# Accessibility Services

**Imagineeringart.com Inc.**, offers services in composition, art creation, and interactive design accessibility. As industry leaders in these fields, and with practical real-world experience, we are ready to assist you in making your content accessible for all.

## What is Accessibility?

Accessibility goes far beyond digital assets, extending into every aspect of our lives. It's a way of building thoughtful interactions and distilling functionality down to its core to best suit the needs of the many. In web terms, and more specifically digital book terms, we look to create consistent user experiences and to build accessible content first, thus marrying both accessibility and a modern design without compromising either.

# Accessibility Standards

The ultimate goal is to work together. At **Imagineeringart.com**, we pride ourselves in continued learning and support for the accessible nature of digital book content. Thus, we rely on industry specifications and standards to guide our thought process and unify our approach to be the most beneficial to the end-user.

To that end, we support, recommend, and contribute to the following accessibility standards:

1. **WCAG 2.0** — Web Content Accessibility Guidelines offer a comprehensive and high level interpretation of the **whats** and the **hows** of building accessible content.

   **WCAG 2.0 website — http://www.w3.org/TR/WCAG20/**

2. **WAI-ARIA 1.1** — The Web Accessibility Initiative–Accessible Rich Internet Applications specification expands upon the above guidelines to include dynamic or interactive content paradigms and successful approaches that can make your dynamic content accessible.

   **WAI-ARIA 1.1 website — http://www.w3.org/TR/wai-aria/**

3. **A11y Metadata** — The ally to accessibility metadata specification provides the method to denote what content is accessible and how. We adopted and unified this specification into the **EPUB Distributable Objects** and **EPUB Scriptable Components** specifications we helped to build, bringing accessibility to all book publishing endeavors.

   **A11y Metadata website — http://www.a11ymetadata.org/the-specification/**

4. **EPUB Distributable Objects *(Core Contributor)*** — An EPUB Distributable Object (DO) is a reusable subpackage to EPUB. Leveraging this package helps publishers encapsulate meaningful content contexts and easily swap them amongst projects, styles, and distribution methods, or between vendor/supply chains quickly and easily in a standardized and low cost approach. In building this specification, we saw the potential within our digital book world to make accessibility a core consideration and drove hard to include the A11y metadata into the standard.

   **EPUB Distributable Object specification — http://www.idpf.org/epub/do/**

5. **EPUB Scriptable Components** *(Core Contributor)* — An EPUB Scriptable Component (ESC) is essentially a Distributable Object which contains dynamic or interactive content. This specification more precisely covers accessible aspects to Accessible Rich Internet Applications (WAI-ARIA) in the digital book context.

   **EPUB Scriptable Components specification — http://www.idpf.org/epub/sc/pkg/**

## What Do We Make Accessible

Many techniques exist for making digital content accessible. Here are examples of content and the approaches we take:

1. **Text** — font selection, responsive column designs, proper use of semantic markup, clear heading separation, strategic font use.

2. **Art** — background/foreground contrast, text legibility, color contrast analysis, color blindness approximation, contextual and meaningful alternative text descriptions, metadata creation, layered asset exports.

3. **Animation** — beginning with solid art; uniform timing, consistent presentation, coded support for closed captioning, playback rate control, interactive event timing, flashing hazard awareness, transcripts, navigational status, robust animation controls.

4. **Video** (core art plays a significant role) — appropriate lighting, contrast considerations, closed captioning, supplemental event transcripts.

5. **Audio** — closed captioning via SRT or VTT, coded JSON captioning, background audio noise reduction.

6. **Interactives** — clear navigation and flow, scene movement announcing, cognitive alternatives, all-in-one input control (voice, keyboard, mouse, touch, pointer), focus control, off screen data tables, use of WIA-ARIA markup, accessible design/development techniques.

7. **3D** — intuitive keyboard 3D movement, described 3D associated data, color blindness real-time augmentation, color contrast real-time augmentation, 3D printable versions.

# What Tools Do We Use

We utilize many of the industry standard tools for accessibility, while continuing to research new tools and techniques to reach the broadest audiences.

1. **JAWS**
2. **NVDA**
3. **VoiceOver**
4. **Talkback**
5. **Windows Narrator**
6. **ChromeVox**
7. **ZoomText**
8. **Dragon Naturally Speaking**

# What Browsers Do We Support

These modern web browsers coupled with the tools mentioned above, form the accessibility testing matrices that all our content is put through.

1. **Chrome**
2. **Firefox**
3. **Safari**
4. **Internet Explorer**
5. **Microsoft Edge**
6. **Safari for iOS**
7. **Chrome for iOS**
8. **Chrome for Android**

Please engage us in accessible content creation discussions. We actively strive to evolve with the movement of the industry as we look to build content that works well for everyone.

# Your Accessibility Specialists

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