

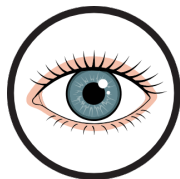
11.2.1 | Apply: Accessibility through Sensory Perception Worksheet

Design Perceptual Messages to Increase Access

Ultimately, we design for the human senses – for what we perceive – by manipulating certain form factors to support that perception. We commonly perceive messages visually (e.g., objects, colors, depth, and motion), aurally (e.g., volume, pitch, sound localization, frequency), through our haptic system (e.g., touch and feel), and chemically – through the olfactory system (smells) and the gustatory system (tastes). But what if a learner does not have full use of the primary perceptual system for which you have designed your message? Then your design should make use of several form factors to support one or more senses. For example, avoid distinguishing elements in an image through color only. Instead, use color and text labels or shapes to ensure that the information is more accessible for those with color-blindness.

Instructions:

Apply the information from Table 11.2 of *Streamlined ID* (2027) as you reconsider the form factors used to communicate an instructional message. Consider: What primary sense is the message designed to support? What form factors were manipulated to support that perceptual sense? What other senses could be supported to communicate the message with slight changes to the design or by optimizing other form factors? Would those changes extend access to the message? Now, consider the perceptual systems listed below and how you could communicate the message in multiple ways to extend access to it for those who cannot perceive it – either through the primary sense for which it was designed, or through the original form factors. Print out this sheet and make notes below each sense icon.



VISUAL



AURAL



HAPTIC



OLFACTORY



GUSTATORY

