

# Audio Description and Mobile Apps: Bringing Them Togeth Bringing Them Together Around National Park Service Brochures

### Necd

- Americans with Disabilities Act (ADA), Section 508 of the Rehabilitation Act, and other federal laws require NPS to provide equal access to the parks including information
- More visually impaired people are adopting mobile technologies ... only 12 percent used a mobile device in 2009; 82 percent were using them in 2014 (WebAIM)
- Print brochures are inaccessible to the blind and becoming even more and more visually oriented

## Key Terms

- Audio Description: verbal commentary which makes visual media accessible to blind and partially sighted people
- UniGrid Brochure: National Park Service's brochures blend of text, photographs, illustrations, and maps, and have become more image-based and symbolic in recent years, with increasingly complex visual metaphors intended to be provocative and to motivate the user to want to learn more

# Implications

- Expand the availability of AD National Park brochures so that blind and visually impaired people can fully enjoy the parks
- Put the National Parks at the forefront of access to recreation for people who are blind and visually impaired
- Create a technology that can be applied universally to improve the quality and availability of AD

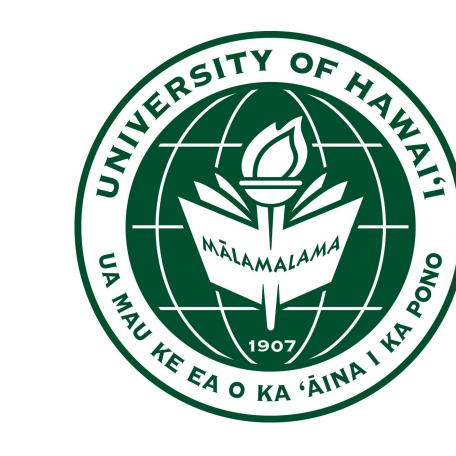
# Federal Hall

### Goals

- Study and develop best practices in AD
- Use mobile technology to create AD that is easy and economical to produce, and easy and effective to use
- Test the technology with blind and visually impaired people in a real park setting







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