

Telekom **MMS**

**EXPERIENCE  
BEYOND  
DIGITAL**

# **Training catalogue 2024**

## **Accessible IT.**

**New Modules in 2024:** E-Commerce Accessibility, Design for All and Accessibility for Hardware



## **Digital Accessibility remains an important topic.**

Accessibility is the „extent to which products, systems, services and facilities can be used by people from a population with the widest range of user needs, characteristics and capabilities [...]“ (DIN EN ISO 9241-11:2018). The accessible web presences of federal authorities are legally mandated in the Web Accessibility Directive and in Germany the “Barrierefreie-Informationstechnik-Verordnung” (BITV 2.0), issued to ensure the equal opportunities of people with disabilities in public life.

In addition to this are the accessibility of products and services for customers regulated by the European Accessibility Act and in Germany by the „Barrierefreiheitsstärkungsgesetz“ (BFSG) and the „Verordnung zum Barrierefreiheitsstärkungsgesetz“ (BFSGV).

For employers, in accordance with “Sozialgesetzbuch” (SGB – Neuntes Buch § 164), it is also mandated to ensure that persons with disabilities are provided with an appropriate workplace equipped with necessary aids. This encompasses all digital tools, such as software, web applications, and documents.

Accessibility is such a fundamental quality of digital products, that adding it retrospectively is not only difficult, yet also costly. Employees, managers, and project stakeholders must possess a comprehensive understanding of accessibility principles. It is essential for creating universally accessible content whether in the organization’s daily operations or at the start of every new project.

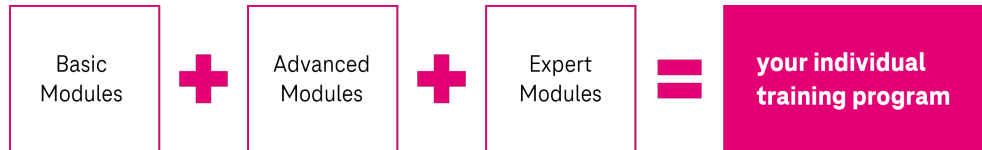
Therefore, our range of seminars aims at all responsibilities within the company and takes all experience levels into account.

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## Trainings and Seminars

Choose suitable basic, advanced, and expert modules on the following pages to tailor your individual trainings and seminars relevant to the requirements of your projects or the experience and expertise of your employees.



### Notes on the modules

- For our advanced and expert modules, a foundational understanding of user groups and accessibility principles is expected.
- They are intended for participants who already have the knowledge and expertise or have acquired these basic modules.

## Basic Modules

A basic module sets the foundation for the comprehension and understanding of advanced or specialized modules. The objective is a presentation-based transfer of knowledge, so participants can understand and remember the principles of accessibility.

**Experience requirements:** none

**Prerequisites:** working webcam and microphone (remote training)

**Maximum participants:** 20

Module	Target audience	Summary	Duration	Order-ID
User Groups with Disabilities	Everyone interested	Differentiating integration and inclusion, knowing, and understanding impairments, assistive technologies, talking about disability	2 hours	B-4
<b>*NEW*</b> Design for All	Everyone interested (especially management, product owner, project management)	Understanding Design for All and associated prospects to accessibility, knowing and understanding the combination of diversity in human-centered technology, usability, and user experience (UX), as well as security	2 hours	B-10
<b>*NEW*</b> Accessible Customer Journey in eCommerce (Online Shops)	Everyone interested (especially management, product owner, project management)	Knowing and understanding which steps of the customer journey in e-commerce must be accessible, learning best practices for improved usability and accessibility	2 hours	B-11
Principles of Accessibility	Everyone interested	Learning, understanding, and practicing the 4 principles of accessibility (Perceivable, Operable, Understandable and Robust)	2 hours	B-5
Laws, Standards, Guidelines	Everyone interested (especially purchasing department, management, human resources)	Knowing and understanding laws, standards, and guidelines, as well as their jurisdictions (BGG, BITV 2.0, BFG, BFSGV, EN 301 549, WCAG 2.1, PDF/UA DIN ISO 14289) <b>Specialized version on request:</b> <ul style="list-style-type: none"><li>▪ <b>Option 1)</b> BITV 2.0 and public sector</li><li>▪ <b>Option 2)</b> BFG and private sector</li></ul>	2 hours	B-2

<b>Module</b>	<b>Target audience</b>	<b>Summary</b>	<b>Duration</b>	<b>Order-ID</b>
<b>Accessibility as Chance</b>	Human resources, process management	Opportunities of accessibly implemented digital applications from a user-orientated and economic perspective, as well as benefits for employers	2 hours	B-7
<b>Usability and Accessibility in the Workplace</b>	Everyone interested (especially human resources, process management)	Terminology and fundamental principles of software-ergonomics, usability & user experience (UX), software-ergonomics in context of occupational safety (ArbStättV), digital accessibility as an employer's obligation	2 hours	B-9

## Advanced Modules

An advanced module offers practical solutions to achieve accessibility regarding certain subject areas, such as design, development, or testing. The objective is to convey and apply concepts of accessibility within the scope of individual responsibilities.

### Experience requirements:

- Obligatory: Completion of basic module User Groups with Disabilities (B-4)
- Topic-specific competences and skills of the applicable target audience, for example design, development, editing and management

**Prerequisites:** working webcam and microphone (remote training)

**Maximum participants:** 15

Module	Target audience	Summary	Duration	Order-ID
Accessible UI-Design	Design	Knowing and applying the requirements of accessible UI-Design	4 hours	A-1
Accessible Style Guide	Design	Effectively implementing accessibility in the style guide	4 hours	A-2
Accessibility for Websites (two-part module)	Development	Two-part module: Developing accessible HTML and CSS, common issues, and solutions, WCAG 2.1, EN 301 549 <ul style="list-style-type: none"><li>▪ part 1: structure and layout of accessible websites and web applications</li><li>▪ part 2: complex and accessible UI-elements in-depth</li></ul>	8 hours (2x 4 hours)	A-3-4
Self-test for Accessibility (Web)	Development, quality assurance, management, disabled persons representation, personnel/works council	Simple methods to test essential requirements during development	4 hours	A-6
Accessibility for Websites (mobile)	Design, concept, development	Knowing, applying, as well as testing requirements for responsive and accessible websites (mobile first) and web applications (Progressive Web App)	4 hours	A-5

Module	Target audience	Summary	Duration	Order-ID
<b>Accessibility for Native Mobile Applications</b>	Design, concept, development	Knowing, applying, as well as testing the requirements for native mobile applications	4 hours	A-14
<b>Accessibility for Authoring Tools</b>	Development	Knowing and applying the requirements for accessible authoring tools, such as CMS, Social Networks, and development environments (Authoring Tools Accessibility Guidelines - ATAG, EN 301 549)	4 hours	A-15
<b>Planning Accessible Video and Audio Content</b>	Editors, concept, marketing	Planning perceivable and understandable video and audio content, including transcriptions, audio descriptions and captions, formulating and reviewing requirements	4 hours	A-10
<b>Accessible Information Architecture and Content Maintenance</b>	Editors, concept, marketing	Knowing and applying structure types for content, accessible writing, knowing, and applying options for accessible maintenance of content in Content-Management-Systems	4 hours	A-12
<b>Testing Methods and Procedures for Accessibility</b>	Test management, quality assurance	Knowing and evaluating different testing methods (quantitative and qualitative tests, self-assessments, open testing procedures, compliance tests, usage tests, automated tests etc.)	4 hours	A-13
<b>Software Accessibility</b>	Concept, development	Knowing, understanding, applying, and testing of foundational requirements on software accessibility (EN 301 549)	4 hours	A-16
<b>Accessible Excel-Documents</b>	Everyone interested	Create and review accessible documents with Microsoft Excel 365, and export as PDF	4 hours	A-17
<b>*NEW* Hardware and Product Accessibility</b>	Design, concept, development	Knowing, understanding, applying, and testing foundational requirements of accessible hardware and products (EN 301 549 and BFGS(V))	4 hours	A-18



## Expert Modules

An expert module provides further insights centered around a specific question.

The objective is a reliable, solution-oriented approach to accessibility concerning the specific question.

### Experience requirements:

- Obligatory: Completion of basic module User Groups with Disabilities (B-4)
- Expertise in applicable technology (e. g. web development) or applicable programs (e. g. InDesign)

**Prerequisites:** working webcam and microphone (remote training) or in-house training

**Maximum participants:** 10

Module	Target audience	Summary	Duration	Order-ID
Using Assistive Technologies	Quality assurance	Knowing assistive technologies and how to use them for accessibility testing, basic utilization of screen readers (JAWS, NVDA) and screen magnifiers	6 hours	S-1
WAI ARIA in Web Development	Development	Understanding semantic extensions in HTML using WAI ARIA, utilize WAI ARIA to enhance compatibility with assistive technologies	6 hours	S-2
Accessible PDF in InDesign	Design, marketing, technical editors	Knowing technical requirements to accessible documents, independently creating, and testing accessible documents in InDesign, abilities to know and use tools for creating and checking accessible documents	6 hours	S-3
Accessible Word Documents	Document coordinators, technical editors	Create accessible documents in Microsoft Word 365, self-assess and export as PDF	6 hours	S-4
Accessible PowerPoint Documents	Document coordinators	Create and examine accessible documents in Microsoft PowerPoint 365 for presentations and information material	6 hours	S-5

<b>Module</b>	<b>Target audience</b>	<b>Summary</b>	<b>Duration</b>	<b>Order-ID</b>
<b>Accessible PDF Forms in InDesign</b>	Design, marketing	Create and analyze accessible forms using Adobe InDesign and Adobe Acrobat, create and examine own accessible practical examples	6 hours	S-9
<b>Accessible PDF Forms Using Word and Acrobat Pro</b>	Editors, design, marketing, purchasing, as well as personnel department	Create and examine accessible forms using Microsoft Word and Adobe Acrobat Pro	6 hours	S-10
<b>Accessible PDF Documents via Remediation in Acrobat</b>	Document coordinators, technical editors (editors, design, marketing, purchasing, as well as personnel department)	Create PDF-documents in Word, InDesign, PowerPoint and editing in Acrobat, create and examine PDF-documents in compliance with PDF/UA-standard	6 hours	S-11

## Shorts

A Short provides a quick introduction into the topic and an overview of the essential terminology.

The objective is a presentation-based transfer of knowledge, so participants can get an understanding on the basic principles of accessibility.

This form of knowledge transfer is most suitable for employee sensitization regarding an accessible corporate and organizational culture. In-depth knowledge on digital accessibility is conveyed in other modules.

**Experience requirements:** none

**Prerequisites:** none

**Maximum participants:** unlimited

Module	Target audience	Summary	Duration	Order-ID
Accessible IT (compact)	Everyone interested (management, product owner, strategic decision makers)	Knowing foundational principles on accessibility, user groups, laws, and standards, as well as test procedures	1.5 hours	K-1
Quick Tips for Accessible Documents	Everyone interested (editors, design, marketing)	Fundamentals and best practices for accessible Microsoft-Office documents (Word, Excel, PowerPoint)	1.5 hours	K-8

## Examples of Training Combinations

Below, we have compiled five role-specific training examples that in the past have proven to be effective. An individual combination will be gladly assembled for you, tailored to the preferences, and needs of your teams.

### “Accessibility and Participation“

**Content:**

Basic Modules

- User Groups with Disabilities
- Laws, Standards, Guidelines

**Target audience:** Social partner, inclusion officers, human resource managers, customer service

**Requirements:** none

**Duration:** 4 hours

### “Accessibility in Usability-Engineering“

**Content:**

- Basic Modules
  - Accessibility as Chance
  - User Groups with Disabilities
  - Laws, Standards, Guidelines
- Advanced Modules
  - Accessible UI-Design
  - Testing Methods and Procedures for Accessibility
  - Self-test for Accessibility
- Expert Module
  - Using Assistive Technologies

**Target audience:** Usability & Requirement Engineering

**Requirements:** Familiarity with DIN EN ISO 9241

**Duration:** 26 hours

### “Accessibility for UX/UI-Design“

**Content:**

- Basic Modules
  - Principles of Accessibility
  - User Groups with Disabilities
- Advanced Module
  - Accessible UI-Design

**Target audience:** Design

**Requirements:** proficiency in UI-design

**Duration:** 10 hours

### “Accessible Web-Development“

**Content:**

- Basic Modules
  - Principles of Accessibility
  - User Groups with Disabilities
- Advanced Modules
  - Accessibility for Websites (two-part module)
  - Accessibility for Websites (mobile)
  - Self-test for Accessibility (web)
- Expert Module
  - WAI ARIA in Web Development

**Target audience:** Web-Development

**Requirements:** proficiency in HTML, CSS, JavaScript

**Duration:** 26 hours

## “Accessible (Marketing-) Content“

### Content:

- Basic Modules
  - Principles of Accessibility
  - User Groups with Disabilities
- Advanced Modules
  - Accessible Information Architecture and Content Maintenance
  - Planning Accessible Video and Audio Content
- Expert Modules
  - Accessible PDF Documents with InDesign *or*
  - Accessible Word-Documents *or*
  - Accessible PowerPoint-Documents

**Target audience:** Design, marketing, technical editors, and content editors

**Requirements:** proficiency in applicable programs (e. g. Word, PowerPoint, or InDesign)

**Duration:** 18 hours

## Coaching

Individual, team, or project coaching, accompanied by an accessibility consultant for digital accessibility.

The objective of a Coaching includes building skills, developing solutions and highlight perspectives for implementing accessibility in a project or company context. Coaching sessions are individually prepared.

Examples	Target audience	Brief description	Duration
<b>Coaching for Accessibility Officers</b>	Social partner, management, process owners, Accessibility officers	Identify relevant roles and responsibilities, as well as processes and structures within the company, knowing the degrees of maturity of accessibility within the company process, developing goals and measures to anchor accessibility in the company sustainably, Design-for-All	According to demand
<b>Coaching for Accessibility Experts</b>	Accessibility experts (previous knowledge required)	Clarification of questions concerning accessibility in daily work tasks	According to demand
<b>Coaching for Application Developers</b>	Development	Knowing and applying requirements for accessible software (in general, specialization according to technology upon request)	According to demand
<b>Coaching for UX/UI-Designers</b>	Design, concept	Knowing and applying requirements for accessible design and information architecture	According to demand

**Any further questions? We are happy to help.**

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