

# PROFESSIONAL CERTIFICATE IN WEB ACCESSIBILITY

Build your accessibility expertise  
with this six-week online qualification

Get the essentials needed to achieve compliance with international best practice in accessibility, the W3C's Web Content Accessibility Guidelines (WCAG) 2.0.

This university-accredited certificate, jointly conducted by W3C member Media Access Australia and the University of South Australia, is a fully assessed short program designed for web professionals.

Be at the forefront of inclusive web design with WCAG 2.0. Endorsed by governments around the world, including the EU, Canada and Australia, with the US likely to follow, the Guidelines are now an internationally recognised ISO standard.

## WHY SHOULD YOU ATTEND?

- Gain an understanding of both the principles and techniques for achieving accessibility compliance.
- Discuss, share and connect with students in similar roles facing similar challenges.
- Enhance your skills through learning from specialist lecturers and completing graded, practical assessments.
- Gain hands-on experience of how people with various disabilities access the web.
- Online teaching and discussion makes it easy to fit around your work schedule

## WHO SHOULD ATTEND?

- Web developers
- Web managers
- Testers and web auditors
- Usability specialists
- Web designers
- Content managers

*"...a fantastic course... a great fit for anyone new to web accessibility or those with many years under their belt."*

**Roch Lambert**  
Web Standards Centre of Expertise,  
Canadian Government



University of  
South Australia



MEDIA  
ACCESS  
AUSTRALIA  
INCLUSION THROUGH TECHNOLOGY

## LEARNING MODULES

### 1. Why should you care about the online needs of people with disabilities?

Students first gain an understanding of the challenges faced by users with a disability through hands-on experience with assistive technologies. This module provides the ethical, practical and financial arguments for implementing accessibility across your organisation.

### 2. W3C accessibility standards in policy and legislation

Focusing on the key institutions, policies and legislative frameworks that create and implement accessibility initiatives, such as the World Wide Web Consortium (W3C) and its Web Accessibility Initiative (WAI), students explore accessibility standards and how they have been adopted both in Australia and internationally.

### 3. Essential WCAG 2.0 techniques

Week three focuses on the practical implementation of the WCAG 2.0 'A' level of compliance, the relevant success criteria, and how to incorporate the guidelines into your daily work practices.

### 4. Advanced WCAG 2.0 techniques

This module focuses on implementing the success criteria of the WCAG 2.0 'AA' level of compliance and the merits of striving for the highest level of accessibility, 'AAA' compliance.

### 5. Authoring Tool Accessibility Guidelines (ATAG) 2.0

Although WCAG 2.0 receives the most attention, the W3C WAI also provides guidelines for authoring tools and user agents. Discover ATAG 2.0 and how these authoring tool guidelines can be useful to industry professionals who create or use authoring tools.

### 6. Evaluation and future

The web is rapidly changing and new technologies bring with them significant implications for accessibility. In this module, students examine important trends such as the accessibility of mobile devices and the cloud, their potential for accessibility, and the way in which the emerging HTML 5 and WAI-ARIA standards will provide support to these areas.

*"This course gave me the skills needed to dive straight in and perform an accessibility audit on my organisation's website, along with the opportunity to discuss, clarify and address issues and concerns with other students, which helped me move forward."*

**Online Manager**  
Australian Securities and  
Investments Commission

## COURSE INFORMATION

<b>Dates</b>	Monday 28 April – Friday 6 June 2014 <b>Registrations close</b> Tuesday 15 April 2014 Monday 4 August – Friday 12 September 2014 <b>Registrations close</b> Tuesday 22 July 2014 Monday 6 October – Friday 14 November 2014 <b>Registrations close</b> Tuesday 23 September 2014
<b>Format</b>	Online (international)
<b>Duration</b>	Six weeks
<b>Prerequisite</b>	Technical knowledge of web design or development
<b>Assessment</b>	Three graded assignments
<b>Cost</b>	\$AU2,080 (excl. GST) <i>International registrations are not subject to GST</i>

**Further information** For course enquiries, please email the University of South Australia via [pcwa@unisa.edu.au](mailto:pcwa@unisa.edu.au) or phone +61 8 8302 4642.

*“... a great course with knowledgeable and experienced coordinators. It doesn't just focus on developing technical capabilities. It explains accessibility in the broader context of policy, legislation and most importantly the real, practical social impact.”*

**Accessibility Policy Officer**  
Australian Government

## TIME COMMITMENT

As the course is online and has no set hourly commitments each week, participants have freedom with their time spent on the course. It is recommended participants allow about 3 hours per week to read modules and participate in activities. Fortnightly assignments may require an additional 2-3 hours.

## ASSIGNMENTS

### 1. Project analysis report 1:

User experience and WAI-ARIA.

Students assess the usability of their organisation's website when using a screen reader and research the potential of the W3C's emerging technology, WAI-ARIA.

### 2. Project analysis report 2:

Enabling accessibility tools and captioning.

Students are required to caption a video of their choice and evaluate authoring tools for ATAG 2.0 compliance.

### 3. Major project:

Creating a prototype accessible website and testing compliance.

At this final stage, students audit two websites for compliance with WCAG 2.0 level 'A' and apply this learning to the creation of a prototype webpage.

## TEACHING STAFF

### **Associate Professor Denise Wood, Associate Head of School: Teaching and Learning**

Denise brings passion and expertise to both her research and teaching, which focuses on the potential of new media technologies to improve the social and educational participation of young people with disabilities.

She has won numerous awards, including the Telstra-TJA Christopher Newell Award for Telecommunications and Disability (2010), South Australian Information Technology Achiever of the Year, and national and university awards for her teaching excellence, and contributions to student learning, access and equity, and community engagement.

Denise has been project leader of national, state and industry funded projects. Her latest project, made possible by a \$2.97 million grant from the Department of Education, Employment and Workplace Relations' NBN-Enabled Education and Skills Services Program, aims to improve educational outcomes for young people with disabilities through internet-based and face-to-face training activities located across five Australian sites, including a remote Indigenous community in South Australia.

Denise is also an adjunct Professor in the Faculty of Education at the University of Western Cape in South Africa.

### **Dr Scott Hollier, Project Manager and W3C Advisory Committee Representative, Media Access Australia**

As someone who is legally blind, when Scott first attended university he had to get his text books read to him. He has since committed his professional life to improving access to the web for people with a disability.

His work focuses on the accessibility of computer and internet related technologies, having completed a PhD entitled *The Disability Divide: A Study into the Impact of Computing and Internet-related Technologies on People who are Blind or Vision Impaired*.

Scott is the author of Media Access Australia's *sociABILITY: Social media for people with a disability* resource which is now used by the United States Government to help agencies improve the accessibility of social media.

He is also author of Media Access Australia's *Service Providers Accessibility Guide*, designed to provide National Disability Insurance Scheme service providers practical guidelines on producing accessible communications for people with disabilities.

He also represents Media Access Australia on the Advisory Committee of the World Wide Web Consortium (W3C), the organisation primarily responsible for developing international standards for the web.



# PROFESSIONAL CERTIFICATE IN WEB ACCESSIBILITY APPLICATION FORM

To register, please complete this application and payment form and email it to [pcwa@unisa.edu.au](mailto:pcwa@unisa.edu.au) or fax it to +61 8 8302 4745 before the registration closing date. You will be provided with confirmation of enrolment and further information once payment is received. All fields are required.

## Course intake (please tick)

Monday, 28 April – Friday, 6 June 2014. **Registrations close** Tuesday, 15 April 2014.

Monday, 4 August – Friday, 12 September 2014. **Registrations close** Tuesday, 22 July 2014.

Monday, 6 October – Friday, 14 November 2014. **Registrations close** Tuesday, 23 September 2014.

## Personal details

Family name	Given names		
<i>(The above name will appear on the certificate issued to the student)</i>			
Date of birth	Gender	Male	Female
Job title	Employer		

## Postal details

No. and Street name	
Suburb or town	State
Postal/ZIP code	Country
Home phone	Work phone
Mobile	Email

How did you hear about the course?

## Payment details

Total payment (Australian applicants): \$AU2,288 (incl GST of \$208)

Total payment (International applicants): \$AU2,080 (excl. GST)

Credit card	Electronic transfer	Cheque/Money order (made out to "University of South Australia")
<b>Credit card details</b>		
VISA	Mastercard	

Cardholder's name	Expiry date
Credit card number	Amount to be deducted
Company name (if company funded)	
Company address	
Signature	
Account code to be credited: PG 080142 6733	

## Electronic transfer

Please make payment to the National Australia Bank and send notification of payment to [pcwa@unisa.edu.au](mailto:pcwa@unisa.edu.au) within 2 days of transfer.

**Account Name:** Uni of SA General A/C

**BSB:** 085-005

**Account Number:** 516545570

**Reference:** PCWA and your surname

Upon payment of the appropriate amount this registration form will become a tax invoice. Please keep a copy of this form for taxation purposes.

This course is a joint initiative of the University of South Australia (School of Communications, International Studies and Languages) and Media Access Australia.



University of  
South Australia

University of South Australia ABN 371 91313 308



Media Access Australia ABN 75 002 259 154