

EDI Bitesize: Practical Tips for Inclusive Digital Content Design

Hi everyone, and welcome to our Digital Bitesize Videos, brought to you by The Wildlife Trusts and Catalyst.

My name is Rob Gordon, and in this video, I’m going to go through some practical tips when it comes to inclusive digital content design. With these bitesize videos, I have to cover this topic in just sixty seconds. Are you ready? Then let’s go!

Make sure that you have consistent page or app structure, as well as with headings, titles, and text. Make it easy for people to navigate and know what everything means.

With text, think about your language. Write in Plain English principles – short sentences without jargon and overly-complex words – and make sure to be using inclusive language, too. Also think about your font choice! Sans Serif fonts are the most inclusive ones to choose.

When it comes to appearance, make sure to check your contrast against contrast checkers, and that colour isn’t the only way you’re giving useful information to the user at any point. Also check what your colour palette looks like for colourblindness. With images, make sure all the important ones have alternative text, and decorative elements are marked as such.

Remember the basics – that users can zoom in, that things are navigable by keyboard, and run things through a screen reader to make sure any nasty surprises are found and fixed.

Finally, remember that not everyone uses the same device! Check your content is accessible on different browsers, tablets and phones.

And there we are! Join us again for another Digital Bitesize video.