

caption

page

Contents

1/6

p5

introduction

inclusive design - design that is for everyone - is on the agenda. All Western countries have an ageing population.

There are 10 million visually impaired people in the USA, and by the year 2020, half the UK's population will be over 50.

Can good design and visual impairment afford to be mutually exclusive?

1

caption

2/6

p17

The big picture

p18

The past

A brief historical survey of activism and disability.

2

p23

The present

This section gives an overview of international legislation from the USA, Europe, and the rest of the world, and its implications for the design community.

3

p30

The future

Demographic changes make the social and economic case for inclusive design indisputable. Consumers will not tolerate design that excludes them.

4

3/6

p33

Points of view

Good design is an appropriate response to a brief. This section provides a practical guide to the many different forms of visual impairment and considers the varied design responses they demand.

5

4/6

p49

Design in close-up

Making the type bigger isn't enough but nor is there a one-size-fits-all design solution. This section looks at the difficulties in following clear print design guidelines and uses the design of this book as a test case.

6

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