

STC Atlanta September Program 2023

Efficient and Accessible InDesign Practices Most Designers Don't Use

Presenter: Colleen Gratzner

6:17 - STC Atlanta

Got it? Okay, all right, you guys. So if you put those your questions in the chat, we'll take care of them at the end. So here is Colleen Kratzer, and she is a 20 year veteran of accessibility. She's award winning. She has a her in design accessibility training. She's in that for the U. Department of the Interior, Creative Pro and Design, Adobe's and Accessibility Summit she's got a podcast, Design Domination and owns Gratzner Graphics through which she provides design and accessibility services to non profits, creative firms, and developers as well.

7:02 - STC Atlanta

So she is also a member of the IAAP which is the international association of accessibility professionals she has a certification from w three c and website accessibility as well so without further ~~8:03 her STC Atlanta~~ Colleen Gratzner for our in design um accessibility tips ~~Joseph you thank you~~.so much Colleen will you take it away.

8:00 - Colleen Gratzner

~~And thank you~~ Well, we've come here to talk not just about accessibility, but actually one of my favorite accessibility topics, which is in design. And so today I'm to get into efficient and accessible in design practices that most designers or in designers don't use. And that's either because they don't know about them, they don't understand why you would use them, or they think that they might take more time. And you're already pressed for time, right? So learning something new is going to take longer.

8:38 - Colleen Gratzner

Well, I see these features being underused all the time, even by designers and in design users with 20 years of experience. And listen, no offense there. I mean, that's like me with Photoshop, okay. I wanna help you become more efficient in in design, but also help you understand how these practices can actually help with accessibility. And actually if you do any EPUB work, these will help with that too, because clean files are also clean files are important for not only accessibility but for Epps And so right now I'd love to know like in the chat, like how would you rate your in design skills, like are you beginner, are you intermediate, or are you advanced?

9:20 - Colleen Gratzner

I'd love to see what you have to say. I have a ton to cover today. Before we dive in, I just want you to know that you're in the right

place. If you are looking to work more efficiently and in design, You're looking to maybe get started with in design and Pdf accessibility, and maybe you also want to find out how accessibility can help you with your work. So you will learn what accessibility means when it comes to documents and why it's important and then common myths and misconceptions about accessibility and also how accessibility helps you, not just the end user.

10:00 - Colleen Gratzer

And then also efficient and accessible in design practices that will save you time and help you make your documents more accessible. Even though I'm gonna cover in design practices that are good, whether or not you're doing any accessibility work, I'll start by explaining what accessibility means when it comes to documents. And in the chat again, I'd love to hear where are you now with document accessibility? Have you maybe just heard of it? Are you just getting started with it or are you doing it already?

10:36 - Colleen Gratzer

Unfortunately, most documents are not accessible, and an accessible document is one that allows people with different types of disabilities to access and understand the content, and the accessibility of a document relates to not just the visual design but also the technical setup. And here are some examples of how accessible documents are beneficial. So we've got sited use are able to read all the content regardless of having a visual disability you know that they might have, such as low vision.

11:20 - Colleen Gratzer

You know, when you don't consider accessibility, you might end up with hard to read text. It might be hard to read for people with and without a visual disability, such as this orange text on white or this white text on orange. Accessibility also means that all sited users can also understand the content, even if they have a visual disability. And you might be wondering, well, what, how is that different than reading it? Well, people with a form of color blindness would have trouble understanding this pie chart because instead of seeing green, blue, yellow and red, might actually see blue, brown, pink and tan, or blue, brown, olive green and tan, or blue, yellow.

12:08 - Colleen Gratzer

And olive green or blue, yellow, olive green and brown, so it's hard to tell the pieces of the pie from each other. Someone with color blindness might not be able to understand the chart because they see two colors that are indistinguishable from each other. Now accessibility for documents also means that sited keyboard users, those are people that use the keyboard instead of a mouse or with a mouse that they can navigate through the document. A keyboard user might be someone with multiple sclerosis, a lost limb or a broken arm or a hand.

12:52 - Colleen Gratzner

Because not all disabilities are permanent and they're not all from birth. I've actually been recovering from a broken hand for the past month and many work and general everyday activities have been quite a challenge for me, so I've been living that 1st hand. Accessibility also means that blind users can understand and navigate the content in a document and that they get the content in the correct order, as opposed to, say, some body text after a heading being read 1st or the 2nd column of text being read before the 1st column.

13:29 - Colleen Gratzner

You know, because what cited users see on a page is not necessarily the order that users of a screen reader or other assistive technology that they're going to get and accessibility is important because one billion people in the world have a disability and that's about fifteen percent of the population now in the united states it's estimated to be as high as about twenty to twenty five percent of people and this might surprise you, but all those people without a disability benefit from accessibility too, You know, I see a whole lot of white text on yellow backgrounds or white text on a light blue background, and I find that That hard to read and I don't have a visual disability.

14:12 - Colleen Gratzner

But here's another example When I rented an apartment many years ago, it was wheelchair accessible and I didn't need that, but that just happened to be the only apartment that they had available. And I actually loved it because it had extra wide doorways, which is great, especially for me because I'm super clumsy and I'm always bumping my shoulders and elbows on doorways. And it had this really large bedroom closet and a big bathroom, right? So while accessibility is essential for some people, it actually provides added benefit to other people too.

14:45 - Colleen Gratzner

Now a lot of people when they hear the word accessibility, they shrug it off or they have misconceptions about it and hey, I get it because when I 1st heard about accessibility seven years ago. Like it didn't have the same amount of attention that it has today, and I didn't know what it meant or what it was, and I certainly didn't think that it applied to my work at all. So I just want to dispel some of the common myths and objections that many people have when it comes to accessibility And one misconception that a lot of people have is that accessibility is ugly.

15:19 - Colleen Gratzner

I think that they think that like hyperlinks are going to have to be Microsoft Word blue and underlined or something, you know. And of course there are poor designs out there, but they aren't ugly because they're accessible. And like I said, most documents are not even

accessible. But an untrained individual cannot tell if a document is accessible by just looking at the visual appearance. Most people don't notice good design or accessibility, but they'll definitely notice bad design.

15:51 – Colleen Gratzer

Accessibility actually results in a better design and a better experience for all users. Now here are some accessible documents that my company has designed. I don't think that you would say that these were ugly, you know. You might also think that accessible ability will limit your creativity, that you won't be able to use certain colors or use certain typefaces, or that your designs will need to be bland or simple, or even that your layouts will have to be simple. But I've actually found that accessibility makes you a better problem solver, and that's really what a designer's job is, right?

16:28 – Colleen Gratzer

It's problem solving and communication. So I have found that you really think outside of the box and you find better and more effective ways to design or to lay out a document. You might also think that accessibility means using only dark colors or that you have to limit your choice of colors. And I've heard this a lot from other designers and in design users, but I've also heard this a lot from clients. And in fact I actually once had a client who sent me their color palette and unbeknown to me, they had 1st omitted their lighter colors assuming they wouldn't be accessible, and they didn't find this out until later when the client was asking about why the design was so dark.

17:10 – Colleen Gratzer

So it's important to understand that no color is inaccessible. It's always how colors are used together. And these accessible designs also don't use only dark colors. And in fact, if you were to use only dark colors, it would result in hard to read content that is inaccessible to many people with or without a visual disability. You absolutely do not have to sacrifice the design for accessibility. It is possible to create accessible, user friendly and beautiful documents, and you'll even become a better, more efficient in design user and designer in the process.

17:57 – Colleen Gratzer

Something else that I hear from people quite a bit is that accessibility is difficult. Well, learning new software can be difficult, learning how to build a website can be difficult, and really anything can feel difficult when it's new to you, right? I mean accessibility is very technical, but it's really an extension of the expertise that you already have with document layout and using in design. And it also isn't difficult if you understand the software really well and you use it properly.

18:25 - Colleen Gratzer

And then if you have a comprehensive process like what I teach in my accessible Pdf instrument design course, like something step by step. Another misconception is that passing a checker means a document is accessible. So let's say you check a document with the Acrobat accessibility checker or even another automated checker and let's say it passes, well, that doesn't mean that your document is accessible, and that's because automated checkers cannot detect all accessibility issues.

18:57 - Colleen Gratzer

They can really only check for about maybe 30 % of potential accessibility issues, and the majority of issues have to be checked for by a person, they have to be checked for through manual inspection. And accessibility isn't just about blind users and people who use wheelchairs, it's also about sighted people with a visual disability. It's also about people with a motor or a cognitive, learning, neurological or other type of disability. You might wanna actually get into accessibility for selfish reasons.

19:33 - Colleen Gratzer

1st Let's look at how accessibility actually helps you in your workflow, because there are so many ways. Accessibility gives your work more value so what happens is that your documents reach a wider audience not just about eighty percent of users right because remember that twenty to twenty five percent of people in the us with a disability so you're actually reaching a wider audience. And accessibility makes for a for a more efficient process far more efficient process because you're using in design properly to start right and you're You're using the built in functionality in the software and if you're a designer, accessibility makes you a better designer.

20:17 - Colleen Gratzer

It deepens your design expertise. It also gives you confidence. I mean, if you're not that confident about your design or your color choices, or you're sick of fighting design wars with clients or coworkers, then accessibility gives you the ammo to justify your design decisions, you know, and personal opinions about colors won't matter. Now i've had my own business since two thousand three and I will tell you of all of the things that i've ever done to help my business which has been quite a lot of things the number one way that I helped my business was with accessibility it completely transformed my business I was always busy and made good money but I was not always doing the work that I loved and I was taking on anything and everything And then I lost out on potential work that I did want from new clients, and it was usually because they gave the job to someone else who had more expertise in a certain industry, or they were more specialized, or my price was too low or it was too high, right?

21:23 - Colleen Gratzner

It's like the Three Bears, Like it was never just right. As a designer, there was a ton of competition and how I thought I was setting myself apart wasn't working and so my business was not gaining any traction. So I ended up losing a lot of confidence and some clients didn't take me seriously enough as an expert, like they would call me that to my face, but I didn't feel like I was the expert, right? And so my business felt really stuck and I was really fed up. And then it's funny because the tables totally turned when I got into accessibility by accident in twenty sixteen and what I saw was that I eliminated ninety nine percent of my competition I win almost every project the work comes to me even from clients from all over the world which is crazy I charge more and I'm more confident and I get more respect.

22:14 - Colleen Gratzner

And the other thing I noticed was that my design decision stopped getting questioned, no more knit picking. And so I became so much more confident even when talking with clients in the sales process, which I absolutely hated before. So I went from being a small fish in a big pond full of designers to a big fish in a small pond. Okay, that's me in the middle there. Like I said, accessibility has been an absolute game changer for my business and for my confidence, but I love helping others with this too.

22:48 - Colleen Gratzner

But the other thing is that there are so few people that do accessibility and then there are fewer that actually do it properly. Okay, so let's dive into some efficient and accessible in design practices and these are going to save you time and they're going to make the layout process especially accessible. Layout process a a lot easier And I also want to mention that the more that you know in in design, the easier it is to incorporate accessibility into your layout process. Now there's more to do for accessibility than to know in design, but really understanding in design just makes that so much easier.

23:31 - Colleen Gratzner

So let's start with paragraph styles. I know so many in design users hate to use paragraph styles because you have to take the time to create them. But on longer or more complex documents, or for accessible documents, using paragraphs styles is absolutely crucial. Using paragraphs styles means you have faster styling, right? So you can style text with the click of a paragraph style instead of selecting all the text and then styling it and then you have that document wide control over the text like when text has had paragraph styles applied.

24:09 - Colleen Gratzner

If you ever make a change. Change the font or the color or anything

else at the paragraph level. That will all be done instantly. Okay, then you'll also end up with consistent styling throughout your document. And then the styles also make table styling easier. I mean table styling can be a pain. And then paragraph styles are also necessary when you use text variables or create a table of contents. They're also also useful for you to do a search by paragraph style, and you can also easily replace a style with another style if you need to.

24:51 – Colleen Gratzner

Search and replace You can go to Edit, Find and Change and then select a paragraph style in the Find and Format area, and then you just select a paragraph style to replace it with if you wanna do that. And then you do find and change, and so this will give you a lot of control over the styling. Since the biggest objection that I hear from in design users about not using paragraph styles is the time it takes to create them, I have my counterargument ready, and that is to set the default paragraph styles.

25:40 – Colleen Gratzner

Now, if you're not doing this, this might blow your mind. I love this. Okay, So this means that these styles are going to be there every single time you create a new document. Okay, So that'll save you tons of time, even if you're going to change up the colors and the fonts or any other attributes on the style, right? Because every time you create a new document, these are gonna be there. So you're not gonna have to create the styles all over again and you can just delete any that you don't use, right?

26:04 – Colleen Gratzner

You just all you have to do is go in and style them instead of create them all the default Paragraph styles that I use include body text with an indent, body text without an indent. I've got three levels of headings bulleted lists, a numbered list, a block, quote, footnote, and end Note style table headers and data cells, a table of content style. And then I also have a style for queries for any questions that I have for clients, which makes it easier to go and find them if I wanna search through the document and see if I've them all.

26:43 – Colleen Gratzner

Let's look at let's look at how to set up these default styles. So it's crucial to make sure that no documents are open. Okay, that's key. And then you just go to the Paragraph styles fly out menu and you'll select new paragraph and you're naming the style, so give it a name. Then you can make any adjustments such as the font or the in dense or the space before after. And then you can have a new heading style that is based on or where you just change the font and the size and then add the space before and after.

27:38 – Colleen Gratzner

And then even get rid of the 1st line in then if you don't want that because you don't need that on a heading of course, right? So you can also add a little bit of space after if you want that. So you have your body text style and then you have your heading style. And you set them up to how, you know, in most cases you would want them to be just change those attributes. And you can call it whatever, just whatever is gonna be clear for you. And then you can create a sub heads dial. So what is called subhead and then you can go in there and you can change the font, change the weight, change the size.

28:20 - Colleen Gratzer

Remove the 1st line indent and then add some space before. And you can also just reorder the styles too, you can put them in order of the most frequently used on top if you want, or you can even sort them alphabetically. If you were to create a new document and then fill the primary text frame with the placeholder text, it's going to get styled as whatever was last highlighted. So in that case it was basic paragraph. Well, we can apply the body text style by highlighting it and then if we want that to be the default.

28:56 - Colleen Gratzer

We just keep it highlighted. So you see, when you go to create the new document and fill with placeholder text, it's using whatever was last highlighted there. In this case. Let's try with the heading one just to demonstrate. So creating a new document filled with the placeholder text and you see now it's styling everything with the heading style because that was the one that was last highlighted. So the default paragraph styles save you time not only in creating them every time you have a document, but also in formatting the text.

29:30 - Colleen Gratzer

If most of a document is going to use, let's say, the body text style and you highlight that style before you create a new document, then your text will get styled with that, then you have less styling to do of the other things like the head ins. Now, like I said. You could reorder the style or you can sort by name from the fly out menu there, and you can even group them into folders. You can call them whatever you want. So you could have a folder that's just for headings and then just drag all your headings down into the headings And you know, a lot of times with accessible in design files, you can find yourself with so many styles and having folders can really help.

30:21 - Colleen Gratzer

I mean, I create them for headings, I'll create them for list styles, all kinds of different things. Now, what's even better, what helps you leverage paragraph styles is the based on feature, and this makes things so much more efficient. Makes for even faster styling, because when you change a style that is based on another, it affects that one too, unless you've gone and made a manual adjustment to that same particular attribute in that paragraph style, right? So that could be

the difference between changing one or two styles V versus 15 or 20 or more in your document.

31:06 – Colleen Gratzner

Let's take a look at that. Let's say we've got this h one style and h two style. That is based on this H one. So this H one is bold and it's 18 points, and this H two is based on the H one. As you can see there. This style will have all the same attributes other than what you change, so we're just gonna change the font size to be 15 instead of 18. You can also change the size of the color or something else. So if we create a new document and add some text, we can apply the heading styles to each one. So here is heading one and then here is heading two.

31:57 – Colleen Gratzner

And then if we go into the heading one, let's make a change like the color, change it to blue. You'll see that heading two also inherited that blue. As well. So it didn't stay black, it changed to blue. Let's say we want to change something to the base, that means we want to change it back to the base. We could reset to base. So if we want to start over then we can do that, so it's still based on that original style, but we can reset everything in this style. And so let's say we want to add a rule.

32:39 – Colleen Gratzner

Below the heading and change the offset on that. We can do that and you'll see again we did that to the H one and it affects the H two and then you can adjust the spacing. And again, all of that is being affected in the H Two as well. So any other styles that you have that are based on that particular parent style, that in this case the H one, it's all, it's gonna make those changes unless you've overridden them. Space before and after seems to be an underutilized feature in design too. I see a lot of designers well, and clients adding in extra paragraph marks to add space in between paragraphs, right?

33:23 – Colleen Gratzner

And oftentimes the designer will leave them in. But these added characters, these added paragraph marks can actually cause problems for users of assistive technology, and they can cause confusion for screen reader users who might think that they're actually missing content from hearing and empty paragraphs. So the benefits are that using space after or even space before that, they negate the need to add any additional characters into the layout to add the spacing. And so that means you don't have to go checking for issues if text reflows either, like if a hard return ever ends up appearing at the top of a page.

34:02 – Colleen Gratzner

When you use paragraph marks to add space between paragraphs, like I said, you're adding the character into the layout, so that means. That

you have to go and check for them like at the start of a page and remove them, so you don't have that extra space that you don't want there. Well, that's really time consuming. And then, you know, If text reflows, you have to check all over again and you don't want to do all of that, right? If you remove them, which you can just do via a find and replace and then you just add the space before the heading instead space after the paragraph.

34:43 – Colleen Gratzner

Then you're not adding any extra characters into the layout and like I said, you can just do a search and replace, get rid of those extra paragraph marks. You actually end up with a much cleaner layout, and as I mentioned earlier, a clean layout is essential for accessibility. It's also essential for EPUBS as well. Another huge time saving feature in the paragraph styles is the Keep options feature. And this is awesome, and you're probably going to hear me say that lots of these are awesome because I don't, I have so many favorites.

35:23 – Colleen Gratzner

But you have so many options to choose from With keep options, you can select keep with previous to keep with the previous paragraphs. You might want to do that if you have a list and you wanna keep the list with the paragraph before it. You can keep text with the next x number of lines so you could keep all lines in the paragraph together. Like for a heading, right? You never want to split a heading across a column or a page or whatever. I mean across pages or spreads and so you can keep all lines together.

35:54 – Colleen Gratzner

Then you can also and set it to all lines and paragraphs they don't break, but so that's perfect. Paddings like I said, but you can also have keep lines together and then do at start and a paragraph where you set it to, let's say two and two or you can adjust that to whatever. Maybe you want three in three so that you never have like one line of text at the bottom of a page and then one at the start of the next page, right? So you can always split it so there's a sufficient number of lines at the end of the paragraph or start in the next paragraph, like where, where it breaks.

36:31 – Colleen Gratzner

The benefits to this are that it negates the need to add any breaks or any paragraph marks for spacing like hard returns, cause you you don't wanna like add breaks in to get text to flow like to the next column or to the next frame or the next page etc. Right? Because if text reflows then things You have to go and remove those marks, right? So if you don't have those extra characters in there and you just use the style with the keep options, then that's when the text reflows. Things will just adjust automatically.

37:08 – Colleen Gratzner

You don't have to go and check and remove them. Here is an example, let's say the key options for the body text. Let's say we have them as keep lines together and then start to end two right? And then in H one though the keep options we want to keep with the next three lines of the next paragraphs, and we want to keep all of the lines together, all the lines in the paragraphs, because we don't want the headings to ever break. Right? Because we don't want to end up with this, we don't want to end up with a heading at the bottom of the page, or we don't want a heading in like one line of text, right?

37:49 – Colleen Gratzner

So that's why we set it to three. So we would only end up with a situation where there's only three lines of text there or it, it's gonna move to the next page or column. Now you can also choose where to start a paragraph, so instead of adding hard returns or any kind of column or page, break characters. To get the text where you want it to go, you can just use the key options for this. This particular style, right? So we could add this extra paragraph and it's again adding characters into the layout, right?

38:28 – Colleen Gratzner

So the alternative would be Well, let's take a look at this. Like you can have a frame break, column break, like I mentioned any of these break characters or what I'm referring to, right? So the alternative would be to use the keep options on the style. So in this case, with the chapter title, we can adjust the keep options to keep the lines together. All the lines and paragraphs, they all stay together and we can start it in the next frame or on the next page, any of those options. So in this particular layout, it would always need to start on the next page.

39:11 – Colleen Gratzner

And you can set it to the next odd page or even page. So you have a lot of different options there. And so this one here is a different heading, you know, You can adjust the size of a text frame, you could give it text wrap, you know, if you wanna have an exact amount of space, say below it, you know, But who wants to be adjusting text frames all the time when you can automatically set the text to start there automatically, right? So let's say the 1st paragraph is always gonna start in the next frame, so we can set the key option to start in the next frame and it's always going to start wherever that frame is.

39:52 – Colleen Gratzner

So if you have if you have your margin set for that and you have your text frame there, it's always start in that next frame with a style set like that, right? So this Fabulous again. It's less checking of your work and having to go adjust things and I'm all about that. If that example doesn't convince you to use keep options, let's look at another really cool use case here. I'm totally geek out over this,

okay, so let's say you have a bunch of items of really short text and you wanna thread them to their own individual frames, like in this case, all right, so they're all threaded together, well.

40:34 – Colleen Gratzner

There is a lot of different ways you could do this. You could adjust the inset spacing of all the text frames, right? But then some words might not fit at all in their own frame. You could add hard returns. To get the items to go to the next frame, right? But we're adding characters into the content. And also Vert it is no longer vertically centered because it's counting that paragraph mark. And that's a lot of work. And then what if the size the frames later change, right? So we could just go into the keep options and set them to be keep lines together, all lines in paragraph and then go to the next frame.

41:11 – Colleen Gratzner

Right, So you just create a style for this text with the keep your options set and then you're done. The next time saving feature is paragraph rules. Paragraph rules are awesome because they negate the need to add rules manually and I see that all the time. And then when text reflows, you end up having to go move the rule, right? Well here you don't have to check for that, you don't have to go back and move anything because they'll reflow with the text because they're just part of that styling, right?

41:48 – Colleen Gratzner

Let's take a look at that. And there's so many options that we have here with paragraph rules like above and below, so many options. So let's take a look at this heading level two here and we'll turn on the paragraph rules. So we'll turn on below and then change the color to orange. And we can change the offset. Space it out a bit. We can change the weight, we can change the type, so it can be dotted, it could be striped. Wavy Lots of options and some of them you are gonna have to bump up the weight in order to see the effects.

42:31 – Colleen Gratzner

And then you can change it so that the rule goes the width of the column or the text, but you can also change the left or right intent on it. Like if you wanted to have it bleed off the page so it doesn't have to stay within the boundaries of the text frame. It can actually go all the way off the page if you want it. And it's still, it's still just have tax free flows, it's just gonna stay with that. It's adding those, obviously because those are styled with the same paragraph, even though is no text there.

43:10 – Colleen Gratzner

Okay, Now another under utilized feature is paragraph shading and this has a lot of cool uses. Okay, this negates the need at any separate frame of color. You want a sidebar with the background color. This is your man, right? You get many of the same effects by using this on the

style. So again, let's say you have a side bar and the text reflows, you know, you're gonna have to go back and move that side bar. I can't tell you how many times I've had to do that in the past. You always, then you have to go back and figure out where did it go again and go back and look at the original copy or look at a previous proof, where was this sidebar?

43:54 - Colleen Gratzner

No more, don't have to do that. Now here is another cool use case for this, so you could use this if you wanted to have. Backgrounds on your headings. You can come in and set the color, you can set the tent of it, you can set the corner radius. And the shape for the corner and the offsets, think of your offset, offsets, like padding, you can change them up so that they're different and they don't all have to be the same. Then you can also change them to like where they're going to like the top edge and the bottom edge are going to be and if they're going to be the width of the text or if they're going to be the width of the column that they're in.

44:52 - Colleen Gratzner

So you have a lot of different options here. You can also make it so. That they, the background clips to the frame so you don't have it going out into the margin if you don't want it to or not printing or exporting. Look at these Different edges We have here lots of different edges, curves, square. Some of them are kind of kooky, some of them are kind of like eighties pixel video game looking. But you have lots of different options here and you can change them up so you have a square edge and then you could have Semi, I don't know what, that almost like an octagon edge, rounded edge.

45:40 - Colleen Gratzner

And you can get some really cool effects if you spend some time here. You can do some really cool things with this. I mean, like here's an arrow. But there is a lot of different ways that you can use this. Especially with being able to do this with four different corners. So you could have sayings like a capsule or a pill shape, an arrow shape, just a rectangular shape, so many different things. So that's something that's really fun to play around with. And again, like when you go to, when that Heading If it ever moves in the layout, all those effects just stay with it, they're just part of the style.

46:22 - Colleen Gratzner

Another effect that I see overlooked a lot is the underline, and I know, underlines, but you can actually do some really neat things with these. Okay, so they negate the need to add a separate frame for coloring, right? And there's no issues. Again if the text reflows, but you could use this. In an interesting way, and you don't have to use underlines just for hyperlinks. So you can create and if you create on, so you create on the paragraph style, then it's gonna apply to the whole paragraph, but you can also do it to the character style.

46:55 - Colleen Gratzner

So you turn the underline on. Let's say we're gonna give it an orange and we can bump up the weight and then we can just change the offset a bit and now it's like we have It's almost like using the paragraph shading again. We have a background to that text. Paragraph border is another one. This is really cool. Lots of fun things we can do here and you know. Again, this negates the need to add any separate frame with a border. And then when text reflows, it all stays together. So let's take a look at this.

47:49 - Colleen Gratzner

Okay, so in this heading style will turn on the paragraph border. You know, just like with these other ones, you can change up if, if you wanted to apply evenly to or equally to all of the different corners or not, and you can change the style. So the difference between the border and the shading is that this is just gonna be a border and shading fills up everything in the background. You can change the hint, you can change the offset of it, which again is like padding on The back round or on the border in the background can change up the cap points on it.

48:29 - Colleen Gratzner

And the corner sizing, so similar things, similar attributes to the paragraph shading, but it just doesn't fill in the background, it's only gonna give you the border. Move ahead. You can use this in conjunction the paragraph shading so you can have them both turned on so you could have a border and the shading in different colors. So if you need to have a border that's one color and the shading to be another, you could do it that way. Or if you just want something to look like it's half filled up, you could do it like that too.

49:08 - Colleen Gratzner

So using both of them. Another feature that I love is span columns, which you can do single columns, or it can span columns, or you can split columns. This means that you don't have to create additional text frames, and again there is no issue if the text reflows because you're not having all these separate frames and you're having to put in breaks like column breaks or frame breaks. So take a look at an example here. We have a one column frame with a heading at the top and then two columns of text.

49:52 - Colleen Gratzner

Okay, great, but we can get away with having all of this. In just one column, so let's cut that out, Pull that two column frame up, and then paste that one column heading back in. Now we'll just go into that heading style. And then go to span columns. Span all columns. And now it's going all the way across. So even though it's a two column text frame, It's on, it's spanning the columns and then you can just add some space after. Give the same effect, right? Produces the same

effect. And if, let's say, you have to add a page in there at some point in the layout, you don't have to, it's not going to like reflow and you have to go back and move things around.

50:49 – Colleen Gratzner

Nested dials are awesome, and I don't know if you know Jason Hoppy, but when I had him on my Design Domination podcast to talk about our favorite in design features, he called nested dials delicious. And they're awesome, okay, So they result in really fast styling and less manual styling with character styles, right? So these are great for a table of contents. So let's say you have a table of content style and you wanna have. The title be bold. You could set it to be up to the tab character, which is typically what's used in the table of contents, right?

51:30 – Colleen Gratzner

You could create another nested style. If you want the dots to be a certain color, let's say. We could say up to or through tab character and then let's say you want the page numbers to be another style. Well, let's go and create a new character style for that one since we didn't have one already for that. And we'll make them script, let's say. Designate the font for that and then apply that there you go. So you've got three different nested styles here that you can apply a one click of a paragraph style E, Z, Pz.

52:16 – Colleen Gratzner

I mentioned earlier that paragraph styles are necessary for creating a table of contents and a lot of in design users are resistant to this usually because you have to use styles in the 1st place and they're not using them. But it also takes too long to set up the Tc, they think, but it actually can take a few attempts to get it how you just want it, but it will save you time and headache. And it also means that the table of contents will be interactive in the digital version, which means it'll be clickable and it generates the proper accessibility tags.

52:45 – Colleen Gratzner

So we'll take a look at this. Benefits are that there is such little room for error because manually creating a table of contents That relies on you copying and pasting them right and making sure that everything is included. That should be you could miss something, you could leave something out, you could miss type page number, and if you've ever had to remove or add pages in the layout process or a page moves because you had to add a blank page, let's say, you know, you'll have to remember.

53:13 – Colleen Gratzner

To go back to the Table of Contents and make the change yourself. And then if a, if an entry of the Table of Contents changes, you'll have to remember to go back and fix it, the Table of Contents too, right?

So you're changing things in a couple different places, but when you build it with the built in functionality, you're ending up with that clickable TOC and it's getting tagged properly, but it's also creating less work for you. And also creates bookmarks and you can also have multiple tables of contents.

53:49 – Colleen Gratzner

So take a look at that. I got a I've got a Tc heading style here. Set to automatic there and then a Tc text style also set to automatic for the proper tags. So because a lot of times you might have multiple table of content styles, like one for the heading like a section and then one, for like the general entry with the page number, you can You know, create as many as you need to, many you wanna have. Sometimes you might have like another level of text, like a level one and a level two. So you just set all those however you want them to look.

54:42 – Colleen Gratzner

This is why I like to have them in the default so that they're already there and then I can just change up how they look. And then go into layout Table of Content Styles and then you put the name, the title for your Table of Contents, whatever you wanted to be called Table of Contents Contents. And then you pick the style you want to use for the heading. So the Table of Contents heading. Then in the right side you just add over the styles that you want to add to the Table of Content. So Typically these are gonna be like heading level to right, they are gonna be some sub heads, so you just move them over to the left.

55:22 – Colleen Gratzner

And then you can pick what level they should be at. So you might have main sub heads being a level one and then your next subhead. Like in this case in age three that would be a level two and then you can also designate the style that you want to use for each one so this one h two is gonna be the headings and I wanna have the page number after the entry and I want there to be a tab between that. But then say for the H three, I'm use the Tc text style. It's going to be It's gonna have the page number after the entry again like the other one, so you can change if you wanna have the page number or not and where you wanna put it before or after the text and what level these are going to.

56:14 – Colleen Gratzner

Be set at. Okay, so how do these practices actually help with accessibility? Well, number one is that again, there aren't any additional elements to address for accessibility purposes. Number two is we're not adding any extraneous or unnecessary characters into the content, right? And then we're also ending up with a clickable, properly tagged table of contents. Now there is so much more to learn about accessibility, of course, and in this presentation I only touched on the surface.

56:53 - Colleen Gratzner

If you are interested in digging deeper into document accessibility with In Design and Pdf, then be sure to grab my free guide, Essential in Design and Pdf Accessibility Tools, because it includes a list of my favorite time saving In design and Pdf accessibility tools, and I think you'll find these really helpful, but you also get some addition. Accessibility tips in some emails as well and you can get that at creative dash booth dot com slash s STC. If you are ready to start creating accessible Pdfs from In Design and would like my help, my accessible Pdfs from In Design course will get you up to speed quickly, and I'm offering your group a special limited time offer just for being here today.

57:42 - Colleen Gratzner

What I include in the course is I share my comprehensive plain english step by step process that makes it easy and efficient to create accessible documents from in design so that you know exactly what to do and what to check for and you know what to do and when in the process and you're confident knowing that your documents are accessible and user friendly because that is key and you'll get eight hours of video training thirty five handouts to help you with what you just learned and you get a test project that you can submit and get my feedback on to see how well You did, and then you also get access to a Facebook group, although support is also provided inside the Coors platform as well.

58:24 - Colleen Gratzner

Now there are seven modules understanding accessibility, structure and workflow, color and contrast, text elements, images, interactive elements, and then testing and the final Pdf work. Because in design will get you most of the way there, but it cannot do everything, so there's always work to do in the Pdf. You'll also get a seven page in design and Pdf accessibility checklist, so you'll save hours trying to figure out what to do with your next accessible in design document.

59:00 - Colleen Gratzner

And you get to put your skills into practice right away with that sample project. So you can use, you can use this and implement what you learn with the checklist and go through the entire process and then you submit it for feedback and I'll give you feedback. On that and what you did well and what needs work You can go through the course in as quickly as two days. Some people go through it faster. Some people wanna take their time and that's fine too. After that, you'll know that you're Cre, you'll know that you're creating documents that are truly accessible, and you'll save time because you're not piecing together information from multiple sources and googling and guessing, and you'll be using best practices, and you'll be more efficient in your workflow.

59:45 - Colleen Gratzner

But you'll also make a difference with your work, you'll get more respect, you'll stand out from other designers that are doing this and or not doing this rather, and you'll charge more for your work, or you'll increase your employability or job security. If that isn't enough I also have some exclusive bonuses just for your group and these are available when you enroll before September nineteenth bonus number one is fifty dollars off with code s STC, and if any of you know me I don't know how many of you do know me, but if you know me, you know I never offer discounts on anything.

1:00:24 – Colleen Gratzner

Bonus number two is an extra six months of support in the private course Facebook group, but you can also post questions inside the course platform as well. And you get an extra six months of support. So you get twelve months total and then bonus. Number three is a one on one coaching call with me. We can talk about your designs, we can talk about a technical layout issue you might have or something else. And again, these bonuses expire September 19. So I'll put the link in the chat to both of these, to the free guide and to the course.

1:00:59 – Colleen Gratzner

Okay, so I know I've got a little bit uh, to, to the edge here with the time, but I could rant all day about this, sorry, okay, so does anybody have any questions? Let me just check the chat here.

1:01:15 – STC Atlanta

I didn't see any questions. Anyone have anything? I'd like to go back over or review or.

1:01:21 – Colleen Gratzner

There are no questions. I don't think it's ever happened.

1:01:29 – STC Atlanta

So thank you for your journals offer that is again available until September the 19th.

1:01:29 – Colleen Gratzner

Let me check.

1:01:36 – STC Atlanta

We'll have that. I'll put that on the website as well. So if you guys don't pick it up here, we'll pick it up there. If we.

1:01:43 – Colleen Gratzner

Okay, so we have an advanced beginner,

1:01:49 – STC Atlanta

All right,

1:01:49 – Colleen Gratzner

Awesome.

1:01:49 – STC Atlanta

Well, we're right at time, so if no one has any questions, I'll go ahead and end it. I'll make sure that the, transcription, and other information comes out to everybody here shortly, within the week, and Colleen, thank you so much. I think that a lot of this I'll have to review separately to, to pull all that in U. I'm still new within design, but I am glad to know how to go into it with, accessibility in mind. I know that it's, it's very much. Just three fifteen hundred times more challenging if you do it after the fact than if you did it going in so I'm glad to see that these are things that that are easy to pick up.

1:02:24 – Colleen Gratzner

Yes, yes. And if and if anybody has any questions later that you think of later, because I mean, that happens and it might be like drinking from the fire hose right now, that's fine. Then you could just, you could just email me. I'll put my email in the chat real quick. colleen at creative hyphen boost dot com. So um, yeah, so if you think of something later that's fine, just send me over an email and I'll get back to you. So I hope this was helpful.

1:02:55 – STC Atlanta

I think so.

1:02:56 – Colleen Gratzner

I hope you picked up some new tricks.

1:02:56 – STC Atlanta

I think, I think a lot of people may be in technical writing, but in design is the mode for a lot of deliverables and I think even though a lot this may have lean towards design,

1:03:05 – Colleen Gratzner

Got.

1:03:08 – STC Atlanta

I think it's something that as accessibility comes to the forefront and and it is, it's coming slowly, maybe quietly, but there are a lot of legal cases that are out there that are going to move businesses to be more aware.

1:03:18 – Colleen Gratzner

Yes.

1:03:21 – STC Atlanta

So I, my thought in bringing this information to STC Atlanta was to, to go ahead and get in front of it rather than waiting for it to come to us.

1:03:28 – Colleen Gratzner
Hm oh,

1:03:31 – STC Atlanta
because as as you create your deliverables to be aware you may not,

1:03:32 – Colleen Gratzner
always the best way. Yep.

1:03:36 – STC Atlanta
as you said, with any checker, maybe 30 percentage and manually it does take time, but I think now it's a time to start building those skills and building that awareness. So thank you Colleen for getting us.

1:03:46 – Colleen Gratzner
Yeah, and, and even, even technical writers, not designers, as long as you're using in design, you can still benefit from all this. And the other thing too is that you might end up working on a file that a designer laid out, but then you'll be able to format things and style things properly. That'll be conducive for accessibility,

1:04:05 – STC Atlanta
and that's, and that's. The other thing is that you may come in behind someone. And they did exactly. The design work or it is something that you have to remediate and house.

1:04:13 – Colleen Gratzner
yes.

1:04:13 – STC Atlanta
My theory is that as accessibility becomes more and more a concern, that's going to happen, you know, the year Your role, you're titled as a technical writer or a content creator or Ux writer,

1:04:24 – Colleen Gratzner
Am.

1:04:26 – STC Atlanta
You're probably gonna have to get in front of something that's already out there and remediate that.

1:04:30 – Colleen Gratzner
mm Hmm.

1:04:31 – STC Atlanta
So my hope is that we can have these kinds of conversations and presentations that get us,

1:04:32 - Colleen Gratzer
mm Hmm.

1:04:36 - STC Atlanta
get us a little ready for it, because I'm sure that's going to happen.
All right, you guys, if that's it, no questions, we Colleen thank you
again, I'm so glad that and I hope everything heals well, and I'm so
glad that we could finally get on your schedule. If you guys have any
questions,

1:04:53 - Colleen Gratzer
Thank.

1:04:54 - STC Atlanta
the email is there or you can email me or reach out on Slack and we'll
get you an answer.

1:05:00 - Colleen Gratzer
All right, thanks so much.

1:05:01 - STC Atlanta
All right, thank you guys, have a good night, everyone.

1:05:03 - Colleen Gratzer
Thank you.