

Project Proposal – Megan Fogel

My multimedia portfolio will include a project expanding on my work and personal interest in web accessibility and design best practices. I personally believe that great design and accessibility go hand-in-hand and that visual appeal does not necessarily need to be sacrificed in order to follow the principles of Universal Design for Learning (UDL) and the basic standards of web accessibility. To provide meaningful learning objects I plan to set my scope for this project fairly broadly. There are quite a few useful multimedia objects out there about accessibility, but there are also many things that could be specified for OSU faculty and other Canvas users. I think that certain of my products will be more broad on the topic (the video) and certain will be more specific to Canvas (the quizzing).

My target learners are anyone building courses or content in Canvas. I will be coming from a perspective specific to the work typically done on Ohio State's campus, but hopefully this information will be useful much more broadly. My learners will have different levels of comfort with the Canvas LMS and different levels of familiarity with the concepts of UDL and accessibility. My goal will be not to overwhelm them with too much information but to give a thorough support for the importance of the work. It will also be crucial to ensure my products themselves are accessible and universal to all learners, including those with disabilities. It is hard to determine if there are prerequisite skills to processing this information. I will try to keep it pretty simple with a low learning curve. Anyone that produces content for the web will have enough skills to understand this information and will be naturally drawn to the idea of improving their content for all.

My objectives can be clearly state and broken down according to the three different multimedia products I will produce:

1. Infographic: illustrating a baseline checklist of common accessibility issues
 - i) Objective: Learners will identify easy accessibility fixes

This infographic will be a very useful and timeless checklist for any design situation. It will encourage learners to double check their content creation habits and to refer back to these tips not only as accessibility tips, but also as general design tips. These could be more specifically

catered to common issues in Canvas, or could be general for any content creation or design issues. This infographic will rely heavily on imagery but will be simple to process and refer back to. It will be accessible in itself, by setting the reading order to follow the visual flow of the eye and the important information.

2. Video: explaining the importance of accessibility and UDL and the responsibility

i) Objective: Learners will understand the need for fixing accessibility issues

This video will stir up empathy in the learners and encourage them to relate these ideas back to their own practice in order to improve their curriculum as well as their design. The video will rely heavily on graphic elements as well and pull from the same style as the infographic. It will also be important to include human elements of stock footage to bring the conversation from the web to the ground. The video will include important text on screen, captioning and audio narration. This encourages the best information synthesis for the widest variety of learner needs and preferences. The video will be short (under 5 minutes) but will capture a good amount of information and leave on a concluding note and with some actionable resources or questions to ponder.

3. Interactive: video with scenarios of accessibility issues and questions about what could go wrong

i) Objective: Learners will predict accessibility issues and develop best practices

This product could be produced in a few different ways but will combine the important parts of both previous products. It will be important to introduce a fake student with a disability, and allow the learners to answer quiz questions as they learn more about the student. They will be able to predict what elements of educational materials may or may not pose a challenge to each type of disability, and ultimately will be able to answer questions about how to fix those issues to remove the challenge. This will all contribute to the learners' development of their own better content creation habits. My challenge will be to create a cohesive flow to this project and try to make the product itself accessible which is difficult for this kind of interactivity.