

Universal by Design




Presentation Design



I am a designer and developer building an ethical design practice grounded in accessibility, performance and aesthetics.

UCLA IoES



INSTITUTE OF THE ENVIRONMENT AND SUSTAINABILITY

Moving Science to Action

Launching global environmental solutions from urban Los Angeles

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Learning Objectives



Universal design
UCLA Branding
Tools
Presentations
Social media

Print
Infographics
Web graphics
Q&A



Universal design = Inclusive design



Disability is part of everyone's lives at some time and in some way. It doesn't make sense to think of disabled as a niche group.



***Inclusive design is not about
designing for the few. It is
designing for us all.***



What does that mean?

What kind of people use the Internet?



Millennials.
Cultural icons.
Digital natives.





Who else?

Everyone can access the world wide web.



Accessibility is not about designing for the few. It is designing for us all.





How do people access the web?



THIS IS THE WEB.



Brad Frost



developer and designer





*What tools are in your
toolbox?*

Tools, tools, tools!



PowerPoint, Keynote, Google Slides, Slides.com, Prezi, Microsoft Word, Google Docs, Illustrator, InDesign, Photoshop, Sketch, Pixelmator, InkScape, GIMP, Canva, draw.io, tableau.com, infogr.am, VS Code, Atom, Box, Dropbox, Google Drive, Gmail, Outlook, WordPress, Drupal, Joomla, Squarespace, Wix, Twitter, Facebook, Instagram, Snapchat, WeChat, Let's Chat, Skype, Zoom, Crowdcast, Buffer, HubSpot, Hootsuite, EA Mailer, MailChimp, Salesforce, ConstantContact, Google Maps, Google Earth, Mapbox, OpenStreetMaps, CartoDB, HTML, CSS, JavaScript, Git, Asana, TODOist, Trello, Basecamp, NoSQL, MySQL, HerSQL, YourSQL, OurSQL, and a Whammy Bar!



***It makes me nervous just
thinking about it!***



Let's all take a deep breath.



Breathe.



OK. Feel better?

Our goal is to communicate and tell good stories.



Presentations
Social media
Print

Web Graphics
Infographics
Project Management



Design constraints.



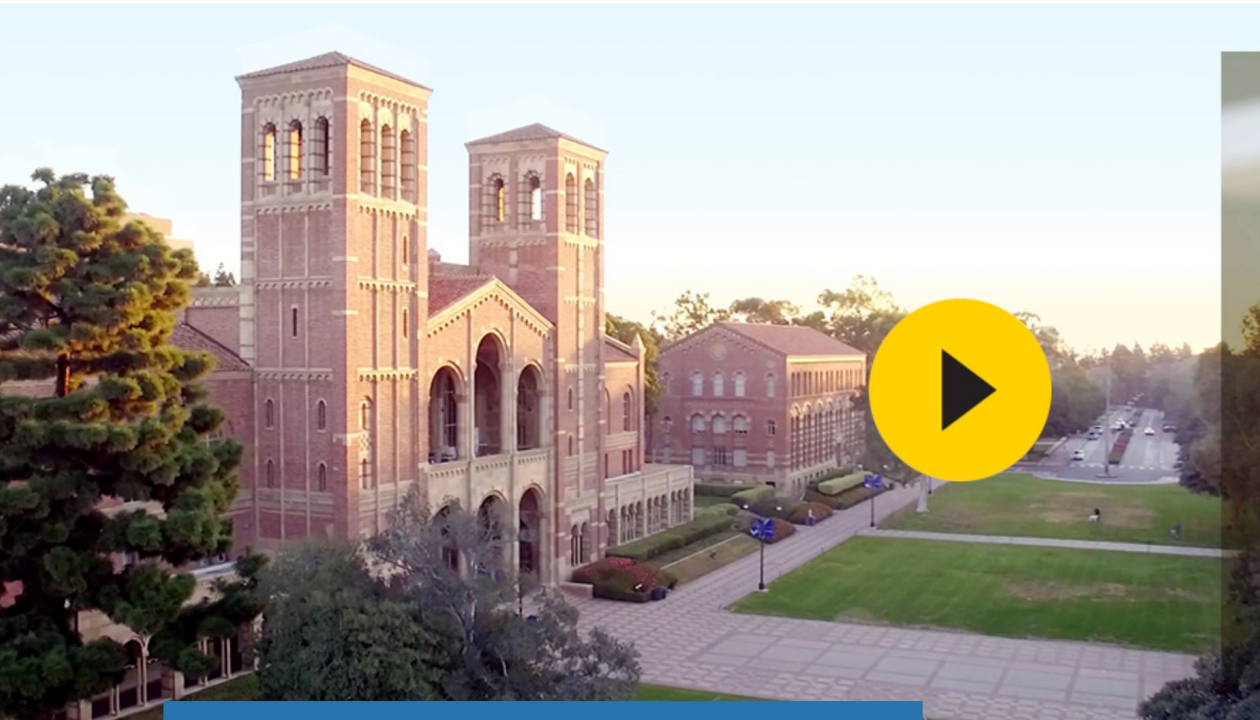
What are your design constraints?

Time, money and experience.



UCLA Branding Guidelines

www.brand.ucla.edu



WE ARE ONE UCLA



... Color



Lightest Blue

Lighter Blue

Primary Blue

Darker Blue

Darkest Blue

White

Primary Gold

Darker Gold

Darkest Gold

... Color

ADA Compliance

- All possible color combinations have been tested for contrast ratios
- Contrast ratios need to meet WCAG 2.0 AA standards of 4.5:1 or greater
- This grid is available in the style guide as a tool for choosing compliant color combinations

	Text	Darkest Blue #003B5C	Darker Blue #005587	UCLA Blue #2774AE	Lighter Blue #8BB8E8	Lightest Blue #DAEBFE	White #FFFFFF	UCLA Gold #FFD100	Darker Gold #FFC72C	Darkest Gold #FFB81C
Background										
Darkest Blue #003B5C										
Darker Blue #005587										
UCLA Blue #2774AE										
Lighter Blue #8BB8E8										
Lightest Blue #DAEBFE										
White #FFFFFF										
UCLA Gold #FFD100										
Darker Gold #FFC72C										
Darkest Gold #FFB81C										

AAA

 Pass, AAA (7+)

AA

 Pass, AA (4.5+)

AA18

 Pass, Large Text Only (3+)

DNP

 Does Not Pass

About WCAG 2.0 contrast

UCLA Town Hall • Centennial Celebration Style Guide and Toolkit



Introduction to Web Accessibility



WebAIM Training

Color Contrast Checker

[Home](#) > [Resources](#) > Color Contrast Checker

Foreground Color

Lightness



Background Color

Lightness



Contrast Ratio

8.59:1

[permalink](#)



Related Resources

- [Understanding WCAG 2 Contrast and Color Requirements](#)
- [Quick Reference: Testing Web Content for Accessibility](#)
- [Web Accessibility for Designers](#)

Normal Text

WCAG AA: Pass

WCAG AAA: Pass

The five boxing wizards jump quickly.

Large Text

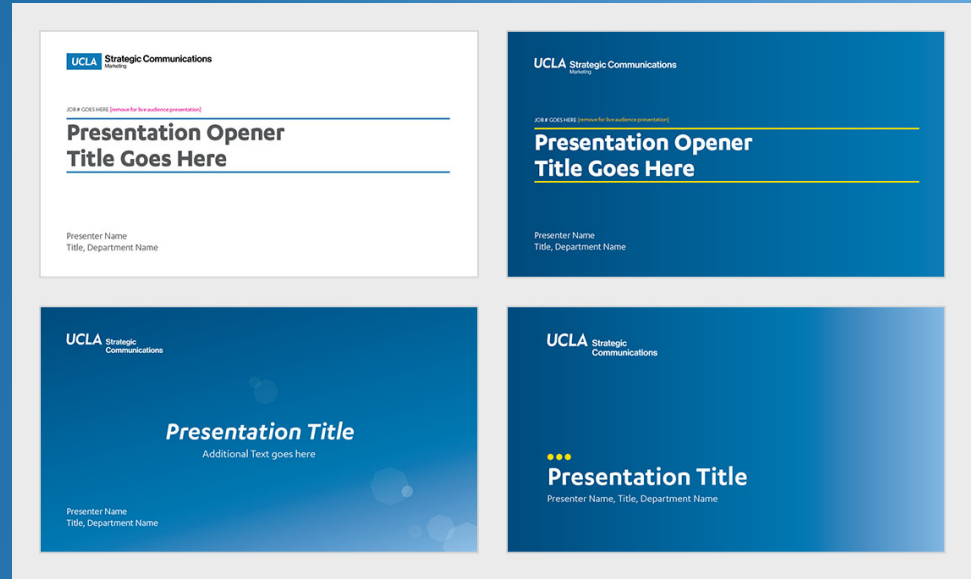


Presentations

PowerPoint



4 PowerPoint templates to choose from



Alternatives to PowerPoint



Apple's Keynote

Google Slides & Themes

slides.com

Prezi

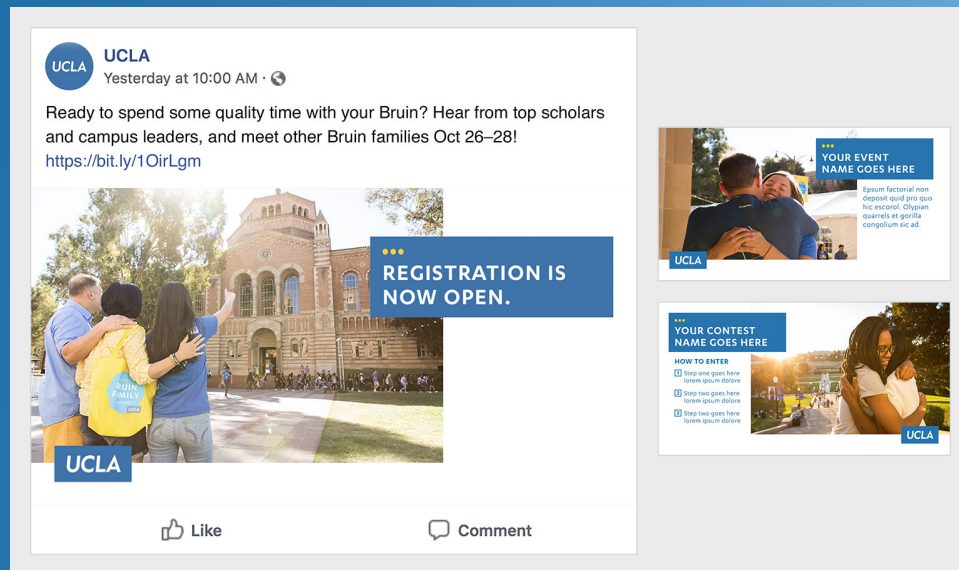


Social media

Templates



Photoshop
Contest, event, general
Facebook
Twitter



Alternatives to create social media graphics



Canva

Adobe Spark

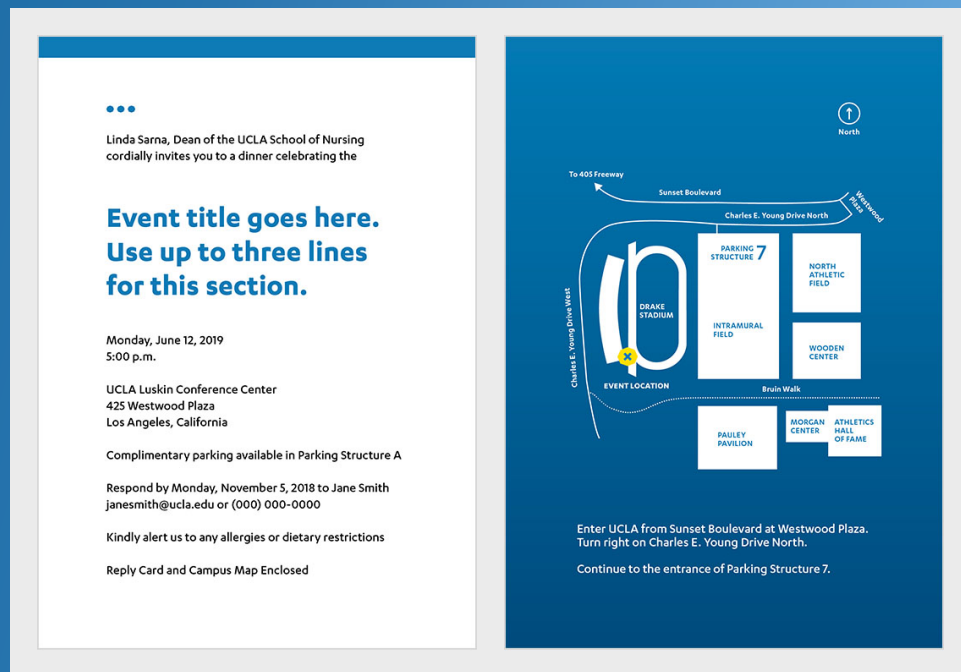


Print

Invitations



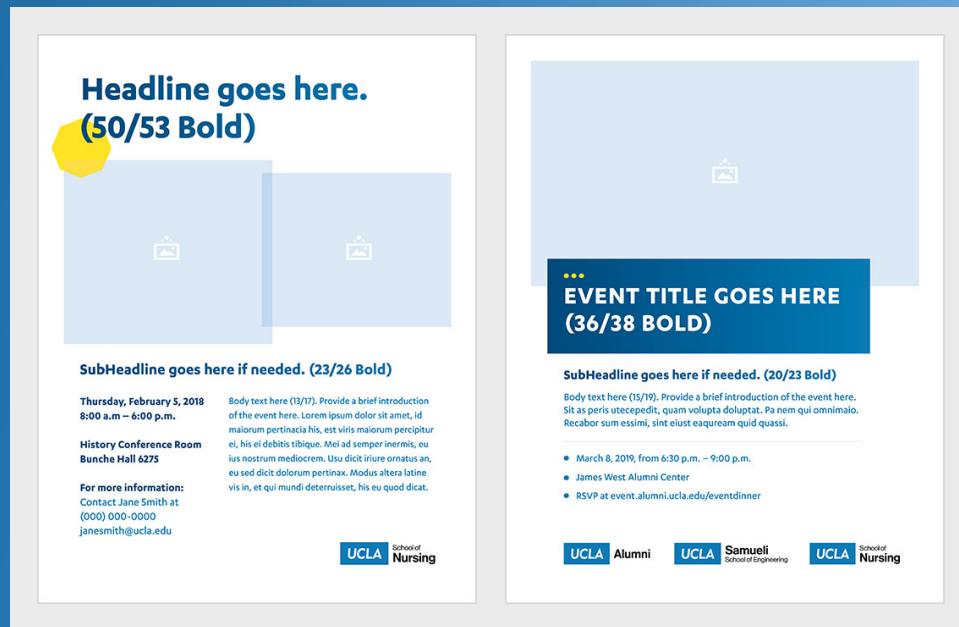
Six formal invitation cards
Two formal envelopes
Two formal reply cards
Four informal invitation cards and envelopes



Flyers



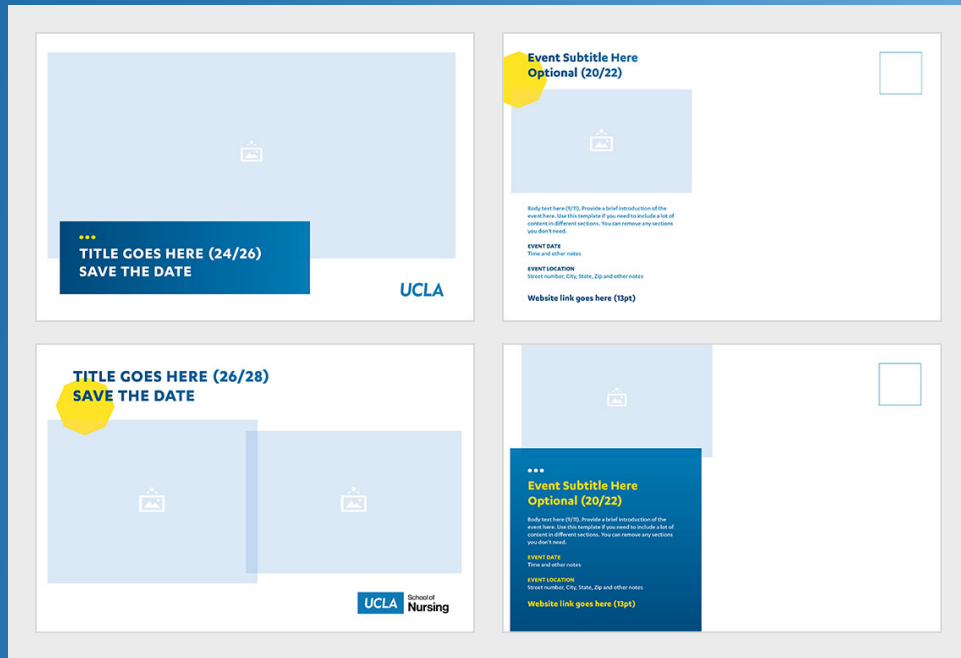
12 flyer designs give you greater flexibility to communicate about upcoming events and new programs or initiatives.



Save the Date



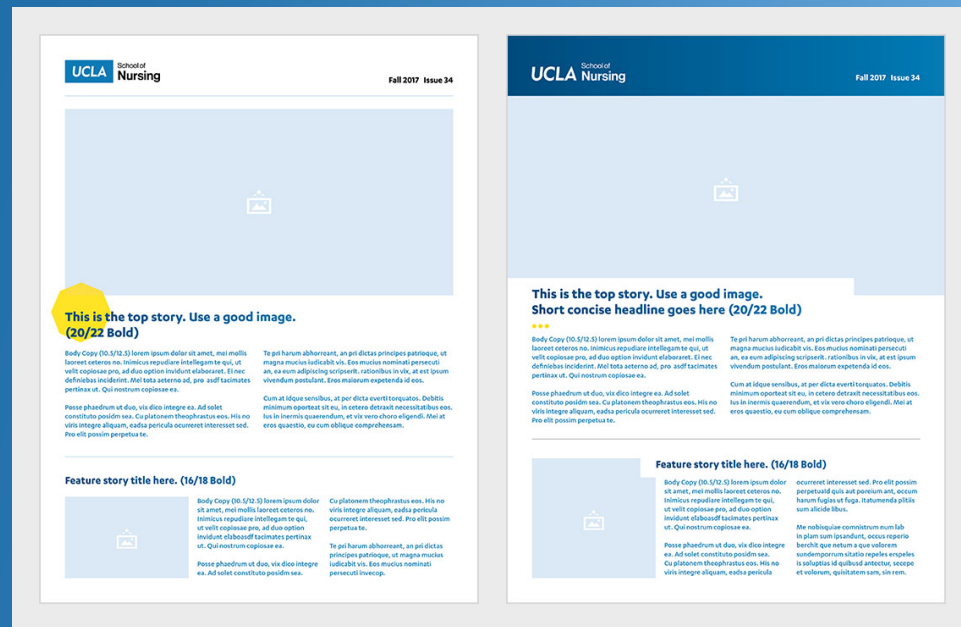
two formal and four
informal save-the-date
cards



Newsletters



three newsletter options.



Templates built for



- InDesign
- Word

UCLA Document Services



<https://mdds.ucla.edu/document-services>

Use recharge

3-day turnaround

High quality

Banners, posters & event displays

Design services



Web Graphics

Web Graphic Creation Tools



- Canva
- Pixelmator
- Photoshop
- Illustrator

Web Accessibility



- Use alt tags
- Use heading tags
 - h1, h2, h3, h4



Infographics

Infographic Tools



- **Canva**
- **Infogram**
- **Tableau**
- **Google Data Studio**
- **Gap Minder**
- **Vizabi**



Project Management

Project Management Tools



- **Accountability & Transparency**
- **Basecamp**
- **Trello**

Our goal is to communicate and tell good stories.



Presentations
Social media
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Web Graphics
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Project Management



Thank You

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