

Visual Communications Toolkit

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Copyright

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Amber Broadwell created this document and the creative assets for an assigned project.

<https://www.amberbcreative.com/>

Introduction

The following document presents a comprehensive analysis of the visual communication toolkit created for the World Wide Web Consortium (W3C)'s special stakeholders event, scheduled for March 12-13, 2009. The visual toolkit targets IT Government professionals, and it includes an infographic, a presentation for employees, and a script with a storyboard. The document will have a section for each asset to review ethical considerations, communication theory, and best practices in message delivery. Please note that industry terms are used throughout the document and assets.

Industry Acronyms and Definitions

- Web Accessibility – the act of designing and developing websites so everyone can use them.
- W3C – World Wide Web Consortium (W3C) is a public-interest nonprofit organization with full-time employees and volunteers that work together to develop web standards, allowing everyone to use the web (*About Us*, n.d.).
- WAI – Web Accessibility Initiative (WAI) is a set of principles that external and internal stakeholders of W3C developed to ensure that the web stays accessible to everyone (*Accessibility*, n.d.).
- WCAG – Web Content Accessibility Guidelines (WCAG) is a set of standards developed by W3C.
- Egov or Egovernment – Electronic Government is the digital use of government resources.

- User vs. End-User – A user interacts with the product (ex., Developers and Quality Assurance Testers) while the end-user is the person that the product was made for and who will use it.
- IT – Information Technology
- UI/UX – User Interface and User Experience
- Alt Text – Alternate Text (Alt Text) is used to describe an image on digital and print media for those with visual impairments.

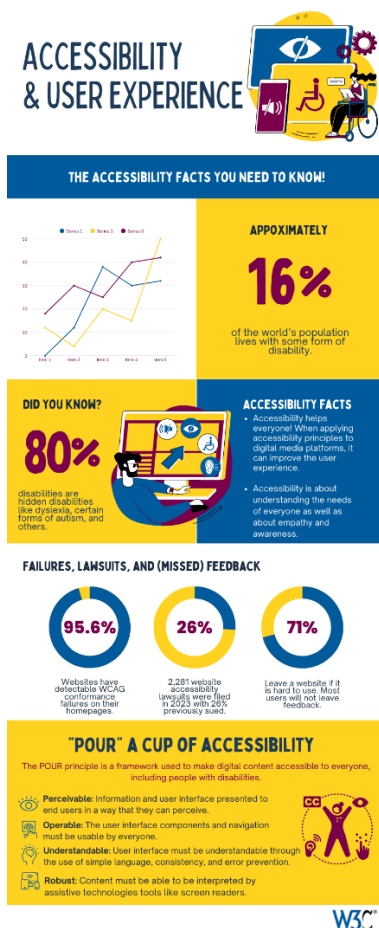
World Wide Web Consortium Visual Communication Toolkit

Infographic

The infographic was created to be shared with Information Technology (IT) Government professionals, providing them with crucial information about the importance of web accessibility. It has been suggested that the W3C include the infographic as a supplemental document attached to email blasts about the event, on the registration web page as a downloadable PDF, and in other applicable areas where it can effectively share event information. The accessibility infographic includes snippets of information and data that can help create a broader picture while persuading IT professionals to register for the event.

Designing the Infographic

The Gestalt principle of design was used to create the W3C infographic. This principle was used because it can help enhance accessibility. First, using only three colors, excluding white, can help tie the information on the graphic together while also making it easier to identify the elements, which is particularly helpful for individuals with visual or cognitive disabilities (Kaur, 2019). Second, the color contrast between each color ensures readability while also grouping related information (Level Access, 2025). Third, the Gestalt principle also emphasizes the importance of reducing visual clutter, so I avoided using complicated or unnecessary visual elements (Level Access, 2025).



Presentation for Employees and W3C eGovernment Group Volunteers

Two PowerPoint presentations (original and accessible) and speaker notes have been created for internal employees and volunteers to review crucial information from the press release and provide them with talking points when external stakeholders have questions about the stakeholder meeting. We wanted to ensure that employees and volunteers have the correct information they need by creating an easy-to-follow resource. The slides include a title page, accessibility promise, agenda, and other pertinent information with acknowledgments.

Designing and Sharing Two Presentations

The two presentations also follow the Gestalt principles, like the infographic, for a cohesive design. While also using W3C brand colors to enhance brand recognition, as this is an internal document containing information that has not been released to the public yet. The original and accessible PowerPoint used the following best practices:

- A slide template to stay within branding.
- White space to help with readability.
- A proper hierarchy using the correct headers on each slide.
- The use of color contrast, a readable font, and the correct image positions.
- The same structure on each slide.
- The correct usage of the W3C logo.
- The 3 C's (Clear, Concise, and Cohesive) helped to keep the slide relevant to the staff and event.
- Alt Text to describe images and SmartArt on the slides (*Make Your PowerPoint Presentations Accessible to People With Disabilities - Microsoft Support*, n.d.).
- The accessible PowerPoint removes animation and transitions from the slides to make it easier for employees and volunteers to read (*Make Your PowerPoint*

Presentations Accessible to People With Disabilities - Microsoft Support, n.d.).



Script and Storyboard

The script and storyboard were used to create a 30 to 60-second video message that tells a story through visual and audio means, inspiring the audience to take action through messaging on television or radio (StudioBinder, 2025).

First vs. Second Script

It was a challenge to create the script, especially since the W3C rejected the first version, as it closely resembled a televised press release rather than a concise message that should quickly capture the audience's attention and prompt them to learn more after the video finishes. In the second version, a shorter script with a six-panel storyboard was created. The storyboard helped me maintain focus and organize my thoughts, which enabled me to create a suspenseful video that effectively hooked the IT and developer

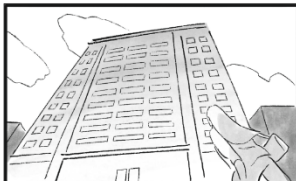
audience while ensuring the correct use of press release information (Kennedy, 2025).

TITLE: World Wide Web Consortium and Global Governments come together for Accessibility

PAGE: 1 OF 1

YEAR & SUBJECT: 2009/ Accessibility in Government

EXPOSITION



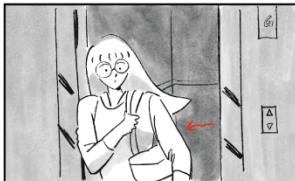
The camera follows the actress as she walks towards the federal building. Angled so that the building appears to be looming over her, giving the viewer a sense of doom.

CLIMAX



The camera pans in close on the actress's face, allowing the viewer to see her change from anxious to angry. She has received bad news that she knew was coming, but it still stings. The website application has failed the accessibility requirements.

CONFLICT



The next scene shows the actress walking out of the elevator, but stops midstride as if she is avoiding someone. She is agitated, her shoulders are tensed, and it shows in how she clutches her laptop bag.

FALLING ACTION



The second actress enters the frame, holding a coffee cup, to check on our leading actress. The leading actress explains the accessibility failure to her coworker, which helps her calm down a little.

RISING ACTION



The actress slowly opens her laptop, fearing what she may find. Unfortunately, the first thing she sees is a message from her manager about the new website application.

RESOLUTION



The coworker informs the actress about the W3C eGovernment Stakeholder meeting, designed for government IT professionals to learn more about accessibility from experts. The lead actress is excited to hear about this opportunity and registers for it. She is excited and relieved.

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