Accessible publishing

» Book and Journal Publishing <u>National Occupational Standards</u> Jan 2012 (http://tinyurl.com/PACSNOS1)

» Excellence snatched from the jaws of irony…

Results:

1 document(s) with 40 instance(s)

New Search

Results:
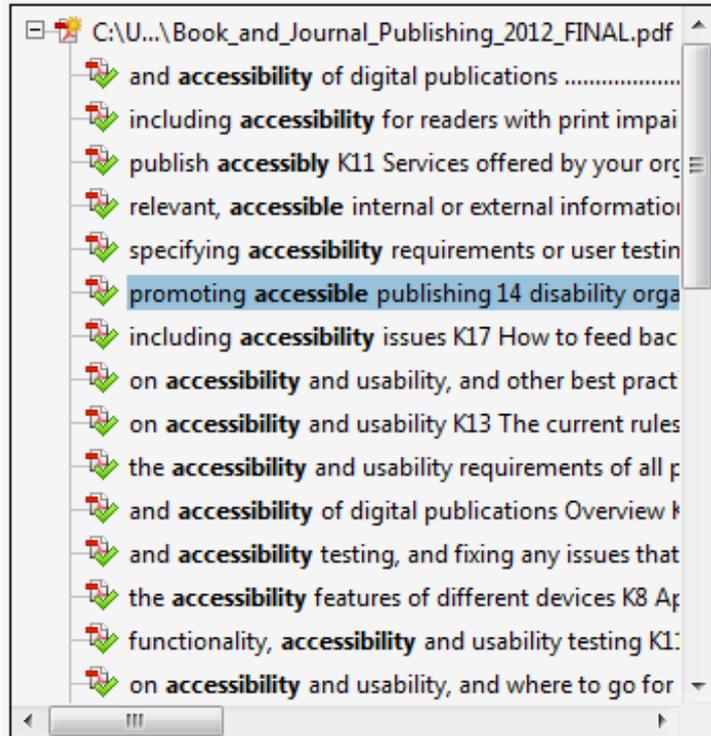
- C:\U...\Book_and_Journal_Publishing_2012_FINAL.pdf
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PUB1 Understand your publishing organisation and its market

PUB2 Work effectively with colleagues, publishing partners and suppliers

PUB3 Build productive relationships with external contacts

PUB6 Develop and maintain a plan for publishing

PUB7 Develop a digital strategy

PUB14 Maintain editorial quality

PUB15 Commission and check the structural design, functionality and accessibility of digital publications

PUB16 Collate and manage images

3

Mapped to typical functional roles

PUB1 Understand your publishing organisation and its market ....

PUB2 Work effectively with colleagues, publishing partners and supplier

PUB3 Build productive relationships with external contacts.....................

PUB4 Manage outsourced services and external people ....

PUB5 Support external editors...

PUB6 Develop and maintain a plan for publishing.................................

PUB7 Develop a digital strategy...

PUB8 Evaluate and review submissions ....

PUB9 Establish potential for rights sales and licensing opportunities ......

PUB10 Manage the lifecycle of publishing products................................

PUB11 Initiate, conceive and develop ideas for viable publishing opport

PUB12 Present persuasive oral and written publishing information.........

PUB13 Negotiate terms in publishing agreements ....

PUB14 Maintain editorial quality ....

PUB15 Commission and check the structural design, functionality and a

PUB16 Collate and manage images ....

...and 11 more that don't fit on the screen

» Legal obligations to create an accessible version from the inaccessible electronic version or from the print copy.

› Cost - around £600 per book.

› Timeliness – a learner who – for reasons of their disability – takes longer to access text cannot afford to wait.

» Books with many images, symbols or formulae can cost considerably more.

Publisher accessibility practice is a **marketable commodity**.

» Growing awareness of the need to anticipate "product liabilities".

- › Maximum font size? Does text re-flow when font enlarged?

- › Can a user change background/foreground colours or contrasts? How?

- › Are there keyboard-only equivalents for all mouse actions? Where could I find a list?

- › Is text marked up so it can be navigated in a meaningful way (for example by heading level)?

- › Can text be selected and read by text-to-speech tools?

- › Are text descriptions available for all relevant graphics and images?

- › Where can I find guidance for all these features?

» Update licenses to avoid embarrassment

Publisher says... You agree not to otherwise reproduce, use, sell, transmit, publish, broadcast, or otherwise disseminate or distribute the file *(or any version modified for accessibility purposes)* to anyone, including but not limited to other students with a print impairment at your or any other institution,

The law says S31BA (2)
(2) An authorised body which has made an intermediate copy of a work under this section *may supply it to another authorised body* which is entitled to make accessible copies of the work under section 31B for the purposes of enabling that other body to make accessible copies of the work.

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