

description key

for educational media



at a glance

- + technical background
- + design
- + accessibility

The Described and Captioned Media Program (DCMP) and the American Foundation for the Blind (AFB) are pleased to announce that the *Description Key*, the first-ever guidelines for the description of educational media, will be available to the public beginning in October 2008. This revolutionary free service is one of many provided by the DCMP, the nation's only free-loan accessible educational media program. Learn more at www.dcmp.org.

Some "Key" Features:

1 Validation and Accessibility

Written in Valid XHTML (Strict) and CSS, tested at Level AA (Web Content Accessibility Guidelines), and developed to be screen-reader friendly.

2 Natively Print-Friendly

Print stylesheet eliminates the need to maintain a separate, print-specific document. Background images are removed and text layout is optimized.

3 Flash Video Examples

Accessible Flash video examples (controllable via keyboard input) with colored captions to highlight passages that pertain to each guideline.

4 Unobtrusive Design

Collapsible sections allow users to focus on guidelines incrementally. Video examples are collapsed by default to preserve whitespace.

5 Easy-to-Use Navigation

The right-hand navigation serves as an abridged table of contents; the site map is a comprehensive listing of links to every section in the Key.

6 One-Click Font Resizing

Users can change the size of the text on any page (+35%, +110%) by selecting the appropriate link.

7 One-Click Style Switching

In addition to the default presentation (shown), users can view the site in text-only (black on white) or high-contrast text (yellow on black) by selecting the appropriate link.



How to Describe

Point of View and Narrative Tense

Deliver description in present tense, in active voice.

If possible, avoid past tense.

Avoid use of passive voice.

Use third-person narrative style to show neutrality and noninterference.

Provide points of view, as appropriate.

3

4

DCMP/AFB Educational Media Description Guidelines

(male describer)
Underwater, tall swaying kelp plants

Describe movement/directions when they are important to understanding the scene or concept under discussion.

Use the first-person narrative to engage the audience in a specific interaction. Occasionally, the audience is directly engaged. A character on screen might ask the audience to "Watch me and follow along."

5

Introduction

Job Descriptions

Preparation

What to Describe

6

How to Describe

Technical Issues

Resources

Description Vendors

Site Map

6

CHANGE THE FONT SIZE

font reset font + font ++

CHOOSE A DIFFERENT STYLESHEET

7

Default Style

Text-Only

High-Contrast Text