

# *Accessible Publishing: accessible to all*

## *Best practice guidelines for publishers*

International  
Publishers  
Association



*stm*

**EDITEUR**

# *Enabling Technologies Framework Project*



# *What is Accessible Publishing?*

What is being asked of the publisher in today's user-oriented environment?

Choice of Access for us all

10% of population have a print impairment

Mainstream ebooks can have accessibility features built in from the start



# *Three routes to Accessibility*

- Supply accessible files at the request of a specific reader
- Utilise out of house help through third party organisations
- Accessibility features will already be built in to mainstream files

# *Policy Makers and Senior Execs*

- Company Policy
- Appoint a person responsible
- Understand the issues

# *Internal Advocate*

## Responsibilities:

Documentation & Communication

Evangelising & Promoting Awareness

Influencing decision making at all levels

## Where to start:

Audit & Survey

Understand your business

# *Editorial & Design*

Structure, Content & Appearance

File preparation and clear print guidelines

Font size, style & alignment

Simple & clear layout

Contrast between text & background

Images and Alternative Text

# *Prod & IT*

What files can you supply?

Your Workflow

DAISY Pipeline

Ebook package

Archiving



# *Benefits to your business*

Commercial

Ethical

Legal

Company PR

**EDITEUR**

[www.editeur.org/109/Enabling-Technologies-Framework/](http://www.editeur.org/109/Enabling-Technologies-Framework/)

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