

**GEORGE MASON UNIVERSITY  
COLLEGE OF EDUCATION AND HUMAN DEVELOPMENT  
GRADUATE SCHOOL OF EDUCATION  
Instructional Design and Technology (IDT)**

EDIT 526 - 001  
Web Accessibility and Design  
2 Credits, Summer 2020

**PROFESSOR(S):**

**Name:** Korey Singleton  
**Office hours:** By appointment only (contact me via email first)  
**Office location:** Aquia 238  
**Remote:** WebEx/Zoom ([ksinglet@gmu.edu](mailto:ksinglet@gmu.edu)) or Blackboard Collaborate Ultra  
**Office phone:** 571-206-8565  
**Email address:** [ksinglet@gmu.edu](mailto:ksinglet@gmu.edu)

**COURSE DESCRIPTION:**

**A. Prerequisites/Corequisites**

None

**B. University Catalog Course Description**

Develops understanding of principles of universal web design. Students apply this understanding by designing and developing accessible web site using web authoring tools.

**DELIVERY METHOD:**

This course will be delivered online using an asynchronous (not “real time”) format via the Blackboard learning management system (LMS) housed in the MyMason portal. You will log in to the Blackboard course site using your Mason email name (everything before “@masonlive.gmu.edu) and email password. The course site will be available on June 1, 2020.

***Please Note: Under no circumstances, may students participate in online class sessions (either by phone or Internet) while operating motor vehicles. Further, as expected in a face-to-face class meeting, such online participation requires undivided attention to course content and communication.***

**TECHNICAL REQUIREMENTS:**

To participate in this course, students will need the following resources:

- High-speed Internet access with a standard up-to-date browser, either Google Chrome, Microsoft Edge, Internet Explorer, Mozilla Firefox, or Safari. Opera is not compatible with Blackboard;

- Consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of the course requirements.

#### REQUIRED HARDWARE:

You will need access to:

- A **Windows or Macintosh computer** with:
  - A fast and reliable **broadband internet connection** (e.g., cable, DSL)
  - **Speakers or headphones**
  - A **microphone**

#### REQUIRED SOFTWARE:

**NOTE: You do not necessarily need to buy any of the software listed below, but you will likely need access to it.** Please plan accordingly if you are going to use the 30-day demo.

- **Readers and media players:**
  - [Adobe Reader DC](http://get.adobe.com/reader/) (free) (or other PDF reader, such as Preview on a Mac), <http://get.adobe.com/reader/>
- **Word processing:**
  - [Microsoft 365 Apps for Enterprise](https://its.gmu.edu/service/microsoft-365-apps-for-enterprise/) (free)
    - Microsoft 365 is available to students at no cost. Please visit, <https://its.gmu.edu/service/microsoft-365-apps-for-enterprise/> for additional details and to download the software.
- **HTML/text editor** (It is strongly recommended that you use the *Brackets Editor*. This application works on both Mac OSX and Windows 10:
  - [Brackets](http://brackets.io/) (free), <http://brackets.io/>
    - **Please Note:** There are a number of other free HTML editors available should you choose to use something else. You cannot, however, use WYSIWYG (**What You See Is What You Get**) editors like *Dreamweaver*. Those applications “cheat” in the sense that you can avoid learning the underlying HTML code. In this course, you are required to work directly with the code.
- **Web Utilities/File Management:**
  - Mac and Windows:
    - [FileZilla](https://filezilla-project.org/download.php?type=client) (free), <https://filezilla-project.org/download.php?type=client>
- **PDF Editor:**
  - [Acrobat Pro DC](https://acrobat.adobe.com/us/en/free-trial-download.html) (commercial; not just Adobe Reader DC). Trial version available: <https://acrobat.adobe.com/us/en/free-trial-download.html>
    - **Note:** You will likely use this application in Week 2 and in a very

limited capacity. It will be fine to install it at the very beginning of the course. You have 30 days with the trial version.

- **Screen reader** (choose at least one):
  - Mac
    - **VoiceOver** (free, already installed on Mac OSX)
  - Windows
    - **NVDA** (free), <https://www.nvaccess.org/download/>

#### OPTIONAL HARDWARE

- A **video recording device** (can be a phone, computer, webcam, video camera, or anything that can record videos)

#### OPTIONAL SOFTWARE

- **Multimedia content development (PC & Mac)**
  - [Kaltura CaptureSpace Desktop Recorder](https://coursesupport.gmu.edu/coursetools.cfm?audiencename=Students&categoryname=Kaltura&datname=CaptureSpace) (available for free through GMU's Bb portal site, <https://coursesupport.gmu.edu/coursetools.cfm?audiencename=Students&categoryname=Kaltura&datname=CaptureSpace>).

#### EXPECTATIONS:

- **Course Week:** Because asynchronous courses do not have a "fixed" meeting day, our week will **start** on Monday, and **finish** on Sunday.
- **Log-in Frequency:** Students must actively check the course Blackboard site and their GMU email for communications from the instructor, at a minimum this should be **3-4 times per week**.
- **Participation:** Students are expected to actively engage in all course activities throughout the semester, which include viewing of all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- **Technical Competence:** Students are expected to demonstrate competence in the use of all course technology. Students are expected to seek assistance if they are struggling with technical components of the course.
- **Technical Issues:** Students should expect that they could experience some technical difficulties at some point in the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.
- **Workload:** This online course is equivalent to a traditional classroom full-semester course. Since it is offered in a **compressed time frame**, please plan to spend approximately **12 hours a week** completing course activities, assignments, and readings; and viewing mini-lectures and other videos. Remember, this course is **not** self-paced. There are **specific deadlines** and **due dates** listed in the **CLASS SCHEDULE**

section of this syllabus to which you are expected to adhere. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.

- **Advising:** If you would like to schedule a one-on-one meeting to discuss course requirements, content or other course-related issues, and you are unable to come to the Mason campus, we can meet via telephone or web conference. Send me an email to schedule your one-on-one session and include your preferred meeting method and suggested dates/times.
- **Netiquette for Online Discussions<sup>1</sup>:** Our discussion should be collaborative, not combative; you are creating a learning environment, sharing information and learning from one another. Respectful communication is important to your success in this course and as a professional. Please re-read your responses carefully before you post them so others will not take them out of context or as personal attacks. Be positive to others and diplomatic with your words and I will try my best to do the same. Be careful when using sarcasm and humor. Without face-to-face communications, your joke may be viewed as criticism. Experience shows that even an innocent remark in the online environment can be easily misconstrued.

Posts that are disrespectful, abusive, written in slang, bullet points, or incomplete sentences will be **deleted and receive no credit**.

*1. Netiquette prepared by Charlene Douglas, Associate Professor, College of Health & Human Services, GMU. Adapted by Korey Singleton, Adjunct Faculty, College of Education and Human Development, GMU.*

## **LEARNER OUTCOMES:**

At the end of this course, students will be able to:

1. Name the various types of disabilities and their potential functional limitations
2. Define accessibility in the context of digital technologies
3. List the various software tools available to determine the extent to which a digital content item is accessible
4. Evaluate the accessibility of digital content
5. Create accessible Word and PDF documents
6. Explain the concept and principles of Universal Design
7. Apply the principles of Universal Design to the design of an instructional product

## **PROFESSIONAL/TECHNICAL STANDARDS**

- Web Design
  - HMTL
  - CSS
  - WAI-ARIA

- Media and document accessibility
  - Adobe PDF accessibility
  - MS Word accessibility
- Accessibility laws and guidelines
  - Section 508 of the Rehabilitation of 1973
  - Americans with Disabilities Act (ADA)
  - Web Content Accessibility Guidelines (WCAG) 2.1
- International Board of Standards for Training, Performance and Instruction ([IBSTPI](#)):
  - Professional Foundations:
    1. Communicate effectively in visual, oral and written form
    5. Identify and respond to ethical, legal, and political implications of design in the workplace
  - Planning and Analysis:
    7. Identify and describe target population and environmental characteristics
    9. Analyze the characteristics of existing and emerging technologies and their potential use
  - Design and Development:
    14. Select or modify existing instructional materials
    15. Develop instructional materials

**REQUIRED TEXTS:**

None. All required reading materials will be posted in Blackboard.

**COURSE PERFORMANCE EVALUATION**

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

**COURSE ASSIGNMENTS AND EXAMINATIONS:**

Detailed assignment requirements are posted in Blackboard, along with the grading rubrics for each assignment.

- |  |             |
|--|-------------|
| • Simulation lab report                          | 10 points   |
| • Discussion Post #1                             | 5 points    |
| • Fix accessibility issues in MS Word Documents  | 11.5 points |
| • Convert MS Word Documents into Accessible PDFs | 3.5 points  |
| • Discussion Post #2                             | 5 points    |

- Evaluate the accessibility of an existing web site or web-based application 15 points
  - Create a practice webpage using HTML 20 points
  - Complex HTML Elements & ARIA 10 points
  - Final Project Feedback (via Discussion Board) 5 points
  - Create a P.O.U.R. instructional resource using HTML and CSS 25 points
- Total 110 points**

### GRADING POLICIES

- **General information:** The evaluation of student performance is related to the student’s demonstration of the course outcomes. All work is evaluated on its relevance to the specific assignment, comprehensiveness of information presented, specificity of application, clarity of communication, and the analytical skills utilized, as documented in the respective grading rubrics at the end of this syllabus and on the Bb course site.
- **Grading scale:** The grading scale used in this course is the official George Mason University scale for graduate-level courses. Decimal percentage values  $\geq .5$  will be rounded up (e.g., 92.5% will be rounded up to 93%); decimal percentage values  $< .5$  will be rounded down (e.g., 92.4% will be rounded down to 92%).

| Letter Grade | Total Points Earned |
|--------------|---------------------|
| A            | 93%-100%            |
| A-           | 90%-92%             |
| B+           | 88%-89%             |
| B            | 83%-87%             |
| B-           | 80%-82%             |
| C            | 70%-79%             |
| F            | <70%                |

### BLACKBOARD REQUIREMENTS

Every student registered for any course with a required performance-based assessment is required to submit this assessment to Blackboard (regardless of whether a course is an elective, a onetime course or part of an undergraduate minor). Evaluation of the performance-based assessment by the course instructor will also be completed in Blackboard. Failure to submit the

assessment to Blackboard will result in the course instructor reporting the course grade as Incomplete (IN). Unless the IN grade is changed upon completion of the required Blackboard submission, the IN will convert to an F nine weeks into the following semester.

**PROFESSIONAL DISPOSITIONS**

Students are expected to exhibit professional behaviors and dispositions at all times.

**WEEKLY SCHEDULE**

| <b>Week/<br/>Learning<br/>Outcomes</b>  | <b>Topic</b>  | <b>Readings/Mini-lectures</b>   | <b>Assignments</b>   |
|---|---|---|--|
| <p><b>Week 1</b><br/>Mon, 6/1 – Sun, 6/7</p> <p><i>Learning Outcomes: 1, 2, 6</i></p> | <p>Overview of web accessibility, assistive technology, usability, and disability</p> | <p>Readings</p> <ul style="list-style-type: none"> <li>• <i>Intro to Web Accessibility</i></li> <li>• <i>How Individuals with Disabilities are impacted on the web</i></li> </ul> <p>Mini-lectures</p> <ul style="list-style-type: none"> <li>• <i>Accessible Web Design</i></li> <li>• <i>Examples of how assistive technology applications interact with web content</i></li> </ul> | <p><b>Assignment #1 (10 pts.):</b><br/><b>Simulation Lab Report</b> (<i>Due June 7<sup>th</sup> by midnight</i>)</p> <p><b>Discussion Post #1 (5 pts.):</b><br/>(<i>Responses due June 4<sup>th</sup> by midnight, comments due June 7<sup>th</sup> by midnight</i>)</p> |

|  |   |  |  |
|--|---|--|--|
| <p><b>Week 2</b><br/>Mon, 6/8 – Sun, 6/14</p> <p><i>Learning Outcomes: 3, 4</i></p>      | <p>Overview of relevant accessibility laws/guidelines</p> <p>Create accessible Word and PDF documents</p> | <p>Readings</p> <ul style="list-style-type: none"> <li>• <i>Converting MS Office documents into accessible PDFs</i></li> </ul> <p>Mini-lectures</p> <ul style="list-style-type: none"> <li>• <i>Disability Laws and Guidelines</i></li> <li>• <i>Creating more accessible Word documents</i></li> <li>• <i>Using the Accessibility Checker</i></li> </ul> <p><b>Instructor Q&amp;A (6/13)</b></p> <ul style="list-style-type: none"> <li>• <i>Please note: this synchronous session is not required</i></li> </ul> | <p><b>Assignment #2A (11.5 pts.):</b></p> <p><i>Fix accessibility issues in a Word document (Due June 14<sup>th</sup> by midnight)</i></p> <p><b>Assignment #2B (3.5 pts.):</b></p> <p><i>Create accessible PDF from Word (Due June 14<sup>th</sup> by midnight)</i></p> |
| <p><b>Week 3</b><br/>Mon, 6/15 – Sun, 6/21</p> <p><i>Learning Outcomes: 3, 4</i></p>     | <p>Basic web accessibility evaluation techniques and tools</p>  | <p>Readings</p> <ul style="list-style-type: none"> <li>• <i>Basic Strategies for Assessing the Accessibility of a website</i></li> </ul>   | <p><b>Discussion Post #2 (5 pts.):</b><br/><i>(Responses due June 18<sup>th</sup> by midnight, comments due June 21<sup>st</sup> by midnight)</i></p>  |
| <p><b>Week 4</b><br/>Mon, 6/22 – Sun, 6/28</p> <p><i>Learning Outcomes: 3, 4, 5.</i></p> | <p>Basic web accessibility evaluation techniques and tools <i>cont.</i></p>                               | <ul style="list-style-type: none"> <li>• <i>Basic Strategies for Assessing the Accessibility of a website cont.</i></li> </ul> <p><b>Instructor Q&amp;A (6/27)</b></p> <ul style="list-style-type: none"> <li>• <i>Please note: this synchronous session is not required</i></li> </ul>  | <p><b>Assignment #3 (15 pts.):</b><br/><b>Evaluate the accessibility of a website</b><br/><i>(Due June 28<sup>th</sup> by midnight)</i></p>  |



|  |  |   |  |
|--|--|---|--|
| <p><b>Week 5</b><br/>Mon, 6/29 – Sun, 7/5</p> <p><i>Learning Outcomes: 2, 3, 4</i></p> | <p>Learn basic HTML techniques that impact web accessibility</p>   | <p>Mini-lectures</p> <ul style="list-style-type: none"> <li>• <i>HTML Basics</i></li> <li>• <i>Common HTML Elements</i></li> </ul>  | <p><b>Assignment #4 (20 pts.):</b><br/><b>Create a practice webpage</b><br/><i>(Due July 5<sup>th</sup> by midnight)</i></p>         |
| <p><b>Week 6</b><br/>Mon, 7/6 – Sun, 7/12</p> <p><i>Learning Outcomes: 6, 7</i></p>    | <p>Learn complex HTML techniques that impact web accessibility</p> | <p>Mini-lectures</p> <ul style="list-style-type: none"> <li>• <i>Accessible Rich Internet Applications (ARIA)</i></li> <li>• <i>Creating Accessible Tables</i></li> <li>• <i>Creating Accessible Images</i></li> <li>• <i>Creating Accessible Forms</i></li> </ul> <p><b>Instructor Q&amp;A (7/11)</b></p> <ul style="list-style-type: none"> <li>• <i>Please note: this synchronous session is not required</i></li> </ul> | <p><b>Assignment #6 (10 pts.):</b><br/><b>Complex HTML Elements &amp; ARIA</b><br/><i>(Due July 12<sup>th</sup> by midnight)</i></p> |
| <p><b>Week 7</b><br/>Mon, 7/13 – Sun, 7/19</p> <p><i>Learning Outcomes: 6, 7</i></p>   | <p>Using CSS to for styling and positioning</p>                    | <p>Mini-lectures (TENTATIVE)</p> <ul style="list-style-type: none"> <li>• <i>CSS – Basics</i></li> <li>• <i>CSS – Font color and formatting</i></li> <li>• <i>CSS – Designing Navigation</i></li> <li>• <i>CSS – The Box Model</i></li> <li>• <i>CSS – Positioning, Floats, and Layouts</i></li> </ul>  | <p><b>Final Project Feedback Post (2.5 pts.):</b> <i>(Project URL due July 19<sup>st</sup> by midnight)</i></p>                      |

|   |                                    |  |  |
|---|------------------------------------|--|--|
| <p>Week 8<br/> <b>Mon, 7/20 – Sat, 7/26</b></p> <p><i>Learning Outcomes: 6, 7</i></p> | <p>Finish Final Project Design</p> | <p><i>No readings or mini-lectures this week</i></p> <p><b>TENTATIVE: Instructor Q&amp;A (7/20)</b></p> <ul style="list-style-type: none"> <li>• <i>Please note: this synchronous session is not required</i></li> </ul> | <p><b>Final Project Feedback Post (2.5 pts.):</b> <i>(Project feedback for classmates due July 23<sup>rd</sup> by midnight)</i></p> <p><b>Final Project Due (25 pts.):</b> Create a P.O.U.R instructional resource using HTML and CSS<br/> <i>(Due July 26<sup>th</sup> by midnight)</i></p> |
|---|------------------------------------|--|--|

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

**FINAL PROJECT ASSESSMENT RUBRIC:**

| <b>IBSTPI Competency</b>   | <b>Criteria</b>              | <b>Does Not Meet Standards</b>  | <b>Meets Standards</b>  | <b>Exceeds Standards</b>   |
|--|------------------------------|---|---|--|
| 7: Identify & describe target population & environmental characteristics       | <b>Executive Summary</b>     | Summary misses most components of the evaluation or is unclear; exceeds word limit  | Provides a summary of most components of the evaluation; exceeds word limit   | Provides a clear, concise summary of ID project, problem statement, and all evaluation components in 300 words or less   |
| 5: Identify ethical, legal & political implications of design in the workplace | <b>Issue impact summary</b>  | Little to no evidence of accessibility and/or usability considerations in the overall product design (i.e., alt text for images, properly formatted tables, captions/transcripts for videos, etc.). | Accessibility and/or usability considerations in most elements of the overall product design (i.e., alt text for images, properly formatted tables, captions/transcripts for videos, etc.). | Accessibility and/or usability considerations clearly addressed in all elements of the product design (i.e., alt text for images, properly formatted tables, captions/transcripts for videos, etc.). |
| 15: Develop Instructional Materials  | <b>Website Template</b>      | The template is missing most or all of the required elements and there is little consistency between pages.   | The template is missing some of the required elements or there are some variations in the template sections between pages.  | The template includes all of the required elements and the template section is exactly the same on every page.   |
| 15: Develop Instructional Materials  | <b>Cascading Style Sheet</b> | Most of required elements are missing.  | Parts of the required elements are missing.   | The CSS contains all required elements and the style sheet is well-organized, well-written, and easy to understand.  |

|   |                             |  |  |   |
|---|-----------------------------|--|--|---|
| 15: Develop Instructional Materials                         | <b>Page-specific Styles</b> | The styles fail to achieve the goal of highlighting the active/selected tab.   | The styles achieve most of the goal of highlighting the active/selected tab, but there are deficiencies.                                   | The page-specific styles highlight the active/selected tab and are written concisely.   |
| 15: Develop Instructional Materials                         | <b>Website Content</b>      | Most of the content requirements are not met.  | Parts of the content requirements are not met.   | The content meets all the requirements and is well written.   |
| 1: Communicate effectively in visual, oral and written form | <b>Language</b>             | Rules of English grammar, usage, spelling and punctuation are not followed; multiple language errors throughout the document | Rules of English grammar, usage, spelling and punctuation are generally followed throughout the document; one or two minor language errors | Rules of English grammar, usage, spelling and punctuation are followed consistently throughout the document; no language errors |

**\*PLEASE NOTE:** Assessment rubrics for other assignments are located in the Bb course.

## GMU POLICIES AND RESOURCES FOR STUDENTS

### *Policies*

- Students must adhere to the guidelines of the Mason Honor Code (see <https://catalog.gmu.edu/policies/honor-code-system/> ).
- Students must follow the university policy for Responsible Use of Computing (see <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>).
- Students are responsible for the content of university communications sent to their Mason email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students **solely** through their Mason email account.
- Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at

the time the written letter from Disability Services is received by the instructor (see <https://ds.gmu.edu/>).

- Students must silence all sound emitting devices during class unless otherwise authorized by the instructor.

### *Campus Resources*

- Support for submission of assignments to Tk20 should be directed to [tk20help@gmu.edu](mailto:tk20help@gmu.edu) or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.gmu.edu/>.

For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

### **CORE VALUES COMMITMENT**

The College of Education & Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles: <http://cehd.gmu.edu/values/>.

### **Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking:**

As a faculty member, I am designated as a “Responsible Employee,” and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason’s Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing [titleix@gmu.edu](mailto:titleix@gmu.edu).

**For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/students/>.**

[Additional Program or Division content, supplemental materials, instructions, and graphics may be placed here, as appropriate.]