

Inclusive Instructional Design Checklist

for Sales Learning Strategy and Execution

Last Updated: 11/29/2021

Inclusive Design Definition

The Inclusive Design Research Centre defines it as “design that considers the full range of human diversity with respect to ability, language, culture, gender, age, and other forms of human difference.”³

Inclusive Instructional Design (IID)

Inclusive Instructional Design (IID) recognizes that learners come from a broad spectrum of human diversity and ability. It strives to make learners feel welcomed and included in learning experiences by reaching more learners, opening more opportunities for learning, and reducing the risk of alienating learners in the process.^{2, 3}

Inclusive Instructional Designers recognize their own biases and identify areas of exclusion in their designs in order to design more inclusive learning experiences.

The aim of IID is to not make the learner feel excluded or alienated in the learning experience. We aim to identify systemic barriers and deficit mindsets that perpetuate exclusive learning environments while also recognizing that it may never be possible to design for all learners. With this checklist, we are committing to doing better, calling out areas for improvement, and being explicit as to who we are and are not designing for.²

Checklist Instructions

Use this to identify the areas of exclusion in our learning designs to make more inclusive learning experiences.

1. Review all sections. In “Sections Relevant to This Project,” select those that apply to your project.
2. For all of the sections that you selected, check off the statements that describe your project.
3. For every item left unchecked, determine what needs to be done to check it off and whether or not it is feasible to do so. Work to check off as many statements as you can.
4. Once you are finished developing to incorporate inclusive design, explain items left unchecked in the Comments boxes.

This is a living document and will be updated as we continue to grow and learn about accessibility, inclusivity, and equity in our designs. We recognize that we will not have all the answers and that it is nearly impossible or very unlikely that our designs will be inclusive for everyone. Our goal is to be intentional when designing by asking ourselves where we are excluding folks and how we can do better.

Please note: this document does not serve as an example of inclusive instructional design, nor does it guarantee compliance for section 508 of the Rehabilitation Act (29 U.S.C. § 794d). This is not a legal document.

Project Name:

Your Name:

Sections Relevant to This Project:

Language	Audio
Typography	Video
Visuals and Images	Assessments
Navigation	ILT/vILT/Webinar/Presentation

Language

The content uses plain language and avoids figures of speech, idioms, and clichés.⁹

The content uses inclusive language free of harmful words that diminish the lived experiences of marginalized communities (such as BIPOC, LGBTQ+, women, people with a disability).⁴

The content avoids harmful terms that are rooted in racist metaphors, such as “master file,” “whitelist,” “blacklist,” and “grandfathered.”⁴

The language is gender neutral. It uses terms like “folks,” indefinite pronouns (everyone, everybody), plural pronouns (they, them, their), and role titles when possible and avoids “she/he,” “s/he,” “ladies and gentlemen,” and “guys.”⁴

Language Comments (Explain items left unchecked here.)

Typography

The font is from a sans-serif font family.⁷ (**Example:** HelveticaNeueLT)

The font size is 12 pt or higher.^{9, 8}

The text is left aligned.^{9, 8}

There is clear white space between paragraphs, letters, and sentences.^{9, 8}

Emphasized terms are bolded or italicized.^{9, 8}

Typography Comments (Explain items left unchecked here.)

Visuals and Images

The content avoids color combinations that are difficult to see for visually impaired.^{9, 8}

The content still makes sense when viewed in grayscale.^{9, 8}

All non-decorative images have alt text. (**Resources:** [How to add alt text in Rise¹](#); [How to add alt text in Microsoft applications⁶](#))

If all images were replaced with alt text, you would still have access to the images' meaning.^{9, 8}

There is diverse representation of gender, age, body type, race, ethnicity, economic class, and family makeup.²

Visuals and Images Comments (Explain items left unchecked here.)

Navigation

Everything in the course works by only using the keyboard (i.e., a mouse is not required to navigate).^{9, 8}

Navigation format and location is consistent throughout (e.g., navigation buttons are in the same place and look the same throughout the learning experience).^{9, 8}

Navigation is unlocked (i.e., learners can freely navigate or jump around the course) if learners can test out of a course.

There are instructions at the beginning that explain how to navigate the learning experience. **Tip:** In Storyline (but not in Rise), you can add hidden alt text at the beginning of the course to provide general navigation instructions. People without a screen reader will not see or hear those instructions.

Navigation Comments (Explain items left unchecked here.)

Audio

A transcript is available.^{9, 8}

Learners can pause the audio.^{9, 8}

Learners can mute the audio.^{9, 8}

Diverse voice talent was used.

Audio Comments (Explain items left unchecked here.)

Video

A transcript is available.^{9, 8}

Closed captioning is available.^{9, 8}

The speed of the video can be changed.^{9, 8}

Note: This is automatically available in Rise.

The video can be paused.^{9, 8}

The video can be muted.^{9, 8}

Video Comments (Explain items left unchecked here.)

ILT/vILT/Webinar/Presentation

Closed captioning is available.^{9, 8}

Participants know where to get support if they need it.

The facilitator explains how to use the tools before starting the presentation (e.g., how to raise hand, how to mute and unmute, how to turn on closed captioning).

The learners are provided with a slide deck presentation before the presentation begins.

If the learning event is virtual, it will be recorded.

ILT/vILT/Webinar/Presentation Comments (Explain items left unchecked here.)

Resources

[The A11Y Project](#)

[Web Content Accessibility Guidelines \(WCAG\)](#)

[Word and PowerPoint Accessibility Checker](#)

[WAVE Web Accessibility Evaluation Tool](#)

[Screen Readers](#)

[Vision Simulators](#)

[Web Accessibility for Designers infographic](#)

[Accessible Color Palette](#)

[Tools to Create and Test Accessible Color Contrast Ratios](#)

[Accessibility Professional Testers](#)

References

¹ Articulate360 (2019, January 22). *Rise360: How to Add Alternative Text to Images*. Retrieved from: articulate.com/support/article/Rise-How-to-Add-Alternate-Text-to-Images

² Costanza-Chock, S. (2020). *Design Justice: Community-led practices to build the world we need*. Cambridge: MIT Press.

³ Inclusive Design Research Centre. (n.d.). *Philosophy*. Retrieved from Inclusive Design Research Centre: <https://idrc.ocadu.ca/about/philosophy/>

⁴ Intuit. (n.d.). *Intuit Content Design*. Retrieved from Accessibility and Inclusion: <https://contentdesign.intuit.com/accessibility-and-inclusion/>

⁵ Johnson, D. (2020, July 24). *How to check if an image has alt text using a screen reader or browser tools*. Retrieved from Insider: <https://www.businessinsider.com/how-to-check-if-an-image-has-alt-text>

⁶ Microsoft. (n.d.). *Add alternative text to a shape, picture, chart, SmartArt graphic, or other project*. Retrieved from Microsoft Support: <https://support.microsoft.com/en-us/topic/add-alternative-text-to-a-shape-picture-chart-smartart-graphic-or-other-object-44989b2a-903c-4d9a-b742-6a75b451c669>

⁷ Rello, Luz, and Ricardo Baeza-Yates. "Good Fonts for Dyslexia." 2013. Retrieved from: http://dyslexiahelp.umich.edu/sites/default/files/good_fonts_for_dyslexia_study.pdf

⁸ The A11Y Project. (n.d.). Retrieved from The A11Y Project: <https://www.a11yproject.com/>

⁹ W3C WAI. (n.d.). *Web Content Accessibility Guidelines (WCAG)*. Retrieved from W3C Web Accessibility Initiative: <https://www.w3.org/>

¹⁰ WebAIM. (n.d.). Retrieved from Web accessibility in mind: <https://webaim.org/>