



Accessibility *at* W. W. Norton & Company

The accessibility of a product is the result of choices that are made at nearly every stage of development, from the initial concept to the final stages of testing. At Norton, we strive to design our products in a way that enables everyone to participate, regardless of how they interact with our products. This philosophy has made its way into our workflow in the form of screen reader and keyboard testing with digital products, meticulously reviewed alt text for all of our images, automatic accessibility checks at various stages of development, and an emphasis on the user experience for students with disabilities during all design considerations.

Engagement

Norton is a proud member of the AccessText Network. As a member, we provide PDF files expediently, at no charge, to disability support offices upon request for qualified students. Norton employees are active participants in several accessibility initiatives, including the CAMI National Task Force on Accessible Instructional Materials, the W3C Publishing Working Group, and the W3C Accessible Rich Internet Applications (ARIA) Working Group.

Standards

Norton's accessibility efforts are informed by the Web Content Accessibility Guidelines (WCAG), the most widely accepted voluntary international standard for accessibility. Our aim is to reach WCAG 2.0 at the AA level for all of our digital products, the same level of accessibility cited in the refresh of Section 508 of the Rehabilitation Act.

Path to WCAG conformance

- We began producing alt text for images and captions for videos in 2015.
- The Norton Ebook Reader includes advanced keyboard navigation and built-in text-to-speech.
- New ebooks are being created with tools we built from the ground up to improve the accessibility of our content, all using the latest standards.
- Digital products are being developed following WAI-ARIA best practices, giving assistive technologies enhanced semantic information related to the dynamic content and user interface.
- Interfaces are being designed for keyboard navigation, allowing users with visual or motor impairments access to functionality.
- Team members are developing innovative approaches for complex interactions. For example, drag-and-drop functionality within InQuizitive can be accessed using the keyboard alone, and dynamic updates on the screen are conveyed to assistive technologies.

Dedicated Media Accessibility Specialist

Matt Vitale, Norton's Media Accessibility Specialist, has a wealth of experience working in improving access for individuals with disabilities. He served as a Blind Rehabilitation Specialist within the Department of Veterans Affairs and as an Accessibility Consultant with an information systems consulting firm. His experience includes teaching computer access to veterans with disabilities and working with organizations to improve access for all users. Matt is currently working to ensure that Norton's resources meet the highest voluntary standard of online accessibility — Web Content Accessibility Guidelines (WCAG) 2.0. Matt is available to speak with your campus ADA contact if there are any specific questions or concerns. That's how dedicated Norton is to this important issue. Contact Matt at mvitale@wnnorton.com

