ethical Use of Digital Media

Copyright



Respect ownership of digital content

Use licensed or royalty-free media

Give proper credit to creators

Avoid unauthorized copying or distribution

Privacy

Protect users' personal data

Collect only necessary information

Obtain consent before using personal content

Follow data protection laws and policies

Inclusive Design Principles



Inclusive design focuses on creating products that can be used by **people with diverse abilities, backgrounds, and contexts.**

It aims to reduce barriers and ensure equal access for everyone.



Inclusive Design Principles



Core Principles

Recognize diversity – Users have different abilities, cultures, and needs

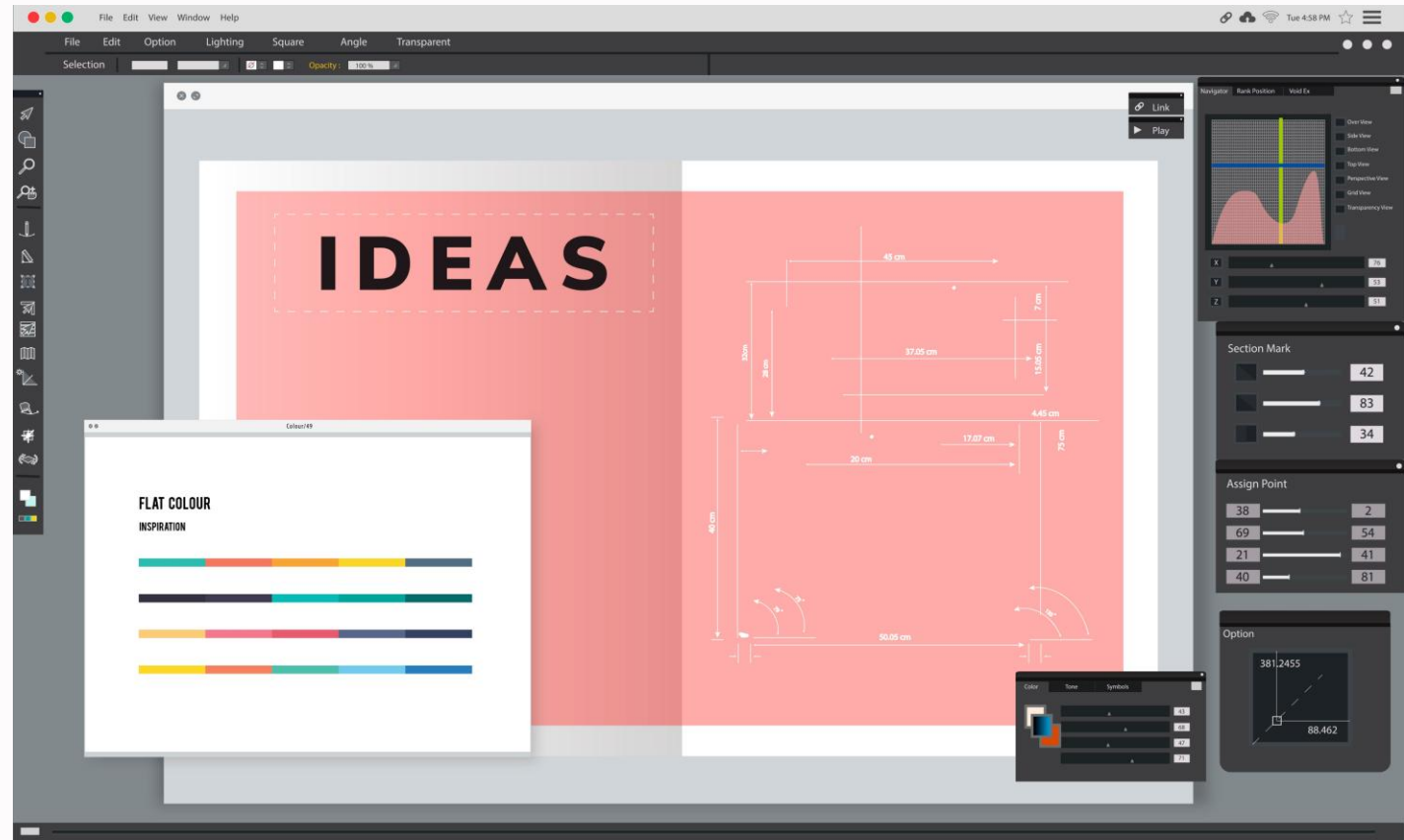
Design for flexibility – Support multiple ways of interaction

Provide clear and simple interfaces

- Easy to understand and use

Consider accessibility from the start

- Not as an afterthought



Activity

Evaluate and fix accessibility issues in a sample website.

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