Innovative Designs for Accessibility (IDeA)
November 2012

Presented by:
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Do you have a Big IDeA?

- Are you interested in making a change in the Carleton community?
- Are you interested in getting involved?
- Are you interested in seeing your ideas become a reality?
Here’s your Chance

- IDeA Contest
- Council of Ontario Universities
- Undergrads are to develop innovative, cost-effective solutions to accessibility-related issues

- Inspired by the goal of the Accessibility for Ontarians with Disabilities Act (AODA)
- Making Ontario accessible to people with disabilities by 2025
About IDeA Contest

- Find a way to eliminate the barriers to accessibility found in society

- **5 Barriers to Accessibility**
  - ✓ Organizational/Systemic
  - ✓ Architectural/Physical
  - ✓ Information and Communications
  - ✓ Technology
  - ✓ Attitudinal

- Top 2 submissions in each of the 5 categories from Carleton will be picked to be in the running against other universities submissions.
Details About the Contest

- September 2012 – April 2013
- Deadline for submissions April 14, 2013
  - ✔ Video
  - ✔ Electronic
  - ✔ Website
- Judging Period
- Cash Prizes:
  - ✔ First Place $1,500
  - ✔ Second Place $1,000
  - ✔ Third Place $500
Last Year

- First place winner was Carleton student
- 4 out of 8 winning entries in the contest were by Carleton students
- All of the entries from the Faculty of Engineering and Design

**Their primary focus:**
- Architectural/Physical
- Information and Communications
- Technology
Last Years Winning Submission

Accessible Tandem Cycling

Cycle together

Detach

Enjoy

Explore
New Focus

- This year we are hoping to also see entries in the other two categories:
  - Attitudinal
  - Systemic/organizational

The only disability in life is a bad attitude
How is this connected to women and gender studies?

- **Parallels:**
  - Sex and Impairment
  - Gender and Disability

- Disability, like gender is socially constructed.

  “In our view, it is society which disables physically impaired people. Disability is something imposed on top of our impairments, by the way we are unnecessarily isolated and excluded from full participation in society.” (UPIAS, Fundamental Principles document), 1972)
An Accessible Ontario by 2025

The government has a vision of an accessible Ontario by 2025.
Stereotypes

- Common misconceptions of people with disabilities:

  How is this gendered?

  - Feminine:
    - Undesirable sexual partners and mothers

  - Masculine:
    - Supercrip (Hegemonic masculinity)

  Both:

  - Inferior
  - Dependent
  - Receive Pity from others
  - Ignorance from others
  - Asexual

Representations of people with disability’s have “real consequences for real people” - Tanya Titchkosky, 2003.
Your Job

- Identify an accessibility related issue
- Develop a plan to address the issue
- Create an innovative solution and tell us about it

✓ Propose an IDeA and READ will work with you to make it happen
Ways to Improve Attitude

- Educate Others on How to Eliminate Barriers
  - Make a Film or create zines to Raise Awareness
  - Student Support Group
  - Awareness Campaign on Equality
  - Hold an Event on Campus
  - Public Service Announcement
  - Use feminist philosophies, theories and practices to guide your IDEA’s
Submissions

- Entry must have a maximum of:
  - ✓ 2500 words (If document is written)
  - ✓ OR 10 slides (If creating PowerPoint Presentation)
  - ✓ OR 3 minutes of video (If making a video)

- Must be an accessible document
- Proper contact information on the first page
- Please also include a 18”x 24” poster which may be used in presentations with your submission.
Successful Submission

- Information is clear, to the point
- Proper formatting
- Relate your idea to the category
- Use citation: any government regulations or laws or journal articles.
- Be Creative!
Successful Submission

- Design, process, product, results.
- Not just explaining an idea...

✓ **Various Aspects**: Cover more than technical
✓ **Report Issues**: Also suggest solutions
✓ **Experiments**: Test your product/idea on participants
✓ **Proper Terminology**: Learn by literature review
✓ **Be sensitive**: Choice of words (people with disability are not patients)
Creating Accessible Documents

- Text Flows
  - Using Style and Tags
- Images
  - Using Alt Text
- Visual Appearance
  - Contrast
  - Font type
  - Font size
- Plain Language
For More Information

✓ marijke.large@cmail.carleton.ca

✓ www.cou.on.ca/IDeA

✓ Tips and Tricks to make your submissions accessible: http://goo.gl/RDrmN