

# IMA4: Project Proposal

## Proposal

### A. Basic information

- Accessibility for Media
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### B. Problem, Need, or Opportunity

It is important for various types of media to be accessible to people with various disabilities, as not being accessible could 1. exclude a segment of your audience, and 2. have legal repercussions. This training will teach people how to make their media accessible to people with various types of disabilities (e.g., hearing, vision, mobility). There are many ADA trainings available; however, I didn't find any that focus specifically on media accessibility.

### C. Targeted Audience

The audience for this module includes adult professionals in various fields that involve the creation of media (graphic designers, video editors, instructional designers, web designers, etc.). The general public may also be interested if they engage in the creation of media. Since these are generally people who work with digital media, their skills should be more than adequate for taking an e-learning module.

### D. Learner's Needs

ADA compliance specifically for media.

- What is ADA? Who needs it? Why is it important?
- How ADA applies to various media (video, graphics, etc.)
- Alt representations, alt text, closed captioning, keyboard/screen readers

These learners would likely want to see explicit examples of the concepts and various ADA applications.

### E. Learners' Environment

Learners will likely be taking this lesson for their work, so they will probably be in an office around colleagues, but they can listen with headphones. Since they're mostly people who work with media, they will probably have up-to-date equipment/Internet.

### F. Resources and Limitations

This is doable. If I do include videos and other examples, those may require permission or citation, but that would likely be the only obstacle. I already know a lot of the information, and can fill gaps with info from the ADA website and other sources.

**G. Overall site schematic (in words)**

ADA compliance is an increasingly crucial aspect of media creation in today's world. In this module, learners will discover how ADA compliance began, why it is important, and how it applies to digital assets. The course will start with a brief introduction and then progress to practical applications, outlining the process of creating accessible media.