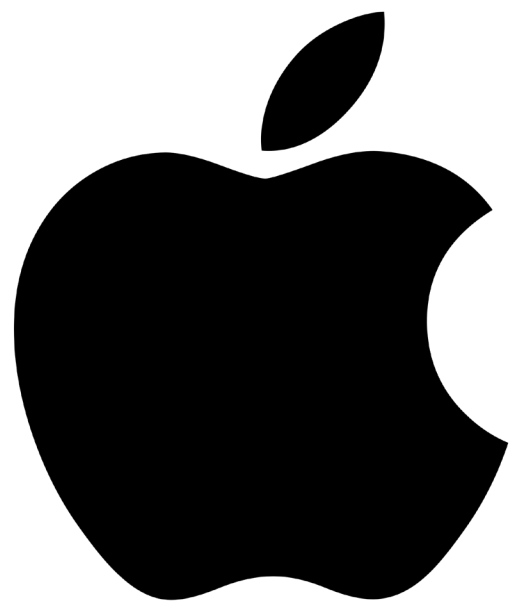


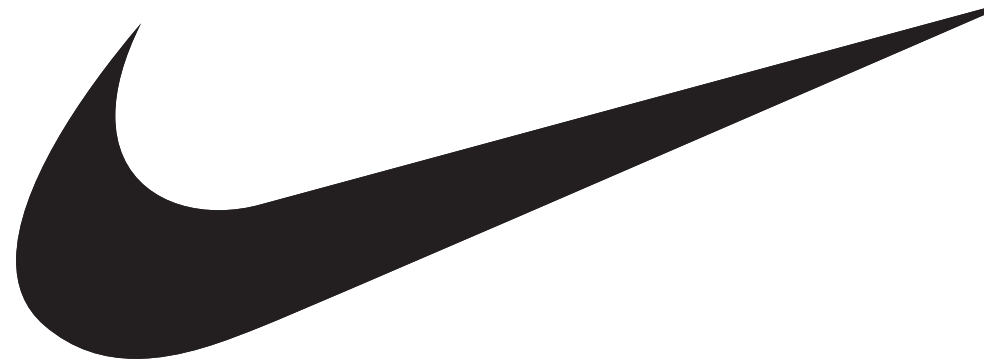
# engaging your audience

training design and accessibility best practices

branding

consistent common look and feel









confidence + trust



organization

# superhero picnic

Wednesday 19th August 2015.

Wollaton Park, Nottingham.

11am-3pm. Free entry\*

dress as your favourite superhero and join us in the park for a super fun day.

**POW!**

there's lots of activities happening on the day to keep heroes happy, including:

- craft making
- face painting
- inflatables
- archery
- other games

and bring your superhero teddy for the chance to win a prize for the best dressed

help us break the Guinness World Record for most people dressed as superheroes by bringing all your friends. We need more than 1,580 heroes to do it!

**ZAP!**

**BAM!**

Children's Afternoon Tea Party in The Yard Studio

bring your children along for a super tea party with sandwiches, jelly and ice cream

3pm - 5pm

£5 per child, £8 per adult

Booking essential. Call 0115 876 3100

**ZAP!**

**ZAP!**

Wollaton Hall & Deer Park  
Wollaton  
Nottingham  
Nottinghamshire  
NG8 2AE  
tel: 0115 876 3100

[www.nottinghamcity.gov.uk/superheropicnic](http://www.nottinghamcity.gov.uk/superheropicnic)

car parking charges may apply  
some activities may incur extra costs  
children must be accompanied by an adult



Nottingham  
City Council



**FREE**  
**SUPER HERO PICNIC**  
Wednesday 19th August 2105 · 11am-3pm  
Wollaton Park, Nottingham · Nottinghamshire NG 2AE

Sponsored by  Nottingham City Council

**All Day Activities include:**

Crafting, face painting, inflatables, archery and more! Bring your teddy dressed as a super hero to win a prize for the best dressed!

**3-5 pm Children's Afternoon Tea Party in the yard studio\***

Sandwiches, jelly, and ice cream

**LET'S CRUSH A WORLD RECORD!**

The current Guinness Word Record for most people dressed as super heros in one place is 1,580.

We're all super enough to beat that!

Bring your friends and family and dress as your favorite super heros !

\*Additional charges may apply including parking and some activities. Children's Afternoon Tea party is £5 for children and £8 for adults. Reservations required and can be made by calling 0115 876 3100

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tyopgraphy

hierarchy

**YOUR EYES  
START HERE**

then they notice this line

this line will be last

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine. I am so happy, my dear friend, so absorbed in the exquisite sense of mere tranquil existence, that I neglect my talents.



A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine. I am so happy, my dear friend, so absorbed in the exquisite sense of mere tranquil existence, that I neglect my talents.

A WONDERFUL SERENITY HAS TAKEN POSSESSION OF MY ENTIRE SOUL LIKE THESE SWEET MORNINGS OF SPRING WHICH I ENJOY WITH MY WHOLE HEART. I AM ALONE, AND FEEL THE CHARM OF EXISTENCE IN THIS SPOT, WHICH WAS CREATED FOR THE BLISS OF SOULS LIKE MINE. I AM SO HAPPY, MY DEAR FRIEND, SO ABSORBED IN THE EXQUISITE SENSE OF MERE TRANQUIL EXISTENCE, THAT I NEGLECT MY TALENTS.

Script and decorative fonts should not be used to type entire sentences or all caps. Due to the nature of their design, the swashes and exaggerated letters of these typefaces make them difficult to read when either of these situations.

Paired with a simpler, contrasting font and used sparingly decorative fonts can be used very successfully and will have a much greater

# Impact

negative space

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine. I am so happy, my dear friend, so absorbed in the exquisite sense of mere tranquil existence, that I neglect my talents.



I should be incapable of drawing a single stroke at the present moment; and yet I feel that I never was a greater artist than now. When, while the lovely valley teems with vapour around me, and the meridian sun strikes the upper surface of the impenetrable foliage of my trees, and but a few stray gleams steal into the inner sanctuary, I throw myself down among the tall grass.



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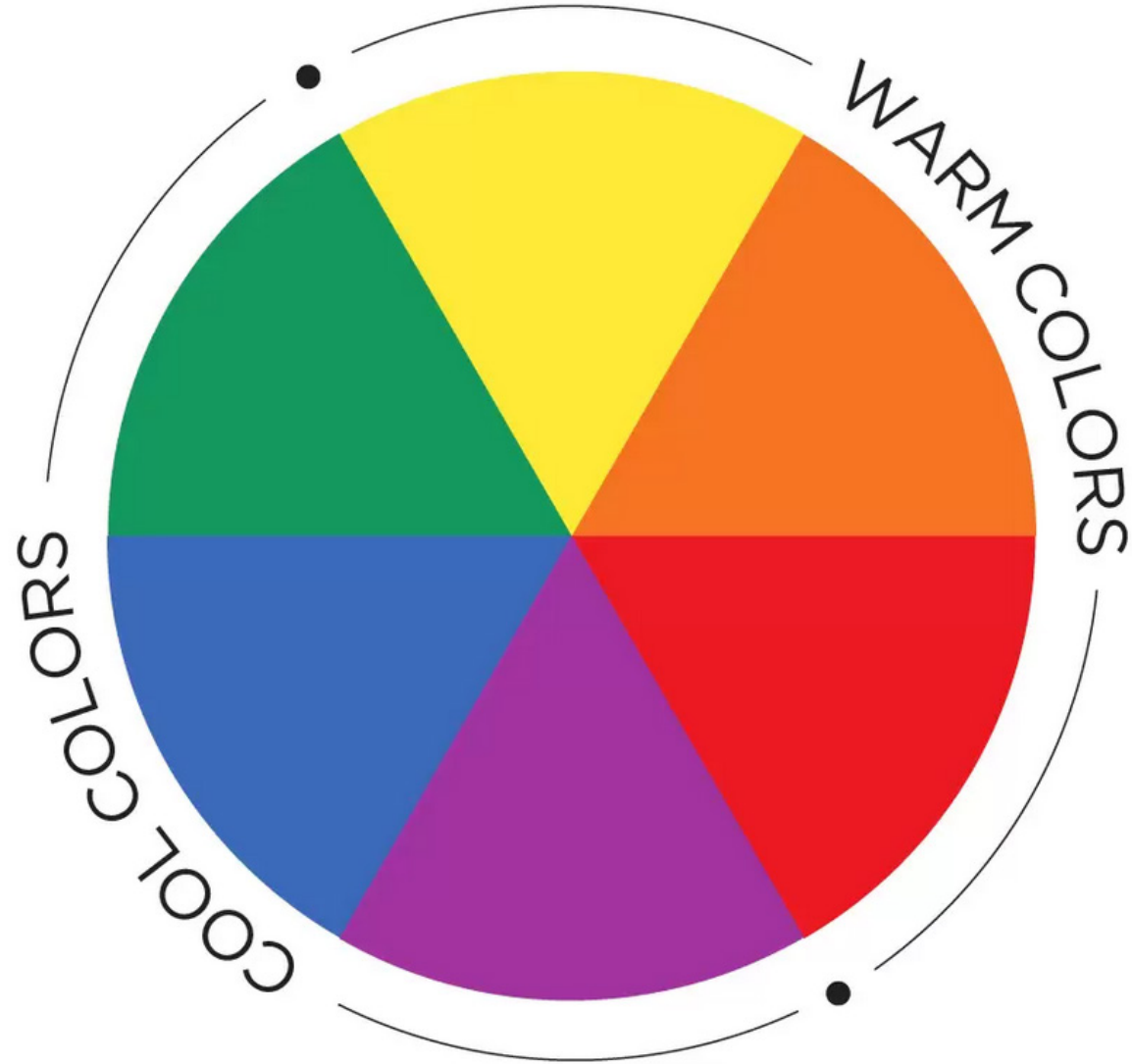
heart

color

color

color

# COLOR WHEEL



[color.adobe.com](https://color.adobe.com)

imagery

imagery

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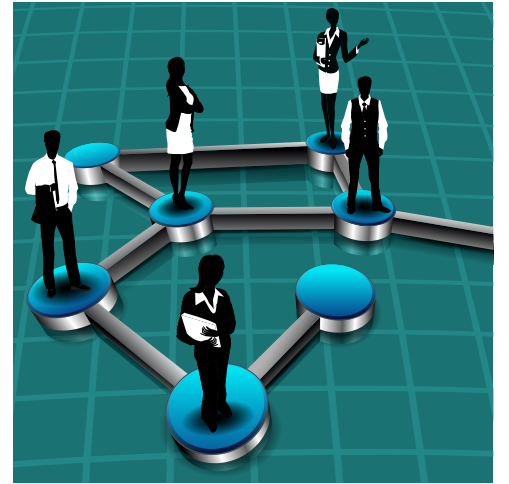
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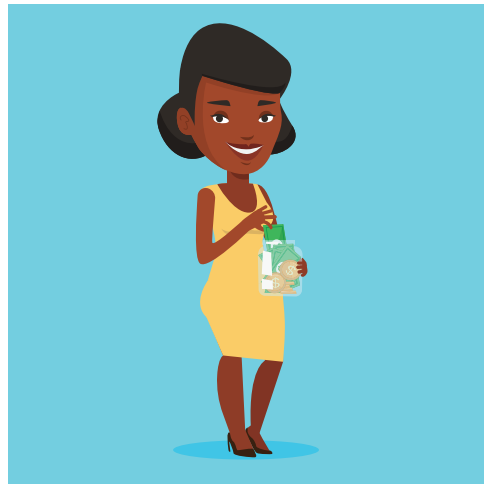
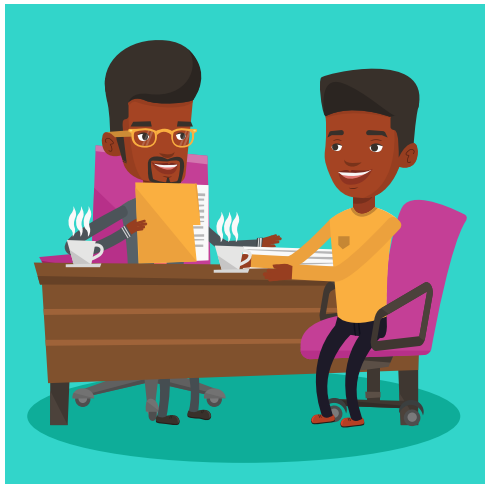
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imagery should feel like it  
belongs together





legal imagery usage

can you legally use copyrighted creative works in state training collateral?

# technically yes

that said, i am not a lawyer and the following is not legal advice. when it doubt you should always consult your AG

## Section 107 of the Copyright Act

provides the statutory framework for determining whether something is a **fair use and identifies certain types of uses**—such as criticism, comment, news reporting, **teaching**, scholarship, and research—as examples of activities that may qualify as fair use.

In determining whether the use made of a work in any particular case is a fair use the factors to be considered shall include—

1. the purpose and character of the use, including whether such use is of a commercial nature or is for **nonprofit educational purposes**;
2. the nature of the copyrighted work;
3. the **amount and substantiality of the portion used in relation to the copyrighted work as a whole**; and
4. the effect of the use upon the potential market for or value of the copyrighted work.

allen v. cooper



On March 24, 2020, the US Supreme Court held, unanimously, that state governments cannot be sued for damages in copyright infringement suits because Congress did not validly abrogate state sovereign immunity in enacting the Copyright Remedy Clarification Act of 1990 ("CRCA").

from an ethical standpoint using  
copyrighted works should be avoided

## pay to use creative works

rights managed

editorial use

royalty free

## (mostly) free creative works

creative commons

public domain

# creativecommons.org



## Attribution

All CC licenses require that others who use your work in any way must give you credit the way you request, but not in a way that suggests you endorse them or their use. If they want to use your work without giving you credit or for endorsement purposes, they must get your permission first.



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## NonCommercial

You let others copy, distribute, display, perform, and (unless you have chosen NoDerivs) modify and use your work for any purpose other than commercially unless they get your permission first.



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CC BY-ND



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CC BY-NC



Attribution — NonCommercial — ShareAlike  
CC BY-NC-SA



Attribution — NonCommercial — NoDerivs  
CC BY-NC-ND

# public domain (creative common zero)

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[publicdomainpictures.net/en/](https://publicdomainpictures.net/en/)

[unsplash.com](https://unsplash.com)

[magdeleine.co](https://magdeleine.co)

[pexels.com](https://pexels.com)

[pixabay.com](https://pixabay.com)

[realisticshots.com](https://realisticshots.com)

# creative commons attribute

[freepik.com](http://freepik.com)

[albumarium.com](http://albumarium.com)

[splitshire.com](http://splitshire.com)

[brandsoftheworld.com](http://brandsoftheworld.com)

[vexels.com](http://vexels.com)

[flickr.com](http://flickr.com)

accessibility

# accessibility quick summary

use font hierarchy

use negative space

use contrasting colors

use alt text for images

allow time for user interaction

design for keyboard compatibility



# accessibility quick summary

make interactive objects descriptive

design simple and consistent layouts

use closed caption for audio elements

use plain language and avoid acronyms

ensure timing of multimedia is not too fast

world wide web consortium (W3C)

web accessibility initiative (WAI)

The World Wide Web Consortium's (W3C) commitment to lead the web to its full potential includes promoting a high degree of usability for people with disabilities. **The Web Accessibility Initiative (WAI) is an initiative of the W3C.**

about WAI

[w3.org/WAI/about](https://www.w3.org/WAI/about)

web content accessibility guidelines (WCAG 2.1)

[w3.org/TR/WCAG21](https://www.w3.org/TR/WCAG21)

web content accessibility for trainers and educators

[w3.org/WAI/roles/trainers](https://www.w3.org/WAI/roles/trainers)

# accessibility

## settings in e-learning software

### Storyline 3: Adjustable Accessibility Settings

[articulate.com/support/article/Storyline-3-Adjustable-Accessibility-Settings](https://articulate.com/support/article/Storyline-3-Adjustable-Accessibility-Settings)

### Storyline 360: Adjustable Accessibility Settings

[articulate.com/support/article/Storyline-360-Adjustable-Accessibility-Settings](https://articulate.com/support/article/Storyline-360-Adjustable-Accessibility-Settings)

### Articulate 360 FAQs: Accessibility

[articulate.com/support/article/Articulate-360-FAQs-Accessibility](https://articulate.com/support/article/Articulate-360-FAQs-Accessibility)

### Adobe Captivate: Accessibility

[adobe.com/accessibility/products/captivate.html](https://adobe.com/accessibility/products/captivate.html)

ada accessibility  
color and contrast

questions

