

## EAZA ACADEMY - Accessibility Guide

Creating accessible presentations improves understanding for everyone, not just people with disabilities. Good accessibility helps participants process information more easily, stay engaged, and retain key messages.



### 1 Use Clear and Readable Text

**Use simple, easy-to-read fonts such as:**

- Arial
- Calibri
- Aptos
- Verdana
- Tahoma

**Avoid:**

- Decorative fonts
- Handwriting-style fonts
- Fonts with excessive variation in letter shapes

People cannot simultaneously read large amounts of text and listen effectively.

**Aim for:**

- Short sentences
- Bullet points instead of paragraphs
- One key message per slide

**Instead of:**

The enclosure design process requires a multidisciplinary approach that incorporates husbandry, visitor experience, welfare assessments, operational needs, and sustainability considerations.

**Use**

Enclosure Design

- Animal welfare
- Visitor experience
- Operations
- Sustainability

## 2 How the Brain Processes Information

Presentation design should support how people learn.

When a presenter speaks while displaying large blocks of text:

- The audience tries to read
- The audience tries to listen
- Both compete for attention

This increases cognitive load and reduces retention.

### Best Practice

Use slides to support your speech, not replace it.

**Think** ✓ Visual aid      **Not** ✗ Script on screen

### Important questions to ask while developing your presentation:

What concept am I explaining?

What action do i want participants to take?

What should they remember.

If there are multiple messages in one slide, consider splitting it into multiple slides.

## 3 Contrast Matters

### Low contrast can make text difficult to read for:

- People with visual impairments
- Colour-blind participants
- People viewing on poor projectors
- Participants sitting far away

### Poor Examples

- ✗ Red text on green background
- ✗ Yellow text on white background
- ✗ Light grey text on white background
- ✗ Blue text on purple background

## 4 Designing for Colour Blindness

Approximately 1 in 12 men and 1 in 200 women have some form of colour vision deficiency.

**Avoid relying on colour alone** to communicate meaning.

For example:

If you were to indicate items in **red** were important animal welfare concerns and items in **green** were not of concern. Some participants might not be able to tell the difference.

### **Use**

what can help is to use the colour plus a label or some form of an indicator for the colour differences. Example:

- Urgent
- ✓ Complete

### **IMPORTANT!**

People who are colour blind typically have specific variations of of colours that are hard to notice when used together. The following list are the most common variations of colour blindness in order of most common to least common.

- Red / Green
- Green / Brown
- Blue / Purple
- Red / Black
- Green / Grey

## 5 Using Images Effectively

### Good Image Practices

- Use high-resolution images.
- Ensure images remain clear when projected.
- Use one strong image rather than many small images.
- Leave space around images.
- Make sure important details are visible from the back of the room.

### Avoid

- Overcrowded image collages
- Tiny pictures with unreadable details
- Busy backgrounds behind text
- Images used purely for decoration

## 6 Text on Images

**Text directly on photographs can be difficult to read.**

- Add a dark overlay behind text.
- Place text in a solid-colour box.
- Use a separate text area beside the image.

## 7 Graphs and Charts

Graphs should communicate information quickly.

### Best practices

- Label axes clearly
- use large labels
- minimise unnecessary gridlines
- use patterns and labels in addition to colour

Be sure to state your key finding to the audience instead of just showing the data.

## 8 Accessibility for Neurodiverse Audiences

Participants may have one or more neurodivergent conditions, such as ADHD, dyslexia, or autism. They may also experience information-processing difficulties, sensory sensitivities, or cognitive fatigue.

A few tips to support Neurodiverse audiences

- Keep your layout consistent
- Have the same formatting on all your slides
- Limit your animations
- avoid flashing elements in your presentation
- Provide sufficient empty space on the slides
- Use interline spacing

By following this guide you can support a variety of audiences.

## 9 Animation and Transitions

Animation can be a great tool to use in your presentation. However, too much movement can cause distraction.

### Good uses

- Revealing steps one at a time
- Building diagrams gradually

### Avoid

- Flying text
- Spinning objects
- Excessive motion effects