

Global Design: Prioritizing Inclusion, Accessibility and Sustainability

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Designing for a global audience requires digital designers to prioritize inclusion, accessibility, and sustainability.

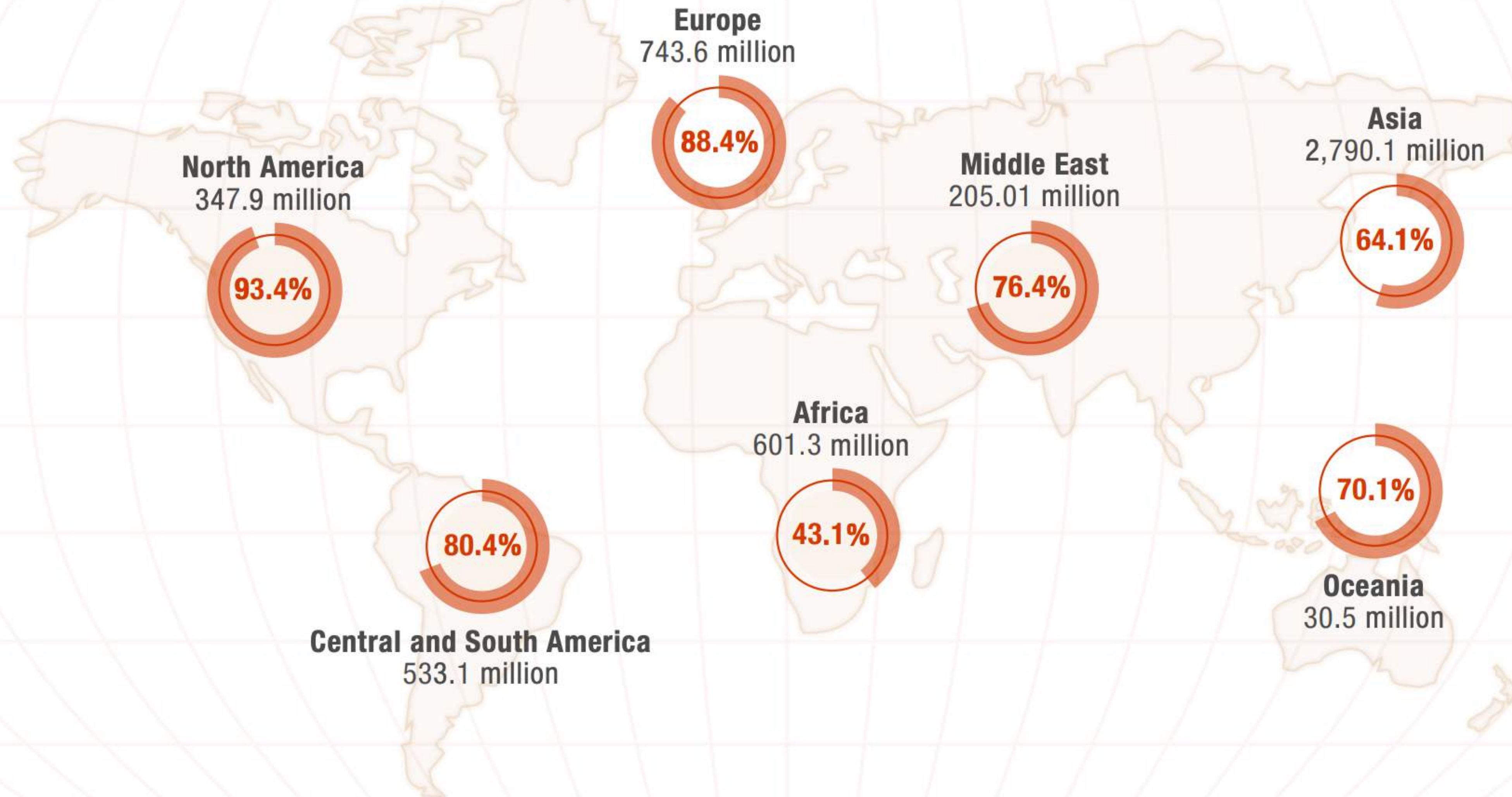
¿Alguna vez te has quedado fuera de algo?

**Have you ever been left out of
anything?**

How did it make you feel?

The Internet world map

Discover the number of users and Internet penetration globally*



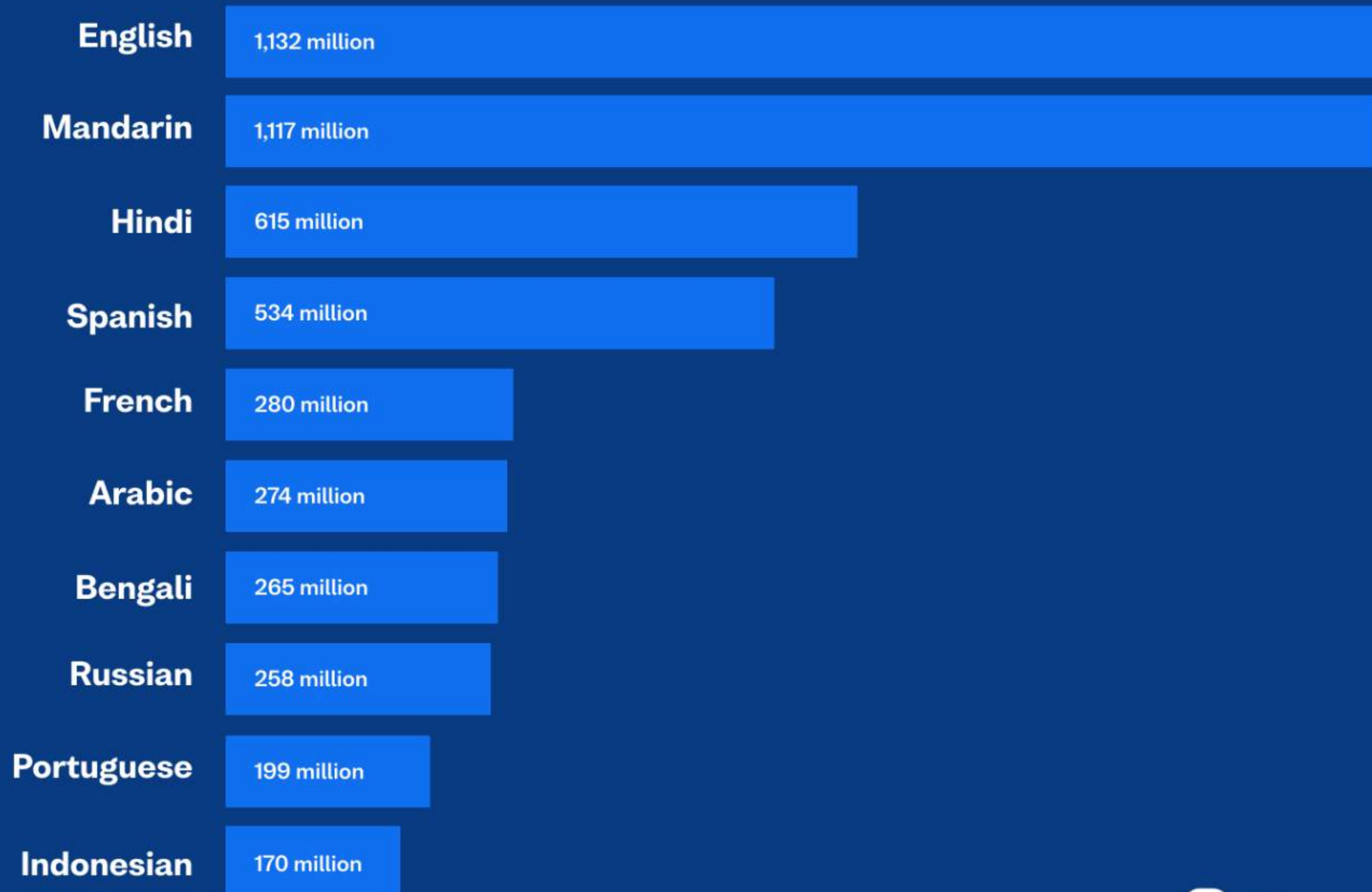
Source: Internet World Stats.

*User data (million) and penetration rate (%) as of December 2021.

**WE LIVE IN A
CONNECTED
WORLD**

7,117

Most spoken languages



Source: Ethnologue

People
Product
Execution

Consider localization from the start

Adapt products, applications, and documentation to cater to the language, cultural nuances, and specific requirements of a targeted market in the digital design realm.



25 % Rabatt auf alles online

Für Nike Member. Gib einfach den Code SHINE23 ein, wenn du mindestens 50 € aus gibst. Es gelten Ausnahmen.* [Entdecken](#) [*Aktionsbedingungen](#)

25 % RABATT AUF ALLES ONLINE

Für Nike Member. Gib bei Bestellungen ab 50 € einfach den Code SHINE23 ein. Es gelten Ausnahmen.*

Jetzt entdecken

[*Aktionsbedingungen](#)

OWN THE FLOOR

Beim Tanzen zeigst du, wer du wirklich bist. Was bringst du auf den Floor?

Produkte fürs Tanzen anzeigen

[Entdecken](#)

DELIVERY COUNTRY:



UK



PROMO / STUDENT CODE OR VOUCHERS



EMAIL ADDRESS

reginemgilbert@gmail.com

DELIVERY ADDRESS



POSTAL ADDRESS



CLICK & COLLECT

1 ITEM

Edit



£65.00

ASOS DESIGN one shoulder draped maxi dress with tie det...

SILVER UK 18

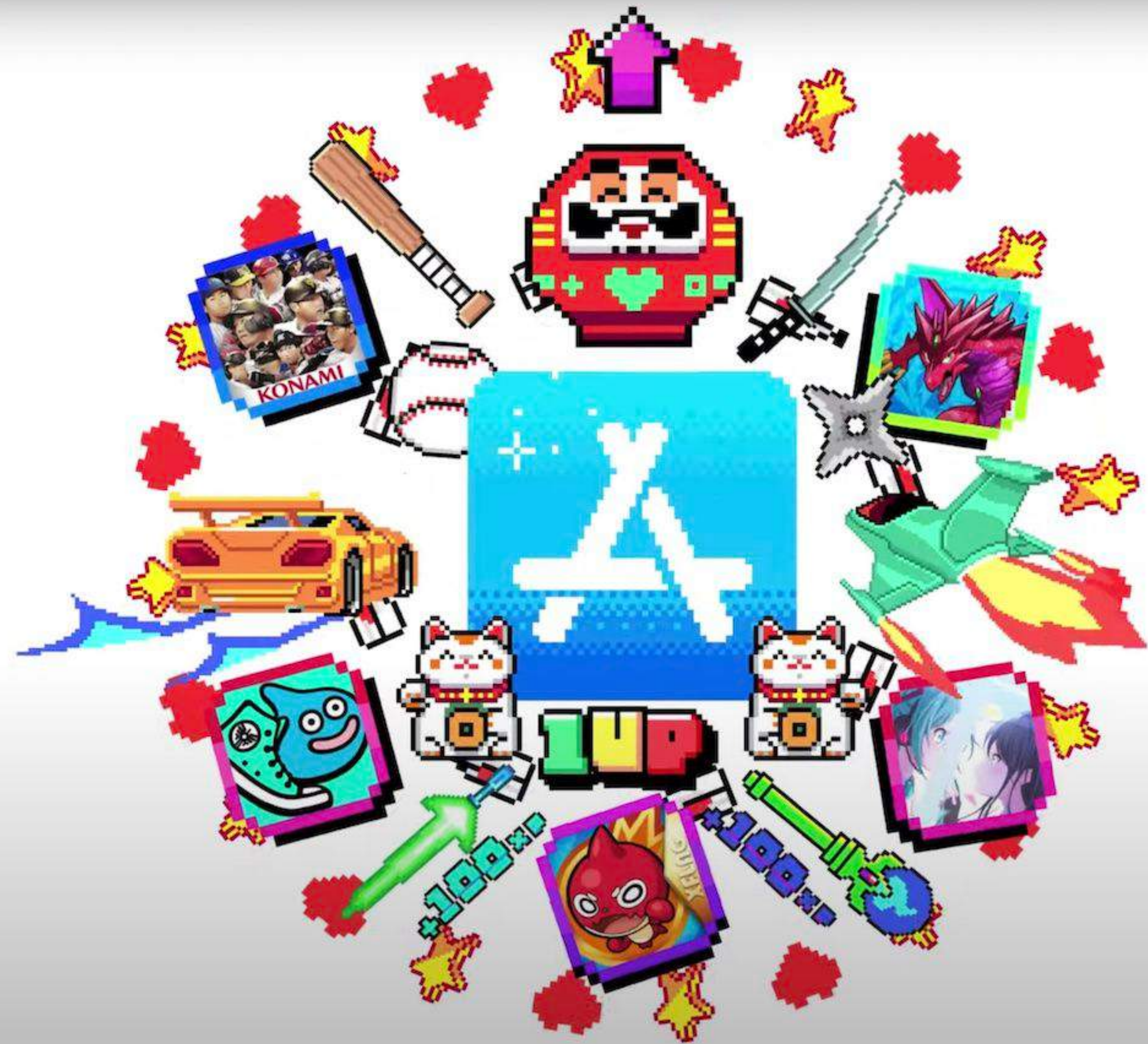
Qty: 1

Subtotal £65.00

TOTAL TO PAY £65.00

Color, fonts, icons, and images can vary based on location.

Incorporating images into an application can significantly enhance its visual appeal. However, it is important to avoid using excessively large images.



Inclusion

Inclusive Design involves considering a broad range of users, their diverse abilities, and the various environments, situations, and contexts in which they may interact with content during development.

Colors & Culture

Colors & Culture

East and Asian Cultures

Black: In many Eastern countries, it is the color of health and prosperity. However, in Thailand and Tibet, black is the color of evil.

Blue: In Eastern Cultures, it represents wealth and the betterment of self.
Green. The color is believed to bring health and eternity (religious).

Orange: It is a cheerful color as well as red. In many Eastern countries, orange symbolizes courage and love.

Purple: Similar to the West, it is associated with wealth, nobility, and royalty.

Manga 168 is a very popular site in Thailand - Most visited for animation and comics

The screenshot shows the Manga 168 website interface. At the top, there is a navigation bar with the site logo and menu items: หน้าแรก, รายชื่อมังงะ, มังงะญี่ปุ่น, มังงะเกาหลี, มังงะจีน, BookMark, ฝากผลงานแปล, โดจิน, อนิเมะ, ดูซีรีส์, and ดูซีรีส์จีน. Below the navigation bar is a search bar with a 'ค้นหา' button and a 'DARK?' toggle. The main content area features a large banner for the manga 'Destiny Hunter' with an illustration of a character in a dark coat and a red cape. The title 'F-Class Destiny Hunter' is prominently displayed. Below the banner, there are genre tags: ACTION มังงะต่อสู้, ADULT, ADVENTURE, ARTS, BAKERY, BENDER, BL, and BLOOD. A 'View all series in Arts' button is also visible. The page is heavily overlaid with advertisements. On the left, there is a vertical ad for 'UFAZEED' with a LINE ID @UFAZEED and various offers. On the right, there is a vertical ad for 'BRAZIL999' with a '150' offer and 'ไม่ต้องทำเทิร์น'. At the bottom, there are several horizontal ads, including one for 'KINGDOM66' with a LINE ID @KINGDOM66 and a '100฿' offer, and another for 'BLACKJACK 21' with a '100฿' offer. The overall layout is cluttered with promotional content.

East and Asian Cultures

Purple: Similar to the West, it is associated with wealth, nobility, and royalty.

Red: The color is associated with Eastern countries in the first place. Red is considered the most complimentary color, bringing happiness and prosperity, so it is often used everywhere in the East.

White: Unlike Western culture, white is linked to death and mourning. For example, people wear white clothes for funerals.

Yellow: It is associated with things like being sacred and independent.

Livedoor - Is in the top 10 visited websites in Japan

主要 国内 海外 IT 経済 スポーツ 芸能 女子 **トレンド**

マクドナルド 期間限定品4つ紹介 **N**
漫画「メダリスト」TVアニメ化
「昭和すぎる」扇風機が話題 **N**
「激落ちくん食べてる」話題に
アニメイト40周年 推し活の変化
全プリキュア展 大阪で9月に開催
「ハッピーターンの粉」贈呈企画
チータラ レンジで劇的な旨さに
50代 幸福度を上げるカギは?
ゴキ退治に ダイソー神アイテム
ゼルダ最新作 3日で1000万本売上 **N**
ライフハック技を警視庁が紹介 **N**
一覧



それぞれ用途によって
使い分けができます

ダイソー おすすめ収納アイテム



注目のテーマ



ジャニー喜多川氏の性加害問題
性加害問題 NHKが放送した意味
性加害報道 芸能レポが語る後悔
ジュリー社長謝罪 計算が裏目に?



ウクライナ危機

China

Black: It is the color of boys in China. Black associates with masculinity.

Blue: Blue is feminine, while in Western culture, it is a masculine color.

Green: Hats colored green for men in China mean the man's wife is unfaithful.

China

Orange: This color Chinese people associate with good health.

Red: It is a traditional Chinese color. People wear red on significant occasions like the New Year and weddings. Red symbolizes good luck and long life to the people.

White: The color represents death and bad luck.

Yellow: A fascinating fact is that yellow can be associated with vulgarity. So when the Chinese say "yellow picture" or "yellow book," discussing types of publications or media, it's about this type of image and websites.

China

Sina is a very popular news site in China

设为首页 手机新浪网 移动客户端 登录 微博 博客 邮箱 网站导航 关闭

中国星辰 - 北斗为梦想导航 - 全网主题活动

sina 新浪网 sina.com.cn

微博 请输入关键字

核心价值观 公益广告

中国互联网络联合辟谣平台 www.pyqo.org.cn

新闻 军事 国内 国际 体育 NBA 英超 中超 博客 专栏 专题 理财 时尚 女性 育儿 投资 微博 城市 上海 高尔夫
财经 股票 基金 外汇 娱乐 明星 电影 电视 视频 综艺 VR 直播 教育 留学 高考 佛学 旅游 文化 彩票 English
科技 手机 探索 众测 汽车 报价 买车 新车 房产 二手房 家居 收藏 图片 读书 黑猫 政务 游戏 手游 邮箱 更多

国际快递价格表 全自动饺子机 威士忌排名 1克拉钻石多少钱 国际海运运价表 聊天机器人 全自动酥饼机多少钱

专栏 热点 新闻 2023.5.18

- 智慧农业助力增收
- 牡丹花开引游人
- 初夏茶园美如画

- 520档, 伪档期顶不住预期 "AI孙燕姿"火成顶流
- 习近平同扎帕罗夫会谈 同拉赫蒙会谈
- 构建友好中吉命运共同体 共赢的中塔命运共同体
- 努力建设人与自然和谐共生的美丽中国
- 解码江苏"双向开放枢纽"的精神内核
- 数说中亚 | 土库曼斯坦: 对华贸易不断增速

India

Black: This color is associated with a lack of desirability, negativity, and inertia.

Blue: It is the color of Krishna, a central god in Hinduism. Blue symbolizes strength and is often used by sports teams.

Green: In India, 30% of the population is Islamic, and the green color is respected in Islam. Also, green has the connotation of a new beginning and happiness.

Orange: Orange is the most common color. Orange represents the "sacral chakra," according to Hindu beliefs. The orange is also associated with courage and sacrifice.

India

Aajtak is a very popular news site in India

आज तक

होम वाशला भारत IPL मनोरंजन बिजनेस धर्म लाइफस्टाइल वीडियो AI सना वेब स्टोरी

🔔 RADIO LIVE 🔍

बंगाल में रिलीज होगी 'द केरल स्टोरी', सुप्रीम कोर्ट ने हटाया बैन, ममता ने लगाई थी रोक



पश्चिम बंगाल में फिल्म 'द केरल स्टोरी' रिलीज होने जा रही हैं। मुख्यमंत्री ममता बनर्जी ने इस फिल्म पर बैन लगाया था, जिसे अब सुप्रीम कोर्ट ने हटा दिया है। 18 मई को हुई सुनवाई में चीफ जस्टिस डीवाई...

आजतक AT2 Prime Time

🔊 VE गिलगित-बाल्टिस्तान तक घिर गया पाकिस्तान



रणभूमि शाम 4 बजे ऑपरेशन जमाना... इमरान का क्या होगा ? हमेशा रहें अपडेट

कहा: मैं प्रियंका के बारे में कुछ नहीं जानता, प्रियंका का यूपी में कोई प्रभाव नहीं पड़ा, ऐसी बातों से भ्रम पैदा देश



कान्स के रेड कारपेट पर बड़ी चूक, उर्वशी को पैपराजी ने बुलाया ऐश्वर्या, फिर...



📹 10 | 10 तस्वीरें जिनसे सिद्धारमैया-शिवकुमार के बीच सब ठीक होने का संदेश देती रही कांग्रेस

कमाई का शानदार मौका... Wipro ने किया शेयर बायबैक का ऐलान, ऐसे होगा फायदा

किस डाइट से मनोज बाजपेयी का आसानी से घट गया वजन, 54 में लगते हैं 34 के

YouTube यूजर्स के लिए बुरी खबर, नहीं स्किप कर सकेंगे ऐड्स...

स्पीड, लगजरी सुविधाएं... जानिए मेट्रो से कितनी अलग रैपिड ट्रेन

फ्लाइट में महिला ने सीट बदलने से किया इनकार, शख्स ने पूरे रास्ते लिया ऐसा बदला!

WEST END THEATRE NO FEES GREAT PRICES

BOOK THIS MAY FOR WEST END SAVINGS THROUGHOUT SUMMER

Applicable dates and seats vary per show. Full T&Cs apply

शॉर्ट वीडियो



7 फेरे रोक कॉलेज पहुंच गई दुल्हन



'डीएम बिटिया मेरी मदद करो...'

India

Purple: The mix of red and ochre symbolizes wealth and nobility in India.

Red: It's the color of purity, so brides wear red clothes. Red is also associated with the goddess Durga, who has a red tongue and almost red eyes. In Southern India, the red color stands for violence and disruption.

White: Indians wear white at funerals, the only color widows are allowed to wear. Similar to Western culture, it is the color of peace and purity.

Yellow: The color in Hinduism symbolizes sanctity. Yellow is also connoted as the color of commerce.

When you hear the word disability what do you think?

1 in 6

Accessibility

Accessibility regulations vary around the world

Web Content Accessibility Guidelines

Web Content Accessibility Standards (WCAG) are a part of guidelines published by the web accessibility initiative (WAI) and World Wide Web Consortium (W3C), the main international standard organization for the internet.

67% of Accessibility errors happen in design

Accessibility is more than color contrast

Hierarchy is essential

Organize visual information in a manner that suggests significance, like enlarging the headline of a text body compared to the text beneath it.

👊 The A11Y Project supports the Black community and the [Black Lives Matter movement](#). [#BlackDisabledLivesMatter](#)



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a11y stands for A C C E S S I B I L I T Y

┌———— 11 characters ———┐

The A11Y Project is a community-driven effort
to make digital accessibility easier.

- **Font size.** Make the font size at least 16px, which is the recommended minimum font size for digital platforms. Making your font size smaller than the recommended size could increase readability issues.
- **Contrast.** Focus on creating a distinct difference between two elements on a screen. Contrast can be created between the sizes of elements or color selections. For example, dark text on a light background of a web page helps to minimize readability or discoverability issues.

- **Discoverability.** Use contrast to help users easily find information on a website. Using colors that are low in contrast to one another not only makes it difficult to find information but also increases errors when navigating the website.
- **Repetition.** Repeat a single element many times in a design to help with memorability and guiding users through the website.
- **Scale.** Monitor the scale of elements within proximity to other elements, as this can help emphasize parts of your design.

Sustainability

AI (everyone is talking about it)

Did you know...

For Chat GPT training alone, a level of emissions equal to that of a car traveling as long as a round trip to the Moon has been estimated.

In fact, some digital scientists have calculated that this “training” required to operate Chat GPT generates CO2 at the same levels as a car traveling 700,000 km, which is about twice the distance between Earth and the Moon.

Cornell University, 2019

57% of consumers said they would change their shopping ways to reduce carbon emissions IBM



Karma Metrix
Energy Efficient Website

small gestures matter: this screen saves energy
when you walk away

clicking or scrolling will take you back to the page you were visiting



What can designers do to make sustainable digital experiences?

Research

Ask questions and find the answers...

Is navigation (hierarchy) easy to use?

What size are the files we use for our experiences?

Do we have any pages not being used - can these be removed?

How many taps/clicks does it take to navigate? Can we decrease this?

ありがとう

THANK YOU



Regine M. Gilbert [著]

奥泉直子 [訳]

川合俊輔 [監訳]

Apress®



Inclusive Design
for a Digital World

ウェブ・ インクルーシブ デザイン

Webのアクセシビリティとインクルージョンを
実現するための実践ガイド

ウェブサイトをはじめとするデジタルサービスを、
誰もがアクセスでき、わかりやすく、使いやすくするために。
サービス開発、運用に関わる人が知っておきたい知識と実践。



Can we really make a
difference?

Yes, yes we can!

YOU HAVE
THE
POWER
TO CHANGE
THE WORLD
USE IT TO
MAKE
A DIFFERENCE