



AD CAMP VIRTUAL INTERNSHIP

DESIGN: LESSON 3

ACTIVITY SHEET

TRY IT OUT!

The client recently became aware of ADA compliance for their web assets, and is in need of some updates. Their current website is pretty outdated, so they're not only looking to update for compliance, but they'd like a complete refresh of the design. The client also collected video assets recently and would like to showcase these on their new website, in an accessible way.

Create a homepage mockup and 1-2 additional web pages for a client of your choice. (Tip: Choose a client or industry with a high need for accessibility, such as Healthcare/Wellness or Education.)

See more tips on the next page!

PROCESS

1. Define your target audience. Create at least two user personas for this website.
2. Do your own research. What else might be important to understand before kicking off this project?
3. Start building the concept. Keep these best practices in mind and use the tools to ensure your website is accessible.
 - Fonts, links, button & navigation size/ease of use
 - Color and contrast
 - » Color blindness and contrast checker for Adobe XD, Sketch or Figma: www.getstark.co
 - » Contrast checker for Photoshop: <https://adobe.ly/3bTDMJO>
 - Video & animation
 - » Automatically Generated captions: www.veed.io
 - » Additional resources: <https://bit.ly/2yUFZGe>

PRESENTING THE PROJECT

Congratulations, you created ADA accessible website mockups and your client won't be getting sued! Is it some of your best work? Add it to your portfolio and be ready to talk about it in an interview. Here's some quick tips for talking through web mockups in your portfolio.

1. Set up the problem. In other words, explain the brief. When a potential employer understands what was required of the project, they will look at your work more objectively. This can include why you chose this client in the first place (i.e. their website had a poor user experience because..)
2. Explain the research. How did you better understand the user's needs? What tools did you use?
3. Show your design process. Where did you start? How did the concept evolve from idea to final mockups?