

Design for All

January 2009 Vol-4 No-1 A Publication of Design for All Institute of India



ICDRI
The International Center for Disability
Resources on the Internet

Chairman's Desk:



Welcome to the edition of first issue of 4th year of Design For All. However the New Year brings new challenges and the Design For All institute of India is taking steps to support all in meeting these. We are revamping our website www.designforall.in We would welcome feedback on the materials in place and what more would be helpful.

It is coincidence that we are publishing our first fourth year publication and same month there is fall of bicentenary birth of Mr. Braille who had designed the language of Braille. The other surprise is that we have extended the invitation to Chairman, Mr. Michael Burks of ICDRI for Guest Editor for special issue with ICDRI to celebrate the bicentenary birth of Mr. Braille. He has accepted our invitation and what you see in this issue is his sincere and honest efforts. I am emotionally carried away by his style of working and have learned how to honor our commitments in time. We are glad that we have found a friend like Mr. Michael who is our philosopher and guide and as a well wisher emotionally attached with us and is sincerely at work for raising the standard bar of Design For All newsletter. He is man of concern for us all. We are in his safest hands.

Emotion plays a vital role in our lives and designers are no exception. It plays significant role while designing the product and prove to be an attractive link aftermath with the user. So it's not just about "emotion" but also righteousness. There may be designs that interpret the user's values so clearly that they feel, usable, applicable and comfortable. When some products that were highly functional and also includes an element of "Emotion" in those designs are engraved in our minds and that impacts remains for generations. If that is not around they may feel some kind of void as if something is missing in their lives. Life will appear to them as something colorless without it. If someone designs the product with concern for environment, I can bet no one can wipe out that product from the mind of the users for generations and it becomes integral part of their lives. I know Lounge Chair and Ottoman was designed in 1956 and has been continually in production for 50 years. Part of its success is that users become emotionally attached to the chair and often it a family treasure. Originally produced in a Rosewood veneer it was changed to Walnut when Herman Miller found that Rosewood was an endangered material. So the chair is also considered environmentally sustainable. All these designed products resonate with their users for generations and sensitizes their mind for concern with their environments.

It would be a matter of some interest to our friends to know that my grand father used to relax in his rocking chair and it was always placed close to our main entrance and portico. I

have grown by seeing him both relaxing on rocking chair and reading some books or going for morning or evening walks carrying his walking stick. After his death my father treated that chair and walking stick as father's treasure and always close to his heart. I notice whenever my father is in some problem and could not find suitable solution; he keeps brooding while sitting on rocking chair as he is seeking help of my grandfather. I invariably find while getting up from chair his face beaming with shine as he has found some solution. He will announce his decision and I notice that later on that solution always proved to be best for that problem. This was the emotional attachment and we can never treat that chair as unnecessary in our home.

In my childhood days I was staying close to a railway track and it was passing over open huge drainage. I used to play around railway track and I was considered among my friends as expert for walking even running over the track. I was comfortable as long it was with ground and as I approached to cross the drainage walking the track .I had some kind of fear and I never dared cross it. Now I can understand at this age that it was my positive emotion as long I was with ground and no danger was to my life. As I approached to cross the drainage, it was my negative emotion i.e fear was governing, that I may fall and my life will be in danger. Similarly designers should segregate the positive and negative emotions, and use them beautifully for enhancing its value rather than to ruin the well-meaning product. The focus should be on what the product says about us (both to ourselves and others), what kinds of memories it

create, the emotional benefits it brings, and the appraisals of motive compliance against goals these generate.

In India religion in particular they have rituals when at the time of marriage man fills her parting of head hair with red vermillion and she continues to do every morning after taking bath. She feels proud while doing so. It signifies she is married and she will remain faithful to her husband and she will stop this practice only after the death of her husband. This red vermillion cost nothing but emotionally binds the woman to perform her duty as a wife, mother, grandmother and social beings without any complaints and sufferings. It prevents her to do anything that may harm anyone associated with her in present or in future. She continues to live in her social boundary and perform her duties. There are many mythological stories related to red vermilion just to make the user more duty bound and remain faithful to what she practices. There is story that a normal person with bad intention while seeing a woman with red vermillion wished and even thought to make love with woman who was married and chaste. The moment he thoughts he was burnt alive by divine power of goddess who protects the chaste woman.

I call these different stories associated with particular products is nothing but creates emotional association and it reminds them where is boundary and nor to cross that otherwise consequences are harmful and it may ruin the life of person and associated person like children, parents etc.

Similarly wearing a MangalSutra (necklace) of married woman in India is auspicious and wears the day they married. It may with gold or few designed with silver or brass. It has some resale value. The woman never takes out that necklace, as long her husband is alive. She only stops wearing when her husband dies. Even in her extreme poverty or extreme adverse condition in her family life she will never thinks to sell for little currency to protect the honor of the family. She will prefer to die rather to sell. This is another example of emotional bonding with product.

Our politicians use this psychology of common man to gain political power. When I was very young and our country was in deep financial crisis, that time of our prime minister mortgaged few tons of country's gold for loan from World Bank or IMF. Opposition parties immediately started blasting with their lung power that 'our common family person sells their gold only when family explore all possible resources and have failed to arrange money. It means our country is bankrupt and no money is left with present authority. We are in wrong hands.' This type of campaign destroyed the reputation of ruling party and they lost the election.

Some time negative emotion destroys the product. In family relation man feels bind with his wife because she is mother of his children. When he suspects infidelity of his wife and feels child is not his. His behavior generally becomes harsh for both and makes their life miserable. Similarly product should have ethical background. Anything that is unethical associated with

product may ruin the reputation of years of the product in fraction of second. I remember an incident when a multinational company was selling edible oil in India under well-established number one brand. Eating beef fat is religiously prohibited with majority of population and those eat are considered to be untouchable and do not enjoy high respect in the society. Some how government agency found the content of beef fat in that edible oil and it was published in media. Immediately riot like situation emerged in many parts of the country and that company immediately withdrew that product from the market and never dared to sell for decades under the same brand. Majority of population switched to transparent oil like soybean, sunflower or groundnut for cooking to safeguard that incidence should not repeat in their life.

Candle has functional value to dissipate the darkness and illuminate the nearby area. How we introduce the emotion into it? We simply associate candle with Birthday, mourning and protest. For each occasion we design different candles. Similarly Sari: a Indian dress a piece of long unstitched cloth has functional value to cover the body of woman. At the time of marriage red color with heavy golden embroidery is considered best for auspicious occasion and plain white sari is for mourning or for condolences. Now candle or sari is no more a candle or sari it has now emotional role. I consider sari a most dangerous dress. It is reflecting the emotion of the person who is wearing and to whom she is expressing her emotion through her sari. If the person is male and she wishes to lure him she can reveal her body in such a way that the person sitting in

front of her can see what she is revealing and rest sitting along with him will not have slightest idea what she is revealing . If she is not interested in him she can present herself in such a way that feeling of arousal will not emerge in him and covers her body with sari in such a way that her toe to head will be within sari. Each product can express many shade of love to different users. The way someone wears the sari it may reflect Eros or lust, or Philia which is brotherly love or and Agape, which is unconditional love.

Britisher's have many types of hat (or Headgear) and each has some role to signify some specific occasion. If someone is wearing a hat to enjoy the get together and suddenly he got the information of death of his near and dear, he will not rush to attend the mourning or for burial rituals. He knows his hat is not signifying this occasion and it would be embarrassing position for him and for those present there. This shows their discipline and respect for their assignment. They are emotionally bound by their attire of occasion. When we introduced dress code in school or organization it serves many purposes. It binds the person emotionally with organization, elements class difference and the moment he wears his dress a sense of reasonability and accountability shadows in his subconscious .Similarly our designer should work emotionally while designing and never take next assignment as long as first one is finished. Designing needs complete emotional involvement and devotion. It is not job of hopping from one assignment to another. This approach will make them wealthy, manipulator but they will

never receive the heartfelt respect of others. Masterpieces are created by sincerity and honesty to themselves not by grabbing the money unethically. This is the one of the reason that present designers are failing in performing their work and could not produce any masterpiece since last century. The role of non designers have been dominating from the days of beginning of human civilization and it continues till today for the progress of design compared to professional designers .Reason is they do not think their efforts of work in terms of money . I am sure sooner or later non designer (I call it natural born designer) will revolutionize the progress of design.

My ideas are to narrate different aspects of emotion related to products was that right blend and perfect amount of emotion with any product enhances the value otherwise it destroys the products. While designing the product designer should have balance of his mind and heart. We are living in complex world and where we have plenty of knowledge at our fingertip, but less wisdom is reflecting in our works. We are no more ignorant but have lost the art to avail the benefits of ignorance. We must remember as human complexities arise emotions get corrupted. Emotion was less corrupt when man was simple, ignorant and he used it as a constructive force. We cannot separate emotion from intelligence but we can make our intelligence less corrupt by thinking simple ideas. There is very small statement by prophet but it makes us to live simple if we follows his words "You love your neighbor as you love yourself" This is world's best product where all human are

allowed to live peacefully and brotherly. The last line ingeniously throws the question back to the readers. Is this prophetic language was 'genuine ignorance'? Whatever it may be but genuine ignorance is at times bliss and a useful morale for understanding crushing possibilities of life.

Advances in our understanding of emotion and affect have implications for the science of design. If we simply wash and polish car; wouldn't it drive better? When you wash and clean your car yourself it adds the emotional value of car for that person. If his car is not well conceived, designed and manufactured as per specifications it will not make it any worth inspite of his all emotion for his car. Designers should use the history of development of mankind in their products. The man started living in caves for taking refuge to save his life from attack of other animals and to protect from vagaries of weather. When actual owner of cave, that is, some other animal enters, man's first instinct was to run toward from where light was coming to protect from animal attack. Similarly designing the exit in any building it should not be placed in dark but in well-lit area and in emergency person should not waste time in locating the exit in dark rather with the basic instinct they can locate easily in well lit area. I have noticed in our archive building. Designers of that time either used many religious symbols or geometrical patterns either at entrance or ventilators (to protect from omens or bad ghosts or some kind of man's fears) or where it is supposed to place accordingly what modern people call it vastu or feng sui , it was their attempt to the established emotional link with the occupants.

The occupants perform their social, moral duties and obligation as they feel they are living under the protection of good soul and any wrongdoings may annoyed the good soul living in his house and may left to other habitats. Man feels himself as a good soul and never dare to do which may harm him in future. The best part was that each civilization has created their own signature in their buildings and while seeing their buildings we can understand their history. Our modern buildings are designed with commercial value and designers fail to create an emotional bonding with the occupants and we failed to crate a mindset of designers to follows at least some minimum rules and standards. Uniformity is missing but with the contribution of others areas developments associated with buildings has influenced the basic concepts of our time designers. In old days times the strength of clay brick was determine the heights of the buildings. With the invention of RCC our designers can now design skyscraper. Modern buildings need three things Beam, column and slabs and any designer can design any building.

Similarly while designing the product they must think at the time of stress, emergency and in normal circumstances what is the human behavior. Take a simple example - trying to escape a hazardous situation. Suppose that fleeing people encounter a door that doesn't open. The anxiety-produced response is to try again harder. When the first push doesn't open the door, press harder, kick, and even throw the body against it. In less stressful situations people might recognize that the correct solution is to pull instead of push, but not in high-anxiety

producing ones. Designs intended for stressful situations have to pay special attention to matching the needs of the users, to making appropriate actions salient and easy to apply. In other words, the principles of good human-centered design are especially important in stressful situations. Traditional design mantra "Form Follows Function" introducing what designers should call, "an emotion-led approach to design: 'Feeling Follows Form.'"

The color of the product also enhances the emotion. As a designer they should select the color to meet the objective of the product and enhance the emotional value along with other various parameters. If you are appealing for creativity then your flyer should rich in red- orange combination and if you are appealing for calm and cool actions you should use as much light blue and blue. These are universal appeal irrespective of gender caste, creed and religion.

While writing this editorial I have used ideas of many eminent friends and others I acknowledge their work with great admiration.

We are always in search for those people interested and are serious readers. We are lucky that we are getting extremely good response and cooperation from them. Their response is indication of recognizing our humble service.

In my last edition I have raised the question" What is the future of Design?" This time I am modifying and questioning

what we are doing in our design classroom? Is it carefully focused on objective-led planning set in our enquiry- driven context? Is it worth asking learners what they think they are doing in their design lessons, and why they think they are doing it?

Year 2009 is bicentenary birth of Louise Braille whose ideas revolutionized the world of blinds and made them to know the world. My hats off to the man who was neither a designer nor claimed to be socialite but he invented Braille language. To commemorate this occasion we have invited Prof Natacha Poggio , Visual Communication Design , Hartford Art School, University of Hartford and Prof Jim Sandhu to deliver the lecture under our invited eminent personalities lecture series. She has delivered the lecture on Design For All and about her different projects in India. Prof Sandhu shared his vast experiences and spoken about those things normally not available in any textbooks of design. It was tremendous learning lecture for all and his thought provoking ideas pushed everyone to think differently as designer.

We have requested a few personalities to send their opinions about role of Universal/ Design For All in Indian context and how they have found our role and nature of newsletter. If someone is interested to speak on us, kindly send your video clipping of 2-5 minutes via email to Dr. Sunil Bhatia dr_subha@yahoo.com along with their brief bio data and logo (If possible) before 10th February 2009. One hour film will be send to different organizations/ institutes and will also be

available in our website, You tube If any institute is interested in this video for their students kindly send your request to dr_subha@yahoo.com for free DVD/CD after 20th February 2009

Together with the continual good news about results there are many reasons to look to the newest sets of challenges with optimism

Happy republic day (26th January 2009)

With regards

Dr. Sunil Bhatia

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Other regular features

Forth coming issue of newsletter of Design For All Institute of India

1.

April 2009 Vol-4, No-4 is special issue with Design & Industry Department of San Francisco State University and Chair, Prof Ricardo Gomes has accepted the invitation of Guest Editor. This special issue is featuring "Universal Design @SFSU."

2.

Newly formed organization in Taiwan , Asian Universal Design Network has expressed to collaborate with us for special issue in the month of February 2009 and Mr. Chang Tang is inviting articles on the behalf of Design For All Institute of India from their members



Guest Editor:

Mr. Michael Burks, Chairman

International Center for Disability Resources on the Internet

Editorial for Braille Anniversary

I want to thank Dr. Sunil Bhatia for the opportunity to be the guest editor of this issue of the Design for All Newsletter honor Louis Braille and his invention that has helped make it possible for People with Disabilities to be part of the day to day workings of society. The importance of the invention is not just that it gave people who were blind and vision impaired a way to communicate, but it also was one a huge step in a journey which has helped all people with disabilities to be able to fully participate in their cultures and societies around the world. To be sure the journey is not over, as it will be ongoing, but the

invention of Braille is an important milestone in the journey. It was an important step towards helping to improve communications for people who are blind and vision impaired, but more importantly it was a step towards

Let me give you a bit of history about myself. I was born with cataracts in both eyes. At the age of 11 or so I was completely blind in one eye and had limited vision in the other. It was decided that I should learn to read and write Braille. Learning Braille was quite challenging. However I did learn to use Braille and since I already knew how to read and write, it may have been a bit easier for me than it is for some people. It did however give me a lasting admiration for Louis Braille when I realized that anyone who could develop a system such as Braille, had to be a person of not only superior intelligence but also one who was able to organize things in their mind and produce a means of communication that was usable to those with visual disabilities. Once I realized how Braille was organized it became much easier for me to learn. I retain my admiration for Louis Braille to this day. Not just for his development of the system of written communication, but for the enormous progress he helped to bring to the disability community.

The Design For All Institute of India is helping to continue this progress with their work of developing promoting Universal Design in not just India, but around the world. They make us all aware of the many areas that must be made accessible to the Disability Community and they show us ways to do make these areas accessible to everyone, disabled or not. And just as

importantly they show a variety of solutions and how one society may address an issue in a different manner than another society. This helps everyone to realize that there are many ways to approach an issue and when we become aware of these varied solutions, it can help us all to solve problems in ways that are new and unique to our particular society and culture. The importance of this cannot be overstated.

My particular area of expertise is in the area of Electronic and Information Technology (EIT) and how to make it accessible to people with disabilities. I have worked with the US Government and in private industry and worked on five continents helping others to learn how to make EIT accessible and at the same time learning unique solutions to these problems from the people with whom I work. I have often had suggestions given to me for addressing issues that I had not considered, and many of them are quite effective in solving the particular issue at hand. Some of the most innovative solutions have been from IT professionals and others from around the world and I consider a great honor to work with them and have their expertise to help address various situations.

Many areas must be used together, for example, architecture and Electronic and Information Technology can be used to produce solutions that will adapt to a person's specific needs, but at the same time be adaptable to others with different needs.

We are making great progress in the area of Universal Design and this progress is beginning to appear in the international standards arena. Organizations such as the W3C are making a

large effort to make sure that web accessibility is being addressed with the Web Accessibility Initiative (WAI). Other standards groups are addressing accessibility as well. In fact, the International Telecommunications Union (ITU) and the Internet Governance Forum (IGF) recently hosted a meeting in Hyderabad that address not only Internet Issues but issues related to the accessibility of the Internet as well. We are finding as we work our way through these issues that they benefit everyone disabled or not. Just as importantly the fact that these groups are international brings together people from many areas who can and do bring unique solutions to the attention of all.

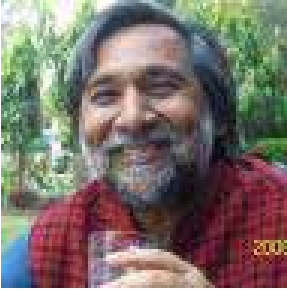
The participation of people from all cultures and societies is critical to finding solutions for the issues facing not only People with Disabilities, but everyone from all corners of the earth. As we come together to solve the issues facing people with disabilities, we will also be working towards solutions to help everyone, from every culture and society disabled or not!

I want to re-iterate my thanks to Dr. Sunil Bhatia and the Design For All Institute of India for allowing me to help with the newsletter, but more importantly for showing us all how much progress is being made, and for honoring Louis Braille who was most definitely a pioneer!

Michael Burks, Chairman

[International Center for Disability Resources on the Internet](#)

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From the Editors Desk

Our education system has done so much for the development of intelligence, technology and design but very little for the development of empathy. Result is that Design for All, Universal Design, Inclusive Design are still not mainstream to our thinking and action. One wonders; was it necessary for Louis Braille to become blind, for Braille to be invented. One wonders; why is it, professionals engaged in running institutions for the disabled, more often than not are direct or indirect victims of disability. Is this a necessary condition for us devote our lives to alleviate the sufferings of others. Is it necessary that a million people must suffer before we can think? One wonders, if we could feel the sorrows of others, then perhaps there would not be much suffering in the world.

This issue centers around EIT in the context of disability. It gives us a glimpse of the concerns at the International Center for Disability Resources on the Internet. The first article by Mr. Michael Burks, is on Policy, Standards, and Accessibility of Web Resources and Electronic and Information Technology. Michael writes about the need to modify policies and standards to suit local needs and the culture, if these instruments are to finally benefit the end user. Though examples are taken from EIT,

these principles apply to all standards & processes, whether it be EIT, Architecture, or some other area. The second article moves to hardware design. Micheal here describes the eCane™, a patented product, which will soon be in the market. This device can know its surrounding. For example, if a person is in a hotel lobby, the eCane can tell the user if there is an elevator, or a restroom in the immediate area. After receiving a command, the cane will guide the person to an elevator or restroom, and in the case of the restroom tell if it is a men's, women's, or coed restroom. An important feature of the eCane is the ability to correct any deviations in the course towards a destination. The cane also translates the response from the hearing person into Morse code and vibrates the code to the deaf / blind user. Its a wonder product indeed. Such wonderful products should be in the public domain and we should use all are resources to ensure its benefits reach all parts of the world. It truly is a great leap forward for the humble white folding cane that for more then a century, tapped its way around the world.

The third paper is by Ms Cynthia D. Waddell, Juris Doctor. It is a review of what transpired at the third meeting of the Internet Governance Forum (IGF) held at Hyderabad, India. This summit lead to the launching of 'Dynamic Coalition on Accessibility and Disability' (DCAD). Interested persons should prepare themselves for the next face to face meeting scheduled to be held 15-18 November 2009 in Sharm El Sheikh, Egypt. A wonderful opportunity to see the pyramids too!

The fourth paper is by Ms Debra Ruh, Chairman of TecAccess. This paper is on Vendor Section 508 Compliance Self-Certification. Rehabilitation Act Amendments of 1998. Section 508 requires that when US Federal agencies develop, procure, maintain, or use electronic and information technology, they shall ensure that Federal employees, as well as members of the public, with disabilities have access to and use of information and data that is comparable to the access and use of the information and data by individuals without disabilities. However in actual practice, often there is a gap between legal compliance and functional accessibility. Vendors are known to have gone public with glowing claims, self-certifying the accessibility of their products. Yet, these vendors have refused to allow any qualified, outside party to review their products and services to verify these compliance claims. Would Mr. Barak Obama's team like to take note of the advice offered?

The fifth article by Ms. Glenda Watson Hyatt titled 'Make Your Company,'s Intranet Accessible to Employees With Disabilities'. This is excellent practical and helpful advice as to why one should make internet accessible and how to do it.

At IIT Delhi we have a Govt. of India sponsored initiative on creating awareness among students, on designing for the elderly. Recently one of our students Mr. Ringlarei Pamei designed a car for the elderly. His efforts were commended by Nissan Motor Company. We have an interview with him.

Then, there are regular news items.

Happy reading and keep contributing. Let the world know what you can do for it. Let's create a better tomorrow. Caring and creativity working together is the way for a better tomorrow.

Lalit Kumar Das

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About ICDRI

Mission and Values



Founded in 1998, The International Center for Disability Resources on the Internet (ICDRI) is a non-profit center based in the United States and designated as a 501 (c)(3) entity.

Our overarching vision is the equalization of opportunities for persons with disabilities. As an internationally recognized public policy center organized by and for people with disabilities, ICDRI seeks to increase opportunities for people with disabilities by identifying barriers to participation in society and promoting best practices and universal design for the global community.

ICDRI's mission includes the collection of a knowledge base of quality disability resources and best practices and to provide education, outreach and training based on these core resources. ICDRI makes this information available in an accessible format through our web site at <http://www.icdri.org> whenever possible.

Services

ICDRI receives many requests to provide white papers, keynotes and training for conferences, government agencies, universities and private sector organizations. ICDRI frequently is called upon to provide disability rights education and customized programs and is an active participant in public policy strategic planning and implementation for governments in the US and abroad. For example, ICDRI was the sole US

speaker on Section 508 at the invitation of the European Commission and the European Disability Forum for the International Day of the Disabled in Brussels, Belgium in 2001.

Our Strengths

- ICDRI is operated by people with disabilities and benefits from the expertise of an International Advisory Board;
- ICDRI embraces a cross-disability perspective, rather than a singular focus on one type of disability, in order to include the entire community of people with disabilities;
- ICDRI is a neutral research institute that maintains independence and control over its strategic planning, business work plan and budget;
- ICDRI is committed to be on the cutting edge of global disability law, policy and electronic and information technology;
- ICDRI seeks to enable replication of best practices and to enable other organizations to address disability issues; and
- ICDRI operates within a framework of collaboration with local, national and international organizations in the exchange of information and cultural perspectives.

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Louis Braille:

Louis Braille became blind at the age of 3, when he accidentally stabbed himself in one eye with an awl, one of his father's workshop tools and got an infection, the other eye went blind from the infection spreading to it. At the age of 10, Braille earned a scholarship to the Royal Institute for Blind Youth in Paris, one of the first of its kind in the world. However, the conditions in the school were not notably better. Louis was served stale bread and water, and students were sometimes abused or locked up as a form of punishment.

Braille, a bright and creative student, became a talented cellist and organist in his time at the school, playing the organ for churches all over France.

At the school, the children were taught basic craftsman skills and simple trades. They were also taught how to read by feeling raised letters (a system devised by the school's founder, Valentine Haüy). However, because the raised letters were made using paper pressed against copper wire, the students never learned to write. Another disadvantage was that the letters weighed a lot and whenever people published

books using this system, they put together a book with multiple stories in one in order to save money. This made the books sometimes weigh over a hundred pounds. The school only had 14 books. Louis had read every book.

In 1821, Charles Barbier, a Captain in the French Army, visited the school to show the children his invention, called "Night Writing" This was a code of 12 raised dots and a number of dashes that let soldiers share top-secret information on the battlefield without having to speak. The code was too difficult for Louis to understand, and he later changed the number of raised dots to 6 to form what we today call Braille.

The same year Louis began inventing his raised-dot system with his father's stitching awl, finishing at age 15, in 1824. His system used only six dots and corresponded to letters, whereas Barbier's used 12 dots corresponding to sounds. The six-dot system allowed the recognition of letters with a single fingertip apprehending all the dots at once, requiring no movement or repositioning which slowed recognition in systems requiring more dots. These dots consisted of patterns in order to keep the system easy to learn. The Braille system also offered numerous benefits over Haüy's raised letter method, the most notable being the ability to both read and write an alphabet. Another very notable benefit is that because they were dots just slightly raised, there was a significant difference in make up.

Braille later extended his system to include notation for mathematics and music. The first book in braille was published in 1829 under the title *Method of Writing Words, Music, and*

Plain Songs by Means of Dots, for Use by the Blind and Arranged for Them. In 1839 Braille published details of a method he had developed for communication with sighted people, using patterns of dots to approximate the shape of printed symbols. Braille and his friend Pierre Foucault went on to develop a machine to speed up the somewhat cumbersome system.

Braille became a well-respected teacher at the Institute. Although he was admired and respected by his pupils, his braille system was not taught at the Institute during his lifetime. The air at the institute was foul and he died in Paris of tuberculosis in 1852 at the age of 43; his body was disinterred in 1952 (the centenary of his death) and honored with re-interment in the Pantheon in Paris. His system was finally, officially recognized in France two years after his death, in

The Braille system is a method that is widely used by blind people to read and write. Braille was devised in 1821 by Louis Braille , a Frenchman. Each Braille character or *cell* is made up of six dot positions, arranged in a rectangle containing two columns of three dots each. A dot may be raised at any of the six positions to form sixty-four (2^6) permutations, including the arrangement in which no dots are raised. For reference purposes, a particular permutation may be described by naming the positions where dots are raised, the positions being universally numbered 1 to 3, from top to bottom, on the left, and 4 to 6, from top to bottom, on the right. For example, dots 1-3-4 would describe a cell with three dots raised, at the top and bottom in the left column and on top of the right column,

i.e., the letter *m*. The lines of horizontal Braille text are separated by a space, much like visible printed text, so that the dots of one line can be differentiated from the Braille text above and below. Punctuation is represented by its own unique set of characters.

The Braille system was based on a method of communication originally developed by Charles Barbier in response to Napoleon's demand for a code that soldiers could use to communicate silently and without light at night called night writing. Barbier's system was too complex for soldiers to learn, and was rejected by the military. In 1821 he visited the National Institute for the Blind in Paris France, , where he met Louis Braille. Braille identified the major failing of the code, which was that the human finger could not encompass the whole symbol without moving, and so could not move rapidly from one symbol to another. His modification was to use a 6 dot cell — the Braille system — which revolutionized written communication for the blind.



Michael Burks has been working in the Information Technology sector since 1979. He currently serves as Section 508 Analyst working on the accessibility of electronic and information technology. He is also the Chairman of the [International Center for Disability Resources on the Internet](#), a nonprofit organization dedicated to presenting disability resources and information to those who are dealing with disability issues.

Michael works with the [Internet Society](#) on disability issues, and has made presentations and taught tutorials on web accessibility and disability issues around the world

He is also:

- *co author [Constructing Accessible Web Sites](#)*
- *has extensive experience as an implementer of accessible technologies to be used on web sites.*
- *an experienced technical project manager.*

- *experienced in the accessibility of electronic an information technology for people with disabilities*
- *an experienced teacher on the subject of accessible web sites.*

He has been working on accessibility issues since 1996.

Policy, Standards, and Accessibility of Web Resources and Electronic and Information Technology

How Policy and Standards Provide the Impetus to Implement Accessibility in Diverse Cultures

Michael Burks, Chairman
International Center for Disability Resources on the Internet

Introduction

International Policy and Standards groups can provide the framework for National, State/Provincial and local policy for making web sites and electronic and information Technology accessible to people with disabilities, but these policies and standards must be modified to suit local needs and the culture of those who will be using them and are to benefit from them.

Policy and Standards Process

Let's take a look at some specific areas the Policy and Standard process as it impacts localized geographical areas.

- International Policies and Standards
- National Standard:
 - Example: US Section 508
- Localizing the Standards

International Policy and Standards Initiatives

Provide a framework on which to build accessible solutions.

We will look at three important areas that are helping to provide this framework.

- UN - CONVENTION on the RIGHTS of PERSONS with DISABILITIES ¹
- W3C – Web Accessibility Initiative ²
- IGF - Dynamic Coalition on "Accessibility and Disability" ³

UN - CONVENTION on the RIGHTS of PERSONS with DISABILITIES

The Convention was adopted by the UN General Assembly on December 13, 2006. It provides a basic framework for the rights of people with disabilities, including the accessibility of EIT. It has at this point been signed by over 130 countries. This is great progress for people with disabilities and at this point work is continuing all areas, including areas involving EIT.

W3C – Web Accessibility Initiative

In the words of the W3C Web Accessibility Initiative itself:

“The Web Accessibility Initiative (WAI) develops strategies, guidelines, and resources to help make the Web accessible to people with disabilities.”

The W3C has been the premier and pioneering organization in this area for well over ten years and they have made enormous contributions to the movement to bring equality to people with disabilities and websites. There is still much to do, and there are still many organizations around the world who do not know

or understand the importance of this issue and how it affects people with disabilities.

IGF - Dynamic Coalition on "Accessibility and Disability"

The Internet Governance Forum(IGF) was formed in the fall of 2007 by the International Telecommunications Union(ITU). It is an effort to bring international governance to the Internet and help to standardize various aspects as well as seeing that the Internet meets the changing needs of the world population. The Dynamic Coalition that deals with "Accessibility and Disability"

Its stated aim in part is:

"The Dynamic Coalition on "Accessibility and Disability", facilitating interaction between relevant bodies, aims to ensure that ICT accessibility is included in the key debates around Internet governance issues, in order to build a future where all sectors of the global community have equal access to communications and online information."

In another words "Internet Access for all, disabled or not."

This organization will indeed be working towards equal access for everyone. They have just completed a meeting in Hyderabad and will be having another in 2009.

One of the stated aims of this group is to work with standards organizations and other groups as well as individuals who are working in areas related to equal access to the Internet and its features.

National Standards:

Example: US Section 508

Section 508 is part of a law passed by the US Government in 1998. It deals with electronic and information technology (EIT) purchased and used by US Government entities. There are several areas that are of great interest regarding this law.

US Government Mandate

It is a mandate from the US Government that requires that this technology be accessible and usable by people with disabilities. It must also be usable by everyone else, so in many respects it must follow the principles of Universal Design. This law requires all Electronic and Information Technology (EIT) Purchased by US Federal Government to be accessible to people with disabilities. Furthermore it has specific standards relating to Telecommunications, Computers, Web Based Technology, Software, and other areas of EIT. One of the most important things it does is provide a commercial incentive for vendors to provide accessible EIT. One of its most important features is that it *insures citizens will* be able to access US Government Web pages. It also insures that people with disabilities will be able to work for the US Government and this will also help to encourage their employment in private industry and state and city governments as well.

Another example of when this becomes quite important is during an election. As the Internet has become more popular, candidates, at least in the USA, have turned more and more to the Internet to present their ideas and proposed policies. If

these are not accessible to people with disabilities and to those who may not speak the native language well, but are voting citizens, then they are effectively not included in the election process. During the recent US Presidential election all of the major candidates failed to make their websites accessible. ⁴

Other Benefits

One other important effect of this law is that it provides Framework for States and other Local government entities. It gives them guidelines that are already developed and maintained at no cost to the state or local government. It also helps to insure that the guidelines that are being used are being applied in a consistent manner because with a consistent set of guidelines for government, vendors will have a much easier task adhering to these guidelines. This also helps to keep the expense to a minimum amount.

As mentioned above an important benefit of this law is that as more and more government functions, information, and forms move online, this law helps to insure that citizens with disabilities will be able to access these functions that are online as well as getting important information that is provided online.

Equally important is the fact that it makes it possible for People with Disabilities to be employed by the government which not only brings the benefit of employment to People with Disabilities but also helps to insure that their point of view is included in the day to day decisions in the workplace. This law

can help insure that the day to day environment of those using Electronic and Information Technology is accessible to all, disabled or not.

Another benefit is that it presents opportunities for People with Disabilities to work as analysts to help insure the accessibility of Electronic and Information Technology. This can be as a government employee or working for an outside firm that contracts with the government and private industry to analyze and remediate accessibility issues of EIT.

Localizing the Standard

This national standard has served as a model to produce rules and regulations on a more localized fashion for US States, and other organizations such as institutions of higher learning. They have a basis on which to build a standard which meets of their specific organization or group.

Representation on Standards Groups and Organizations

It is important for local groups to make sure they are represented in the organizations that are setting standards and policies. Two important reasons for this are:

1. These groups need to be sure that as much as possible the standards reflect the needs of the localized populations impacted by the standards.
2. They need to bring their unique ideas to the table so everyone can benefit from them. One of the great advantages of bringing together stakeholders from diverse groups is the

wide range of ideas and solutions that are brought to the table. The importance of this cannot be over emphasized. Throughout history the spread of diverse ideas has helped the world progress and this is no exception.

Conclusion

We have discussed the Policy and Standards process in terms of how it is used to insure that EIT is accessible to all, disabled or not. It is important to remember that all points of view need to be represented in the arena of standards and that national and local standard while based on international standards, help to meet the needs of populations in specific areas with specific points of view. It should also be noted that while the example of standards for EIT was used, these principles apply to all standards processes, whether it be EIT, Architecture, or some other area. The work going on in the Policy and Standards area extends the effectiveness of the work of Louis Braille and others who developed various techniques to help integrate those with disabilities into society so everyone can participate and communicate whether they have a disability or not.

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<http://www.icdri.org/WebAccess/Pres08/PResidentialPR08.htm>

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The eCane™

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Introduction

An innovative new Assistive Technology called the eCane is anticipated in the market based on a patent that has just been announced. It uses a combination of old and new technologies to produce a smart cane for people who are blind, or deaf and blind (deafblind). It provides communications and navigation on numerous levels. Moreover the eCane is not limited by the restrictions that GPS units have by not being able to function indoors or near tall buildings.

Navigation

The device can tell a blind person if a specific object is in the immediate area. For example, if a person is in a hotel lobby, the eCane can tell the user if there is an elevator, or a restroom in the immediate area. After receiving a command, the cane will guide the person to an elevator or restroom, and in the case of the restroom tell if it is a men's, women's, or coed restroom. An important feature of the eCane is the ability to correct any deviations in the course towards a destination.

When a user is walking in the street, the eCane can inform a person what stores are in the area and how to get to a specific

store in which they have an interest. The device can also tell a person which street they are on and when they reach an intersection, it will inform them of the name of the cross street as well.

Communication for and with Deafblind Users

One of the most exciting aspects of the eCane is its communications capability. This capability is enabled by an innovative use of both old and new technology. Using the eCane a person who is both deaf and blind can communicate with others regardless of whether they are deaf or hearing. The person who is deafblind would know what the hearing person says and the hearing person will hear a voice that says what the deafblind person has said by communicating it to the eCane. The person who is deafblind communicates by keying into the eCane what they want to say by using Morse code. The cane translates the response from the hearing person into Morse code and vibrates the code to the deafblind user. The eCane uses voice recognition technology to translate the response from the hearing user into Morse code. Using the eCane a deafblind person can now have a conversation with a hearing person without having to rely on an interpreter to do finger spelling in the palm or his or her hand.

About the inventor

Dr. Ron Liebermann, the inventor of the electronic cane is the president of Sigtel Inc., the makers of the acclaimed Sigtel Interpreter that was developed with a team that included over 100 deaf employees of Sigtel. Among his many

inventions, he holds patents for the Telephone for the Deaf, which allows communication between hearing and deaf persons, without utilizing the relay service, The Fast Cash Transactions (FCT) – the forefather of the mobile electronic banking system and a TV for persons who are both deaf and blind.

Ron Liebermann has a Ph.D. in astrophysics from the University of Oxford, England. He was an associate professor of physics at the Federal University in Brazil and later moved to Yale University where he worked on the Hubble Telescope. His social contributions predate his work on behalf of deaf, blind and deaf-blind persons, volunteering time in his community. He created the New Haven Police Stress Unit and later the New Haven Police Hostage Negotiations Team together with former Chief Bill Farrell, for which he received a letter of commendation from the Board of Police Commissioners and also an award from the City of New Haven. Dr. Liebermann also headed a successful startup company in telecommunications.

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Cynthia D. Waddell is the Executive Director of the International Center for Disability Resources on the Internet (ICDRI), an internationally recognized public policy center based in the United States working for the equalization of opportunities for people with disabilities. By combining her expertise in disability rights law, public policy and technology,

Cynthia Waddell provides professional consulting services for government, university and private sector business clients.

She is the author of the first accessible web design standard in the United States in 1995 that led to recognition as a best practice by the federal government and contributed to the eventual passage of legislation for Electronic and Information Technology Accessibility Standards (Section 508). She also served as the Accessibility Expert (Built Environment and Accessible ICT) for the UN Ad Hoc Committee drafting the Convention on Rights of Persons with Disabilities. A frequent keynote speaker, she is the ICT Accessibility and Government Services Expert for the United Nations Global Initiative for Inclusive ICTs at www.g3ict.com.

*A frequent writer, Cynthia Waddell is the co-author of the books, *Constructing Accessible Web Sites* and *Web Accessibility: Web Standards and Regulatory Compliance*. The free *Cynthia Says™* web accessibility tool and portal was named after her and endorsed by the American Council of the Blind. Named to the "Top 25 women on the Web" by Webgrrls International in 1998, she received the first U.S. Government Technology Magazine award in 2004 for "Leadership in Accessibility Technology and for Pioneering Advocacy and Education." She holds a Juris Doctor from Santa Clara University School of Law where she was designated a Public Interest Disability Rights Scholar; served as a Rotary International Foundation Fellow at Exeter University, England; and was a USC-Cambridge University Scholar at Cambridge*

University, England. She received her B.A. cum laude from the University of Southern California.

See http://www.icdri.org/CynthiaW/cynthia_d.htm.

Internet Governance Forum, Hyderabad, India

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*Executive Director and Law, Policy and Technology Subject
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International Center for Disability Resources on the Internet

Hyderabad, India, was the site of the third meeting of the Internet Governance Forum (IGF), and thanks to the host country, it was a successful meeting despite the tragic events of Mumbai. Also known as IGF, the event supports the United Nations Secretary-General in carrying out the mandate from the World Summit on the Information Society (WSIS) to convene a new forum for multi-stakeholder policy dialogue.

Representing both ICDRI and The Internet Society Disability and Special Needs Chapter, I was honored to moderate the first IGF meeting of the Dynamic Coalition on Technology and Disability as well as to participate as a speaker at two different workshops sponsored by the International Telecommunications Union and the Council of Europe.

Both presentations for the workshops were tailored at the request of the host and were webcast and captioned for remote hub participants. The first presentation for the Council of Europe workshop on Internet Accessibility for Persons with Disabilities was titled, "Accessible Web: The Paradigm Shift." My second presentation for ITU was titled, "The United Nations

Convention on the Rights of Persons with Disabilities: How does it Impact the Internet?"

Dynamic Coalition on Accessibility and Disability (DCAD)

The DCAD website at

<http://www.itu.int/themes/accessibility/dc/aims.html>,

provides an expanded explanation of the purpose of DCAD: “to facilitate interaction between relevant bodies, and ensure that ICT accessibility is included in the key debates around Internet Governance in order to build a future where all sectors of the global community have equal access to the Information Society. We are convinced that the entire community can benefit from an ‘accessible ICT world,’ as people can be permanently or temporarily disabled due to personal, environmental (e.g. a phone call in a noisy environment) or cultural (e.g. spoken language diversity) conditions. Moreover, we will all grow old and lose abilities that we take for granted now, thus enlarging the part of the population that would benefit from accessible communication. We cannot allow isolation of a part of the population due to lack of appropriate functionality that prevents the use of ICT resources by everybody to the fullest possible degree.”

For the first IGF meeting of the DCAD in Hyderabad, I agreed to moderate the meeting at the request Andrea Saks, DCAD Coordinator, who was unable to travel due to illness. The

purpose of the meeting was to approve a Declaration which became the first output of the IGF. The Declaration is addressed to IGF as a whole and to all stakeholders stating the core views and policies from the field of accessibility and disability rights and calls for Internet accessibility and full participation by persons with disabilities in all IGF deliberations.

The DCAD Agenda included the approval of the DCAD Action Plan, the Hyderabad Declaration on IGF Accessibility for Persons with Disabilities, a discussion on questions raised during the ITU IGF workshop and a request for feedback from IGF participants on accessibility measures taken at this third IGF meeting. The Action Plan and Declaration were approved and a report will be submitted to the IGF Secretariat.

Background of (DCAD)

Last year, prior to the second IGF meeting in Rio de Janeiro, I received a number of inquiries and requests from around the world asking to form a Dynamic Coalition on Accessibility and Disability. It was at the Rio meeting that a number of speakers, including myself, spoke on various aspects of accessibility and disability rights. The momentum generated by the Rio conference in November 2007 eventually led to the formation of the DCAD. The International Telecommunication Union, together with other founding members, proposed to IGF that the DCAD be formed.

The International Telecommunication Union (ITU) took the lead and created a communication structure for our work:

- 1) An email discussion list or reflector was launched;
- 2) A Secretariat was funded by ITU for administration and support; and
- 3) Andrea Saks agreed to serve as coordinator for the DCAD.

We invited anyone who was interested to participate and moved forward by holding five conference calls to prepare for the 2008 Hyderabad meeting of the Internet Governance Forum. Membership is still open today to anyone interested in addressing Design for All for the web as well as information and communication technologies.

The next face to face meeting is scheduled to be held 15-18 November 2009 in Sharm El Sheikh, Egypt. For more information about joining the DCAD email discussion list and participation, please visit our website at <http://itu.int/accessibility/dc>. You are also welcome to contact the Secretariat at DCADSecretariate@itu.int. See you at Sharm in 2009!

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Debra Ruh is the Founder and Chairman of TecAccess, the leading provider of accessibility and workforce solutions for the world's largest and fastest growing minority group - People with Disabilities, Baby Boomers, and Veterans with Disabilities.

Debra created TecAccess in 2001. She has grown the organization into a profitable multi-million dollar company and it is the most awarded provider of professional accessibility and usability testing and training, workforce solutions, targeted marketing solutions, focus groups and usability studies in the world.

As a unique differentiator, Debra utilizes a one-of-a-kind telecommuting model that allows employees, many of whom have disabilities ranging from intellectual, mental health to physical disabilities, to work from their homes, rehab facilities, and hospital rooms. TecAccess has over 60 associates with

disabilities, and is also a leading employer of disabled veterans and baby boomers.

Since the company's inception in 2001, TecAccess' suite of services have ensured that clients in government, education and industry meet their accessibility, marketing and staffing goals, while simultaneously maximizing their ROI and becoming socially responsible corporate leaders. As a result, customers continuously realize the business advantage of reaching and better serving people with disabilities.

In 2006 Debra embarked on a new mission to expand TecAccess services to better serve veterans with disabilities through a ground breaking Disabled Veteran (DVET) Training and Employment Program. Debra is currently partnering with leading organizations to train veterans with disabilities across the country, as evidenced by tremendous success in such areas as the Commonwealth of Virginia and with private partners. The DVET initiative is the first of its kind program in the nation.

Debra was appointed to the Olmstead Board and Veteran Employment Board by Virginia Governor Tim Kaine, and she serves proudly as a board member of the US Business Leadership Network (USBLN), Virginia Business Leadership Network (VABLN) and VA CEO Council.

Additionally, Debra Ruh, has assisted the Office of Disability Employment Policy (ODEP) and The President's Committee for People with Intellectual Disabilities (PCPID) in their collaborative Forum on Employment of People with Intellectual Disabilities. In this role she has helped the President's

Committee for People with Intellectual Disabilities (PCPID) prepare an annual report to the President.

Debra has won many awards for her efforts including: Federal Computer Week's "Federal Top 100 Award," ANCOR Foundation's 2008 Community Builder Award, 2007 Enterprising Women Magazine's Advocacy Award, Northrop Grumman's 2007 Community Support Award, 2007 Wells Fargo/NAWBO "Trailblazer" Award, 2006 Women in Technology (WIT) Leadership Award, 2005 Rising Star award by the National Association of Women Business Owners, 2005 Social Responsibility Award by the America-China Foundation, 2005 SBA Small Business Person of the Year for Region III, and was picked as one of the "Most Powerful Women in IT" by Virginia Business Magazine.

TecAccess has been awarded the prestigious US Department of Labor (NFI) Presidential New Freedom Initiative Award, Virginia Business Magazine's - 2008 "Small Business Success Story of the Year" Award, Virginia Venture Forum's 2007 "Top 10 Companies to Watch" and Growth Companies to Watch Award, 2006 Virginia Board for People with Disabilities Achievement Award, and the 2005 Lighthouse International Employer of the Year.

Vendor Section 508 Compliance Self-Certification: A Questionable Practice

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In August 1998, the President of the United States signed into law the Workplace Investment Act, which included the Rehabilitation Act Amendments of 1998. The key provision of this amended statute is Section 508. Section 508 requires that when US Federal agencies develop, procure, maintain, or use electronic and information technology, they shall ensure that Federal employees, as well as members of the public, with disabilities have access to and use of information and data that is comparable to the access to and use of the information and data by individuals without disabilities. That is to say, Section 508 was enacted to eliminate accessibility barriers in information technology, to make available new opportunities

for people with disabilities and to encourage the development of technologies to help achieve these goals.

The Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990, in essence, made it illegal for organizations to engage in certain discriminatory practices against people with disabilities. Lawmakers, however, when they crafted these laws, did not anticipate the Internet's tremendous growth and importance as an informational resource. Thus, in drafting the Workforce Investment Act of 1998, Congress added Section 508 to an outdated law and gave it meaningful compliance teeth to function effectively in the age of the Internet super highway. As summarized above, these new provisions, which became effective on June 21, 2001, also give citizens with disabilities and government employees the right to file administrative complaints and seek limited damages in Federal Court against Agencies for noncompliance.

This article focuses upon the critical issue of compliance certification. For a vendor, servicing Federal agencies with electronic and information technology ("EIT"), there are several routes available leading to such certification. There are also a number of additional compliance issues flowing from this law. One prominent issue distinguishes between legal compliance and functional accessibility. I will attempt to address these issues from several perspectives: that of the statutory law and regulations, the general public and the community of disabled persons.

Section 508's Impact On Vendors: The Need For Compliance Certification

Following passage of this landmark statute, the Architectural And Transportation Barriers Compliance Board (the "Access Board") was assigned the task of promulgating necessary regulations in order to implement these Section 508 compliance requirements. On December 21, 2000, following the required period for notice and comment, a Final Rule was published in the Federal Register. These official rules set forth an integrated scheme of technical design requirements and functional, performance standards. With certain very limited exceptions, compliance with its terms is mandatory.

It is therefore incumbent upon those covered under Section 508, to demonstrate that their products and services abide by these accessibility standards. These statutory requirements answer the primary question of "why" certify for compliance. Before tackling the next issue, the "hows" of certification, however, it would be appropriate to address a couple of confusing certification issues.

Question. What if full, technical compliance for your product is unattainable at present? There is a common misconception that Federal agencies cannot purchase products or services from suppliers that are not wholly compliant with Section 508. This interpretation is, in fact, incorrect. Federal agencies are permitted to procure certain products or services that are not in full compliance under defined circumstances. The most important exemption applies where there exists "an undue burden". An "undue burden" would exist, for example, if full

compliance would pose a “significant difficulty or expense” or make the product non-functional. In addition, there is a limited exception where the “commercial marketplace” does not have the technology to bring products into compliance at present. These terms are discussed in more detail in the preamble to the Section 508 regulations, which reference several additional laws. The government contractor, however, still must demonstrate the maximum level of compliance possible through alternative means.

In addition, regardless of whether an undue burden or marketplace non-unavailability can be documented, functional accessibility is still mandatory. Without going into any detail here, this can be achieved by what is defined as “alternative”, “equivalent” technology. Also, of considerable importance to a government vendor, when a federal agency evaluates products for purchase, if two products are similar but one is more compliant than the other, the law dictates, “the agency must procure the product that best meets the [compliance] standards”.

How Can Vendors Attain Section 508 Compliance?

Basically, statutory compliance can be “certified” by a competent, independent third party or it can be “self-certified” by the vendor. How is this accomplished? First, as a practical matter, a vendors products and services are not generally brought into compliance all at once. Compliance involves a multi-phase process. In most cases, assessment and testing are completed first, and then a recommendation is developed for each product. The recommendation includes an action plan

designed to drive each product to full compliance. The action plan should include a number of critical components: testing, assessment and training, marketing and engineering strategies.

As a consequence of the passage of Section 508, many Federal contractors currently find themselves challenged with the task of understanding how this new law affects them and their products. One of their more pressing, immediate concerns has been that of compliance certification. Some companies have elected to self-certify their products as being Section 508 compliant; while others have yet to address the issue as required by the law. The preferred - and most prudent -- route is to seek guidance and certification from an objective, independent organization. Why? Clearly, such an outside "seal of approval" is most compatible with public confidence. In addition, an objective, third party evaluation can help deter legal problems.

Private companies cannot be sued directly under Section 508. Indeed, Section 508 does not require private companies to comply with its accessibility mandates. Only Federal government agencies are directly accountable for complying with this law. Thus, a vendor might well ask: Are there legitimate, practical reasons for not making some or all of your products Section 508 compliant or accessible? Perhaps.

Vendors could decide to "dumb down" some of their products. They could even produce two versions: one that is Section 508 compliant and one non-compliant version. Having several versions, however, could not only be significantly more

expensive; but could result in additional concerns, such as quality control and technical support.

Vendors certainly could elect not to do EIT business with the U.S. government. But is this really a viable “long-term” option? This would certainly be a questionable decision if government sales and service constitutes a significant percentage of its business.

Vendors could conclude that 508 compliance is just too expensive. Such short-term thinking, however, could become far more expensive in the long run. Indeed, there is no reason to assume that compliance would be expensive at all, particularly since this cost would be “passed along.”

Is non-compliance really an option for a current government vendor? I think not. Accessibility compliance is here for the long term. While vendors must make prudent business decisions for their companies, it would be erroneous to conclude that accessibility only impacts their contracts with U.S. government agencies. Increasingly, State agencies here in the US, as well as nations around the world are becoming committed to EIT accessibility - either by law or by choice. Also to be considered is that many companies in the private sector, needing EIT products and services, have come to recognize that the community of disabled persons is a viable economic force with significant amounts of disposable income. Such leading companies are beginning to demand accessible products and services. Those providing EIT products and services to such companies, literally, cannot afford to ignore this reality.

I should also make note that accessibility is more than just a legal or economic issue. Important as those issues may be, the accessibility "rights" of people with disabilities have become a virtual "civil rights" issue. Predictably, laws and regulations and programs catering to the legitimate needs of people with disabilities will become more pervasive. Moreover, as accessibility becomes more "mainstream", assistive devices and technology will come to be relied upon by the non-disabled. For example, years ago localities started cutting portions of curbs out of sidewalks to provide accessibility to persons using wheel chairs. Today, this "accessibility" benefits a far greater population: skateboarders, baby carriages, streetcart vendors and bicyclists. When a product or service is made accessible it becomes more usable for everyone. This, increasingly, has become the case with assistive technology as well, particularly within the field of telecommunications.

Thus, Corporate America has come to realize that there are social and economic incentives - not just legal compliance requirements -- to focus its EIT attention on issues of real accessibility and usability and not merely legal compliance. The law may simply require technical compliance; but the marketplace will demand functional accessibility. Frankly, I believe that everyone will be compliant in a few years, but those companies that are first to make their services and products more accessible and usable and "friendly" to people with disabilities will be the clear economic winners in an expanding and evolving EIT marketplace.

Potential Problems with Self-Certification

From the vendors' perspective, it is useful to regard certification as both a legal issue and a public relations issue. It is one thing to inform the public that ones' products and services are legally compliant. It is another issue entirely for this to be done in a way that produces public confidence in the accessibility of these products.

My recent experience has exposed a number of potential problems in addressing these dual certification issues. For example, some vendors have gone public with glowing claims, self-certifying the accessibility of their products. Yet, these vendors have refused to allow any qualified, outside party to review their products and services to verify these compliance claims. Why deny access? Why expose yourself to criticism and open the door for your competitors to raise legitimate questions about the authenticity of these self-serving assertions? I believe that, at the very least, this is a shortsighted practice.

I have also become familiar with companies, after publicly self-certifying the accessibility of their products, coming up considerably short when users with disabilities tested these products. For example, one product with which I am familiar did in fact provide accessibility for the blind and visually impaired; however these products proved to be inaccessible to the mobility-impaired. Additionally, the accessibility of this vendor's website had not been addressed at all. Since the product had to be launched from the website, it remained effectively inaccessible to the visually impaired, blind and

mobility-impaired population. Website accessibility is required under Section 508.

These illustrations bring to light some of the problems associated with vendor self-certification. An objective, outside evaluation would have detected these issues at the outset. Thus, while it certainly is possible for a vendor to be qualified to self certify; this practice can lead both to public confidence issues and questions involving verification.

Let me address one additional, sensitive issue. A vendor might be tempted to make misleading or erroneous claims to gain a short-term advantage over its competitors. It is more likely that "honest" mistakes could be made during the self-certification process. Certainly, the vendor could correct these "errors" eventually; but by then the damage would be done. Before the government or anyone else is likely to discover these inaccuracies, the company could secure multiple government contracts worth millions of dollars. But they could be the loser in the long run! These "mistakes" could lead to very costly litigation for the government and the vendor. While a disabled end user cannot sue a private company directly under Section 508, the wronged government agency certainly could sue for breach of contract, fraud or misrepresentation. Furthermore, there would be adverse public exposure for the guilty vendor. This vendor would instantly become "persona non grata" within the government contracting community. Is this a risk worth taking? I certainly do not think that it is. So why open yourself up, unnecessarily, to such avoidable problems?

In addition, it is estimated that the community of disabled persons has access to about \$740 billion in discretionary income (1). This is the largest single demographic minority in the United States, constituting a pool of about 27 million people of working age with disabilities; a mere 29 percent of whom are currently employed (2). It is a larger group than the teenage market. It is also a minority group that people can become a member of at different times in their lives. Additionally, since we are an aging population, these numbers will continue to grow. It would seem most unwise to risk alienating this population with questionable claims as to compliance.

There is one more issue that needs to be addressed. When companies publicize accessibility and compliance, they must be able to document and defend their assertions. As noted earlier, if your product or information is not in compliance and accessible to people with disabilities, you could be facing an ADA complaint or a lawsuit! Independent, third party certification can help protect a company from such unwanted consequences and help provide an effective litigation defense.

Independent Testing and Verification

For all of these reasons and others as well, there is an increasing preference, within the EIT industry, to take the prudent route of independently testing and evaluating products and services for their compatibility with Section 508 accessibility requirements. Consulting with and testing by such disinterested parties can help ensure that when a product is

marketed as Section 508 compliant and accessible, that this truly is the case.

Certainly in the eyes of the public, it is always preferable to have an independent, objective, outside expert providing such certification and testing. That has been demonstrated, for example, by public reliance upon such notable testing and certifying entities as Underwriters Labs - in the consumer products safety sector. They provide an objective "seal of approval" which the public has identified as being a mark of good workmanship, safety and compliance.

Regardless of whether accessibility features and technology are developed internally or through an outside consultant, I would submit that testing ought to be performed by a credible third party. No matter how confident you may be about your compliance, it is prudent to have this verified by an objective source.

Why? An independent test provides an objective evaluation of a company's product that is designed to withstand scrutiny by competitors and the public. It also provides an unbiased mechanism for establishing credible benchmarks and a framework of analysis acceptable to skeptical government agency officials who must rely upon the results of this testing. It only makes for those reviewing contract bids to feel more confident when compliance is certified by a neutral source.

Indeed, I believe that the client government agency should require that the company submitting the RFP or RFQ obtain the services of a mutually agreed upon testing consultant and pay

the costs of verification. This “seal of approval” represents a credible means of satisfying the government agency’s legitimate concerns about statutory compliance. It also helps address the government agency’s potential exposure to suits brought by employees of the agency or from members of the public with disabilities. If I am a government agency’s contracting officer, I want to be assured that the fox is not certifying the security of the chicken house. From the government’s perspective, this is simply a matter of exercising sound due diligence and assuring the integrity of the procurement process.

Furthermore, in selecting a third party verification expert, I believe that it is sensible to consider whether the testing firm employs persons with disabilities to help test the product or service. People with disabilities live the challenges that Section 508 addresses. Such people are not simply following guidelines and using their best, scientific judgment as to whether the websites, software, products and training programs are accessible. Technically qualified individuals who live with the various disabilities targeted by Section 508 can provide a reality check as to whether the EIT product or service is truly accessible. This lends considerable credibility to the verification process.

Furthermore, to effectively test for accessibility, it is necessary to simulate the actual user environment and working conditions. Thus, a testing consultant that employs the disabled is better positioned to do this realistically. Based upon the test results, recommended strategies for accessibility

implementation should be documented, discussed with and provided to the vendor and reviewed, where applicable, by the government agency.

My company, TecAccess, is but one of an ever-expanding number of technology firms specializing in EIT accessibility testing and assessment. Another similar entity, The Accessibility Group (TAG), is in the process of establishing a nationwide network of accessibility testing and reporting laboratory facilities. These labs will be working with industry, researchers, and consumers to develop a long awaited set of objective standards to evaluate, in quantifiable terms, Section 508 compliance efforts. Once completed, these standards will provide industry and government effective tools to measure compliance and accessibility. David Bolnick, Ph.D. of The Accessibility Group issued the following statement:

“The success of Section 508 of the Rehabilitation Act is, in part, dependent upon voluntary, independent accessibility assessments carried out by recognized experts in the design and development of accessible technology.

“Any organization involved in third-party, independent accessibility assessment should both employ persons with disabilities and maintain an active advisory council representing a cross-section of people with disabilities. From voluntary independent assessments, industry will gain insight upon which to guide its research and development of accessible ...EIT. Furthermore, expert accessibility assessments will provide government the needed information and expectations to compare and contrast the accessibility of EIT products; thus,

helping it to meet its Section 508 market research obligation.”

[\(3\)](#)

Aligning with Groups that Support People with Disabilities

One useful suggestion for a company to gain greater insight into the practical requirements for meeting Section 508 compliance and accessible standards is to work with some of the organizations that serve the disabled. There are many such national and international organizations. The World Association of Persons with disAbilities (WAPD) is one example of a non-profit, non-political organization that represents many millions of people with disabilities. Though the use of accessible technology, these people either presently are or soon will be connected to the World Wide Web and using other EIT products and services. Private industry simply cannot afford to overlook this large, affluent demographic population. Thus, partnering with these organizations can be mutually beneficial.

According to Dr. George Kerford, Chairman of WAPD: "We are always willing to work with any company that is trying to do the right thing for the community of persons with disabilities. We are willing to partner and support any initiative that will benefit our audience. We all need to work together to assure that Section 508 legislation is successfully implemented. Additionally, we let our members know about companies trying to make socially conscious decisions regarding the community of persons with disabilities.

Case Study: Thomson - NETg

A good illustration of the thought process that goes into making Section 508 compliance decisions can be gleaned from the words and actions of one such participant. The following excerpts are taken from a recent statement made by Kenneth Grisham, VP of Product Development at Thomson - NETg:

“As with any other law, Section 508 regulations are both complex and subject to broad interpretation. It is naïve on the part of companies to believe that they alone can simply read the law, interpret it themselves and take action regarding their products and services in order to make them compliant with Section 508, or further still, fully accessible to individuals with disabilities.

“We know for a fact that the specifications for approval/rejection of compliance can lie with individual procurement managers across all government agencies. This itself makes for a wide variation in interpretation.

“Depending on the nature of a company’s products or services, investments to re-tool entire product lines can be very costly and are often directly proportional to the size of the portfolio of a company’s offering. In their haste to hurry to market, some companies are rushing to a “quick fix” solution to make their products compliant, making their “best guess” at what compliance really means. Now imagine if that same company makes a large investment in re-tooling, only to find out that they’ve done it WRONG and are faced with the prospect of having to do it over again. In some cases, they may not even be in

a position to afford to make the investment a second (or third) time. 'Speed to market' has no value if you've done it incorrectly. Flawed interpretation of compliance regulations by self-proclaimed internal experts can (and will in many cases) undoubtedly have those consequences.

"Unless companies already have a specialist or practitioner within their organization who truly understands the Section 508 regulations, the risks of self-interpretation (and subsequent claims of self-certification) are very high. Thomson - NETg is concerned that other organizations in the learning software marketplace have taken a cavalier attitude to the self-proclamation of Section 508 certification. Unquestionably, Thomson - NETg will move quickly in this space, but we are adamant about coming to market with the 'right' solution, not just a 'quick' solution.

"Knowing these potential risks, Thomson - NETg also conducted various research development projects in order to identify where proposed solutions did / did not work. Additionally, Thomson - NETg wanted to ensure that we are truly meeting the needs of the disability community, not just trying to "do the minimum" to meet regulatory requirements. Without that research, Thomson - NETg would very likely have arrived at conclusions about Section 508 compliance that would have been inaccurate. Realizing the potential risks in this arena and the size of the investment required to re-tool all of our product lines, Thomson - NETg has chosen to seek out experts in the accessibility marketplace for collaboration on Section 508 compliance. In our case, our partnership with

TecAccess continues to yield critical valuable insight into the entire Section 508 compliance and accessibility marketplace.... insight that we simply could NOT have been achieved independently within any reasonable timeframes and costs. Additionally, their technical expertise has given us the necessary focus to address our specific product-related technology issues in a way that will ensure we achieve our compliancy goals. Our partnership with TecAccess is the cornerstone of our Section 508 compliancy and overall accessibility strategy. This will be integral to our success in this marketplace by enabling us to create products and services that, above all else, truly meet the needs of training for individuals with disabilities.”

Conclusions

The road to Section 508 compliance is yet to be fully mapped. The road will be bumpy and, predictably, will confront us with numerous unforeseen hazards and obstacles. Unfortunately, there is no Section 508 regulatory equivalent to MapQuest. We may know where we are and the direction we desire to head; but, at present, we don't even know our final destination. Indeed, because of the nature of and the dynamic expansiveness of EIT products and services, the very concept of a “final destination” in this field may be illusory. The road simply will continue before us, taking us in new directions, creating new challenges. As suggested by the words of Mr. Grisham quoted above, however, the one certainty is that there will be no quick and easy shortcuts. Indeed, the quest for shortcuts is a sure path for failure.

The EIT accessibility needs of persons with disabilities pose a daunting and demanding challenge for all of us engaged in this new regulatory arena. These challenges are not only here to stay; they clearly are destined to become ever more demanding as the technology revolution presses ever onward. Only a long-term commitment to creativity and innovation can assist us in this endeavor. In such an uncharted world, electing to take the “self-certification” shortcut is a course I could not in good faith recommend. Rather, selecting a competent partner to help you steer through this hazardous topography seems to me to be a far more sensible navigation tool.

Reference:

(1) Recent data from a 12/99 Wall Street Journal reports a one trillion \$\$ market projected for the early 2001-2003 millennium years!

(2) Data is based on a survey separate from the 2000 US Census Bureau.

The Census Bureau's Web site is <http://www.census.gov>

(3) The Accessibility Group (TAG) is a non-profit organization dedicated to the proposition that all electronic and information technology (EIT) should be accessible to and useable by people with the full range of abilities and disabilities.

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Resulting from a lack of oxygen at birth, Glenda has cerebral palsy, mostly affecting her muscle coordination, balance and speech. However, labeled as functionally nonverbal and using a wheelchair for mobility hasn't prevented Glenda from living her life to the fullest. Raised without the word can't allowed, only try, her parents made a conscious effort to introduce Glenda to the world and the world to Glenda. As a family with her three younger brothers, they went to parades, camping, snowshoeing (with Glenda in a sled, wrapped in a rescue blanket to stay warm) and any other outings her parents could afford.

She began her school years in a small Special Education class, with much class time missed due to physical, occupational and speech therapy. Beginning in Grade Four, she was integrated part-time into a regular classroom, long before mainstream was a buzzword. By Grade Seven, she was ready for the regular class full-time. Grade Eight found her attending the neighbourhood high school with a full-time aide. Within a few months the aide was not needed and, except for classmates volunteering to be note-takers, Glenda flew solo through her

remaining high school years. Through determination, perseverance, and sheer stubbornness, this I'll-do-it-myself girl kept up with the regular academic curriculum, including Algebra Honours, by laboriously typing with only her left thumb on an electric typewriter. Along the way, she also earned her Canada Cord, the highest award in Girl Guides; won a gold medal in horseback riding; and was presented with the Outstanding Junior Student Award in Grade 10.

After attending an international camp in Finland and spending a couple years taking Certified General Accountant courses by correspondence, which proved not to be satisfactorily stimulating, Glenda continued onto Simon Fraser University. Living in residence, with a roommate the first semester, and then completely on her own, except for a homemaker four hours once a week to assist with basic cleaning and such, which was more of a hassle than a help at times. She used pre-typed notes, which she dubbed her talking papers, as her means of communication with her professors and teaching assistants. Taking one or two courses per semester because of the sheer workload, three semesters per year with only one summer off, Glenda finally completed her Bachelor of Arts degree after seven long years.

Now she is married to a wonderful man Darrell who also has cerebral palsy, making life that much more interesting. Together they struggle to find employers and business clients who see beyond their disabilities to see their skills, talents and God-given gifts. Their ambitions are as normal as any couple's: pay off the mortgage, travel and save for retirement.

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Make Your Company's Intranet Accessible to Employees With Disabilities

Glenda Watson Hyatt, a Content Developer for eSight Careers Network, www.eSight.org the cross-disability online community addressing disability employment issues. eSight is a registered trademark of Lighthouse International, a leading nonprofit vision healthcare organization. Copyright © 2000-2009 eSight Careers Network ®. All rights reserved.

Summary:

Design and maintain your company's intranet with accessibility issues in mind so your employees with disabilities can access and use it effectively. This article shows you why that's important and how to do it.

Barriers Facing Employees With Disabilities

Employees with disabilities, particularly those who are visually impaired, often use adaptive technologies (specialized hardware and software) to use computers effectively. Poorly designed and coded intranets can cause adaptive technologies to perform inadequately. That means these employees are not as efficient or productive at their work as they could be.

The Simplified Web Accessibility Guide outlines some of the obstacles employees with disabilities face when they use inaccessible intranets:

- **Employees with visual impairments and some learning disabilities often use text-to-speech screen readers (i.e. JAWS), which read aloud text appearing on the screen. However, screen readers cannot read images, graphics, maps etc. Any information presented in only these formats is unavailable to these employees.**
- **Without captioning, employees with hearing impairments cannot benefit equally from multimedia content, such as online training videos.**
- **Conveying information only by color (for example, the timeline for Project A is in blue and Project B is green) causes difficulties for those who are colorblind.**
- **Flickering or flashing screens can cause seizures in employees with epilepsy and other neurological disorders.**
- **For employees with little or no hand function, using a mouse can be difficult or impossible. Being required to "click" on a tiny area to access information can be a barrier.**
- **Inconsistent page layout and poor information design can be disorienting and confusing to any employee, especially to those with learning disabilities or cognitive impairments.**

And the list goes on.

How to Do It

Through the World Wide Web Consortium (W3C), the Web Accessibility Initiative (WAI) is an internationally recognized authority for the development of Web accessibility guidelines. Many standards and policies are derived from the Web Content Accessibility Guidelines 2.0 (WCAG 2.0). Here are two examples: Section 508 of the Rehabilitation Act in the U.S. and the Treasury Board of Canada's "Common Look and Feel Standards and Guidelines for the Internet."

Much information is available about the technical aspects of implementing the WCAG 2.0. The WAI has developed checkpoints and techniques about how to implement the guidelines. Also, the Simplified Web Accessibility Guide presents the WCAG 2.0 in a simple, clear format for those who do the actual technical work.

In addition to asking yourself how to make your corporate intranet accessible to people with disabilities, an equally important question to ask, as an employer, a human resources executive or a training specialist is this: How can I initiate or implement a policy or plan to ensure our intranet is accessible to all employees?

Implementing a web accessibility policy in your company will depend on its size and structure. Below is a basic framework for implementing such a change within your organization:

- **Champion the initiative (or fully support another person suitable to take the lead). It is not necessary to have an in-depth technical knowledge, unless you are actually involved in designing and maintaining the intranet. As the "champion," it is more important to be passionate about the issue and to make a long-term commitment.**
- **Solicit commitment from upper management (i.e. CEO, President or Chancellor). This commitment must be made publicly and include financial backing to implement accessibility in an efficient and effective manner.**
- **Build an accessibility committee that represents the departments involved and includes people who will be doing the work on the intranet. Definitely include employees with disabilities who have an interest or stake in web accessibility. Be sure the committee has authority to implement policy and to enforce it.**
- **Adopt a web accessibility policy. This may be as simple as adopting, all or part, of the Web Content Accessibility Guidelines. Or, develop your own policy, using other policies and standards as a starting point, to meet your organization's unique needs. The key is to ensure all intranets and proprietary software applications meet universal design principles.**
- **Evaluate your current intranet to determine and define the problems. It may be useful to have a Web accessibility**

specialist conduct a web accessibility audit. Alternatively, there are diagnostic tools available that can identify problems and suggest solutions. However, it should be cautioned that these software tools do have their limits (only so much can be checked automatically). Some manual checks are still necessary. It is crucial that all employees, especially those with disabilities, have an opportunity to detail the problems they encounter when using the intranet. It is equally important that they feel their concerns were heard and will be appropriately addressed.

- Implement a plan to retrofit the intranet. This may mean dealing with the most serious accessibility problems immediately and then implementing other accessibility features during the next redesign of the intranet.
- Empower the "champion" to enforce and reward implementation of accessibility. Public praise, in front of the entire organization, and tangible rewards can be given to those who have done an outstanding job of implementing accessibility.

(Adapted from: by Jim Thatcher, Andrew Kirkpatrick, Mark Urban, Bruce Lawson, Shawn Lawton Henry, Michael R. Burks, Cynthia Waddell, Christian Heilmann, Richard Rutter, Bob Regan, Patrick H. Lauke, Chapter 11)

Making Online Training Opportunities Accessible

Unless your corporate intranet is designed and maintained with accessibility issues in mind, your employees who have a disability may be barred from accessing and using it effectively.

To prevent that situation in your company from happening, consider these guidelines for making your online training opportunities accessible for employees who are visually impaired or blind:

- Provide text descriptions of all images, maps, charts and graphs (including descriptive captioning for video clips).
- Avoid conveying information only through color. When that is unavoidable, maximize color contrast.
- Design tables correctly to ensure they are understandable when read aloud on text-to-speech screen readers or when read using braille displays.
- Ensure various input devices, such as keyboard or voice recognition software, can navigate the page. Not everyone can "click here" with a mouse.
- Make a hypertext link informative when read out of context (i.e. use "full report text" rather than "more").

- Use current W3C technologies and guidelines because they will assist in making the intranet compatible with most adaptive technologies. This is also crucial for any proprietary software developed for online training.
- Use Adobe PDF files only as an alternate format.

It should be noted that other guidelines might need to be considered when making online training opportunities accessible to employees with disabilities other than visual impairments. If any training program is to be retrofitted to increase accessibility, it would likely be more cost effective and more beneficial to all employees to implement all the guidelines at the same time instead of only those applicable to one disability type.

Benefits for the Company

At first glance, making your corporate intranet accessible to employees with disabilities may seem like an overwhelming task. However, the benefits to all employees, as well as to the company as a whole, are immeasurable.

When you implement universal design standards and guidelines, such as those developed by the Web Accessibility Initiative, all employees -- not only those with disabilities -- can use your intranet more effectively. Here are some examples of those benefits:

- Text descriptions for all images benefit employees accessing your intranet via a palm pilot or PDA with limited graphical capabilities.
- Information conveyed by more than color only benefits employees using monochrome monitors and those who prefer to read from printed pages.
- Captioning is useful for those working in noisy environments and for those having difficulty understanding the speaker due to an accent or foreign language.
- Keyboard commands assist those working in confined spaces with no room to operate a mouse and those with hand or wrist injuries.

An accessible intranet not only enables all employees to be more productive; it also reducing site maintenance. By separating structure and presentation with the use of style sheets, the look of the intranet can easily be changed by modifying only one file. Accessible solutions, such as cascading style sheets, can increase the speed of file transfer, thereby reducing server load.

Usability specialist Terence de Giere notes that another benefit of accessibility is backward compatibility:

"Companies cannot afford, especially in these times, to have the latest and greatest resources and may need to use their existing equipment and software for some time without upgrading. Accessible web pages can more likely be accessed by a much wider range of software and hardware, by small or large screens, by slower older computers, over slow connections etc."

There are also intangible benefits to increased accessibility of your corporate intranet. If your company sells services to government agencies requiring accessible products, it is a demonstration of your commitment to practicing accessibility.

Consider these two other "hidden" advantages:

- To be an equal-opportunity employer, your corporate infrastructure, including the intranet, must not prevent you from hiring people with disabilities. An accessible intranet can be as essential in performing one's duties as is adaptive technology or a guide dog.**
- An intranet accessible to all employees is inclusive and can boost morale.**

Increased productivity and efficiency, improved corporate image and morale, and savings in time and in resources -- accessible intranets makes good business sense.

Related Resources

The World Wide Web Consortium (W3C)

<http://www.w3.org/>

Web Accessibility Initiative (WAI)

<http://www.w3.org/WAI/>

Web Content Accessibility Guidelines 2.0 (WCAG 2.0)

<http://www.w3.org/TR/WCAG20/>

Rehabilitation Act

<http://www.section508.gov/>

Common Look and Feel for the Internet 2.0

<http://www.tbs-sct.gc.ca/clf2-nsi2/index-eng.asp>

WAVE, a free web accessibility evaluation tool provided by WebAIM.

<http://wave.webaim.org/>

HiSoftware® Cynthia Says™ Portal

<http://www.cynthiasays.com/>

An Open Letter on Accessibility From Research University Presidents

http://www.icdri.org/DD/dd_universitystudy_letter_sen.htm

Glenda Watson Hyatt, a Content Developer for eSight Careers Network, www.eSight.org, the cross-disability online community addressing disability employment issues. eSight is a registered trademark of Lighthouse International, a leading nonprofit vision healthcare organization. Copyright © 2000-2009 eSight Careers Network ®. All rights reserved.

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INTERVIEW:



Interviewer:

Thanks for sparing few moments for us. Let me first congratulate you for winning the first prize for your concept for car for elderly by Nissan Motors (India). Tell us your background

Ringlarei Pamei : About me:

My name is Ringlarei Pamei. I graduated in Mechanical Engineering from Delhi College of Engineering. I am presently doing my Masters in Industrial Design from IIT Delhi. I am originally from a small town call Tamenglong in Manipur.

Interviewer:

And your concept car!

Ringlarei Pamei: _About OL' BOY:



OL' BOY is a concept vehicle for the elderly. It is a single seater, four wheeled vehicle.

Its objective is to fulfill the need of the older folks who wants to move around independently but find it inconvenient to do so in a conventional car.

Interviewer:

What are the special features in your car?



Ringlarei Pamei :

It is very small and compact in size and hence very easy to park in small space and maneuver in city traffic.

The overall exterior is designed in such a way that the visibility from inside is optimum with tall windshield and windows.

The entry and exit system is one of the highlights of the design.

The door is linked to the roof mechanically, so when the door opens, the roof also slides backward and hence giving an easy entrance.

The seat sits on a rail and hence can be moved backward which further gives more space and freedom during entry and exit.

Other special features include the message board to call for help in distress, the run flat tyres and the gearless driving.

Interviewer:

What was the methodology while designing the car?

Ringlarei Pamei:



The first step was to observe and understand the difficulties or inconveniences faced by an aged person while using a vehicle. Analyse the problems and generate possible solutions. Pick the most suitable and viable solutions and implement them. At the same time, proportion and aesthetics of the car are also kept into consideration.

Interviewer:

Have you heard the concept of universal design?

Ringlarei Pamei

No.

Interviewer:

What about Commercial viability?

Ringlarei Pamei

It is commercially viable keeping in mind the growing old population with enough savings after retirement. They want the independence and freedom of moving around in complete ease and safety.

Interviewer:

Thanks and I wish you good luck for your future works and while working any products you will keep the social obligation above than others in your life. Once again thanks

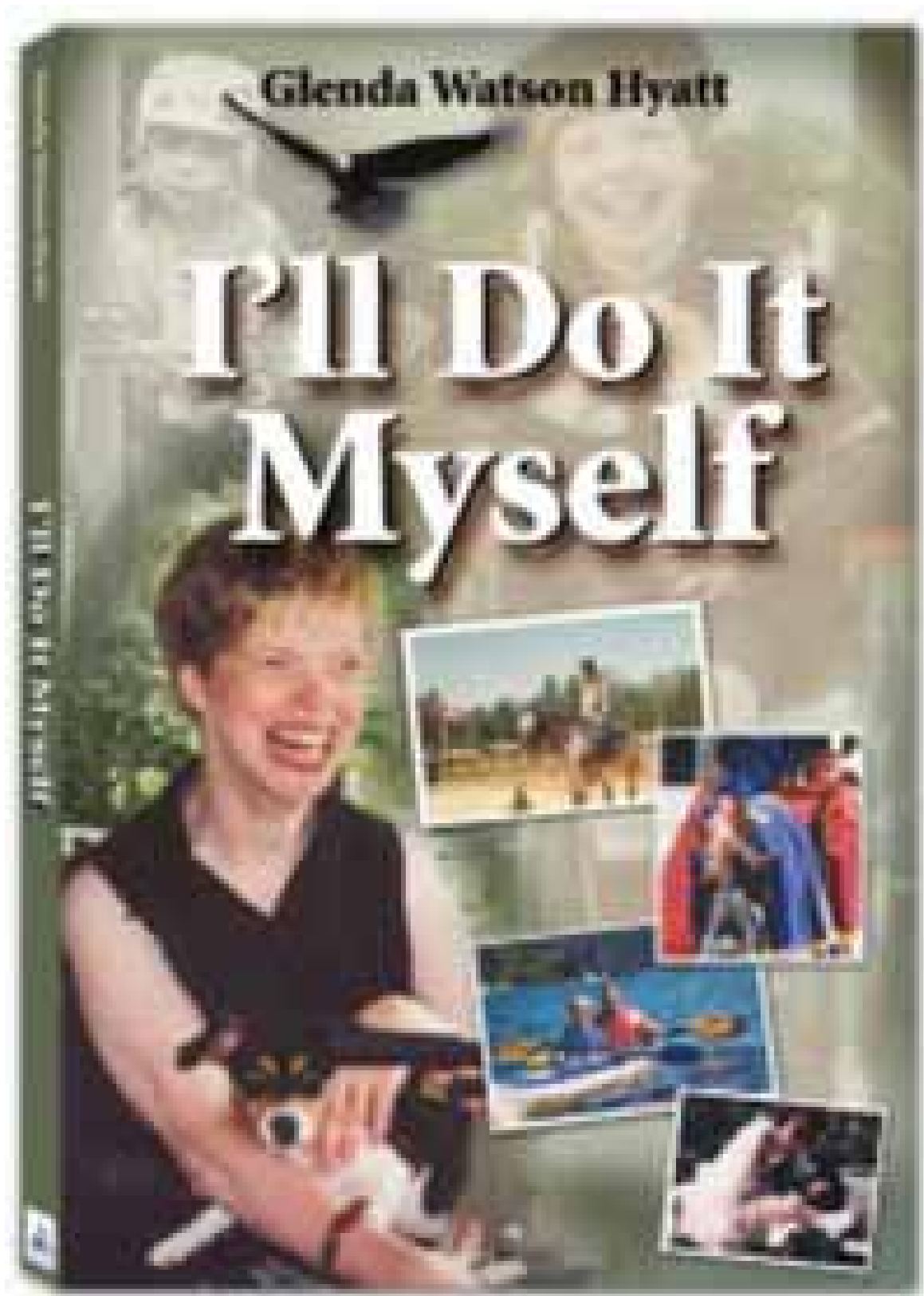
Book Received:



Constructing Accessible Web Sites (Paperback)

by Jim Thatcher (Author), Cynthia Waddell (Author), Shawn Henry (Author), Sarah Swierenga (Author), Mark Urban (Author), Michael Burks (Author), Paul Bohman (Author)

2.



I'll Do It Myself: The Book

Glenda has cerebral palsy. A lack of oxygen at birth meant she would not be able to walk, her hands would not function well and her speech would be almost impossible to understand. Her parents were advised to institutionalize her. She wouldn't amount to anything, the experts said.

Yet, this gutsy redhead proved them wrong. Glenda was integrated into a regular classroom long before mainstream was a buzzword. She went on to earn the Canada Cord, the highest award in Girl Guides, and the Outstanding Junior Student Award. The girl who could not walk won a gold medal in horseback riding!

How did she do it? Read Glenda's inspiring autobiography *I'll Do It Myself!* Glenda intimately shares her life story to show others cerebral palsy is not a *death* sentence, but rather a *life*

News:

1.

Bangalore students design hydrogen-powered car

4 Jan 2009, 0006 hrs IST, TNN

Bangalore: A vehicle that travels 500 km on a litre of fuel, with water as an important component. That's the prototype of Project Garuda

RVCE Supermileage' by students of R V College of Engineering in their bid to build an energy-efficient, eco-friendly vehicle.

The project tackles the twin crises of exhaustion of renewable energy resources and global warming. "Our first prototype released in August last year delivered a mileage of 180 kilometre per litre. The new vehicle is being touted as the most fuel-efficient vehicle in India," observes Aashay Sahay, Project Garuda team member.

Various corporate giants have expressed interest, with GE stepping in to financially support initial research costs and provide them with light and state-of-the-art polymers for the car's aerodynamic shell.

The project incorporates the use of water as a source of hydrogen to dope the air intake to the engine, which results in significant gain in mileage. It's achieved using a specially designed hydrolyzer kit. When perfected, this innovation could be applied to all cars and bikes and nearly double their mileage. Work on this front is guided by Vineet Engineering, Pune. The team believes that later, such a system can in fact be capable of running a vehicle entirely on water alone -- when converted into hydrogen.

Another system which has considerably enhanced efficiency is the use of a fuel injector guided by an Electronic Control Unit (ECU). These ensure that the vehicle draws optimum fuel as it is calibrated along various power curves. They've been supported in these endeavours by KGN Auto Works and Race Dynamics.

The project has been nominated for the Rotary Young Achievers Award 2008. "Our dream is to enter their project in two international competitions -- the SAE Supermileage in Michigan next June and the Shell Eco-Marathon in the UK next July."

In these events, they will go head-to-head against some of the world's biggest engineering institutes. "This project will put the technical capabilities of Indian students on the world map

and ensure that future endeavours by our students are taken seriously globally," says Sahay. Though Honeywell, Bosch and Volvo have taken a keen interest in this project, students are finding it increasingly hard to participate in these events as several prospective sponsors have been affected by the economic downturn.

How water works as fuel

A space scientist familiar with the use of hydrogen explains that this car uses the principle of extracting hydrogen from water and converting it into gaseous form to be injected into the engine. "When you hydrolyze water, hydrogen is separated from oxygen. The separated hydrogen is then injected into the engine in gaseous form which will be the fuel to run the vehicle."

"The use of hydrogen as gas could possibly lead to enhancement of mileage, which these students are experimenting. Rockets anyway are powered by hydrogen. If hydrogen is extracted from water, water becomes fuel or at least one of its components becomes a fuel. Given that water is available in large quantities, it is far easier to access it compared to oil."

Mechanical engineer Ravi Prasad, an alumni of Indian Institute of Science, Bangalore, offered an alternative explanation: "The use of water to run a vehicle is in terms of converting hydrogen in water into gas. In that sense, water can become fuel. It could be mixed with another primary fuel form, say gas, to enhance a vehicle's power.

"It is the addition and subtraction of certain chemical components to a primary fuel or the conversion of a chemical into primary fuel that runs the vehicle. In the sense of conversion to hydrogen, it can be said that water runs the vehicle. But whether water itself will run the vehicle is not the issue."

Hydrogen bus

* ISRO is trying to build a first of its kind 'hydrogen bus' in collaboration with Tata Motors and it should be ready by 2010

* Prototypes of hydrogen buses run in California and Japan

toibr.reporter@timesgroup.com

2.



The poster is framed in orange and features three portraits at the top: Smt. Meira Kumar (Minister of Social Justice and Empowerment), Sh. Somnath Chatterjee (Speaker of Lok Sabha), and Smt. Subbalakshmi Jagadeesan (Minister of State for Social Justice and Empowerment). The central text, in red and blue, announces the 'National Function to Mark the Birth Bicentenary of Louis Braille' with Shri Somnath Chatterjee as the Chief Guest. It lists other guests: Shri Pawan Kumar Bansal (Minister of State for Finance) and a Guest of Honour. The event details include the date (January 4, 2009), venue (Hall No. 5 Vigyan Bhawan, New Delhi), and time (4:00 p.m., by invitation). A central circular portrait of Louis Braille (1809-1852) is surrounded by a list of program activities such as awarding a special award for best Braille press, releasing commemorative coins and stamps, and releasing documentaries and Braille books. The Ministry of Social Justice and Empowerment, Government of India, is mentioned at the bottom.

Smt. Meira Kumar
Hon'ble Minister of
Social Justice and Empowerment

Sh. Somnath Chatterjee
Hon'ble Speaker Lok Sabha

Smt. Subbalakshmi Jagadeesan
Hon'ble Minister of State for
Social Justice and Empowerment

National Function to Mark the Birth Bicentenary of Louis Braille
Shri Somnath Chatterjee
Speaker Lok Sabha
will be the Chief Guest.
Shri Pawan Kumar Bansal
Minister of State for Finance
will be Guest of Honour.

DATE
January 4, 2009

VENUE
Hall No. 5 Vigyan Bhawan,
New Delhi

TIME
4:00 p.m.
Entry by Invitation

Programme

- * Giving away of Special Award for Best Braille Press
- * Release of Commemorative Coins
- * Release of Commemorative Postage Stamp
- * Release of Films Division Documentary on Louis Braille
- * Release of Books in Braille published by the National Book Trust

LOUIS BRAILLE
1809 - 1852

MINISTRY OF SOCIAL JUSTICE AND EMPOWERMENT
GOVERNMENT OF INDIA

3.

Online HCI Vistas

Design Research/ Article 1 Jan 2009/ Vol-V

Culture and Personas Perception by Dr. Lene Nielsen

A persona is fictitious user constructed from different forms of field data.. The data can originate from a combination of questionnaires, interviews, observations, probes etc. The

designer uses the persona to imagine the end user's design preferences and to imagine the needs that the future design can solve...

To read more-

<http://www.hceye.org/UsabilityInsights/?p=101>

UX Design / Vol-IV / Dec. 2008

Magic Fairy tale as Source for Interfere Metaphor by Vladimir Averbukh (Russia)

<http://www.hceye.org/UsabilityInsights/?p=99>

Submit your articles at-

dineshkatre@yahoo.co.in

4.

Braille's literature celebrated on 200th b'day

Express News Service, Jan 05, 2009

Mumbai In order to mark the birth bicentenary of Louis Braille, the inventor of the Braille script, Mumbai-based Blind Persons' Association (BPA) on Saturday felicitated people who have significantly contributed in promoting Braille literature.

The felicitated people included editors of Braille periodicals, Braille transcribers, authors of various books pertaining to development of Braille, as well as those involved in education of the blind and in repairing Brailers (machines used for writing in Braille script) and other writing equipments for the blind.

The BPA caters to the needs of non-institutionalized blind persons. It provides educational assistance, free distribution of educational material, medical assistance, self-employment projects, recreational programmes, equipment bank for the blind and counseling services.

On the occasion, the association also organized an essay competition for blind students on the topic 'The Social Implication of the Invention of Braille System'.

Shanta Narsian, general secretary of BPA said, "The year 2009-10 is being celebrated all over the world as the birth bicentenary of Louis Braille, who opened the door of knowledge

for millions of blind and visually impaired individuals. We want to show our gratitude to all those who have helped better the lives of the blind.”

Among those who were felicitated was 55-year-old Pramod Bane, a Parel resident, who is the sole ‘Braille mechanic’ in Maharashtra. Around 20 years ago, Bane, a former mechanical engineer, repaired a defunct Braille, which his wife, a volunteer at the Smt Kamala Nehru School for the Blind at Dadar, had brought from the institute.

Bane has been repairing Braille and other equipment for the blind at minimal costs ever since. “It feels good to be appreciated for your work. Not much has changed in the design of the Brailles since I started working in this field,” said Bane. He added that he received Braille machines from as far as Dhule and Ahmednagar.

Bane has played an instrumental role in restarting the printing press of the National Association for Blind (NAB) that had stopped working due to mechanical glitches around three years ago. Besides, Bane has also designed models of railway stations, post offices etc. for blind students.

Dr Prem Bhargav, editor of Braille science quarterly magazine Vigyaan Bharati said there were few magazines which catered to the blind and visually impaired. Mumbai-based Vigyaan Bharati, which was started nine years ago by Prem Bhargava and her husband Dr Vijay Bhargava, is a collection of articles from different science periodicals and has circulation all over India. Swagar Thorat, the editor of the only Braille Diwali ank Sparsh Dyaan, Braille teacher Swarna Ahuja, and some transcribers were among others to be felicitated.

5.

International Journal of Design
Vol. 2(3) December 2008 | Table of Contents

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6.

Children's **LEARNING ENVIRONMENTS** eNewsletter

A newsletter of the White Hutchinson Leisure & Learning Group

This *eNewsletter* is also available for viewing and printing at:
http://www.whitehutchinson.com/news/learnenews/2008_december/

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7.

**IIT Delhi organizes exhibition for visually challenged
January 08, 2009**

New Delhi: The [Indian Institute of Technology, Delhi \(IIT-D\)](#) is conducting an exhibition for the visually challenged. This exhibition is being organized to commemorate the second birth anniversary of Mr. Louis Braille, the inventor of Braille.

Braille typewriter, smart cane, bus identification system, Braille tutor, talking devices such as clock, calculator, weighing machine, thermometer, ruler and other handy items will be displayed during the exhibition.

"The learning kits are also available in Hindi this time. It will be helpful for parents, teachers to teach visually challenged. It has normal Braille and alphabets printed on it," said Mr. Anurag Gupta, Student of Electrical Engineering at IIT-D.

Devices developed by IIT-D students will also be displayed during the exhibition.

"We are also demonstrating a number of embedded assistive devices for visually impaired such as Daisy player and Embosser Heater," added Mr. Gupta.

Embosser Heater is a device used to understand maps and shapes for visually challenged.

Few devices modified by IIT-D students, such as smart cane and bus identification system are ready to hit the market.

8.

The Nissan Technology & Design Square, an event developed to give students an inside view into the world of design and technology, kicks off today in Delhi. This premiere exhibition for India will run through January 12 in the Recreational Activity Centre at the Indian Institute of Technology (IIT).

The Nissan Technology & Design Square is an evolutionary event that follows the Nissan Design Forum in 2007 and Nissan Technology Square in 2008, two events previously created to share Nissan design and technology with stakeholders including students and provide insight and inspiration.

“This is our first opportunity in India to show the innovative technologies and emotive designs that come from a long and rich heritage at Nissan,” said Shouhei Kimura, CEO of Nissan Motor India Private Limited. “We believe our mission in India is to fascinate people, add excitement and enrich people’s lives through our technology and design.”

In the showcase’s technology corner, Nissan focuses on how technology and technological innovations can address issues related to the environment and safety. The technology corner utilizes panels, interactive displays and demonstrations to deliver its messages. The CVT and VQ engines, Xtronic CVT and all-mode 4x4-i will be among the featured technologies that also will be available on vehicles planned for launch in India.

The design corner showcase features scale models of vehicles and panels showing design concepts from Nissan. The strength of Nissan design comes from excelling in using Japanese DNA and diversity to create a unique and contrasting class of vehicles, from the GT-R with its ultimate super-car performance to the peaceful CUBE with its inviting comfort.

Additionally, Nissan representatives will discuss current design and automotive technologies and future direction through programs for university students. A zero emissions concept vehicle will be among the topics discussed, as well as design philosophy, strategy and processes from the first-hand view of an automotive designer.

The event is expected to generate additional excitement for students through a design contest.

Nissan also will sponsor Tech Fest 09 and bring the Nissan Technology & Design Square to the event scheduled January 24 to 26 at IIT Bombay.

Sourced From: Perfect Relations Limited

Appeal:

1.

i-manager's Journal of Educational Technology

Published by i-manager Publications, India

<http://www.imanagerpublications.com/>

Call For Papers - Vol. 5, No. 4

(Jan – mar 2009)

***ADVANCED TECHNOLOGY IN EDUCATION AND TRAINING:
WEB-BASED EDUCATION***

Collaborative Knowledge Construction, Computer-Assisted Learning and Instruction, E-learning and E-training, Streaming Multimedia Technologies, Quality Issues of Web-based Education, Web-Lecturing Technology, Faculty Development on Web-based Education.

Corresponding Editor

Ms. Shiny

Associate Editor

i-manager Publications

E-mail: editor_jet@imanagerpublications.com

Introduction

i-manager Publications is a leading publishing house specialized in publishing Scientific, Technological, Education and Management journals. The first issue of "i-manager's Journal of Educational Technology" was published in 2004. The credibility and impact of these publications in the Indian economic and academic environment reinforced the founding vision of i-manager Publications: promoting technology education in India and present international research to Indian readers.

i-manager's Journal of Educational Technology has effectively led this innovative research expedition for the past four years and currently in its fifth year. The Journal provides the most current research and trends in higher education to allow the student community to remain current with the latest technological innovations and to thus construct a vital and valuable academic world. The primary motivation for our journal is to encourage the commitment of educators in providing unparalleled education by presenting excellent and innovative ideas in educational research by practitioners worldwide.

Overall objectives of the issue & Subject coverage

Advanced technology education and training assist students to various educational opportunities in new conceptual approaches and the applications of advanced technology along with web-based education provides cognitive skill development and ultimate learning experience in an unbiased form.

This issue discusses technical challenges in advanced technology education and training in web-based technologies to create and explore complex, multi-dimensional operational scenarios and describes various applications of collaborative learning and training domains.

Possible topics include, but are not limited to:-

Collaborative Knowledge Construction: Computer supported collaborative learning, Collaborative tools, structured knowledge, Collaborative E-Learning.

Computer-Assisted Learning and Instruction: Mobile Teaching and Learning, Reusable Learning Objects and Standards, CBT

applications, tutorials, drills, simulations, instructional games, and computer-mediated communication.

E-learning and E-training: Systems and technologies in e-education, E-Pedagogy,

E-Learning in higher education institutions, e-learning evaluation and content, multimedia in e-learning, social benefits of e-learning, how e-technology influences the teaching program, lifelong learning networks, Infrastructure of e-learning or e-education environments.

Streaming Multimedia Technologies: Agent-based Technology, Televised Courses and Telecommunications, innovative technologies for synchronous and asynchronous learning, technology supporting students learning, short message service technology, Innovative learning materials.

Quality Issues of Web-based Education: Web-based Education and Web-based Training, Testing and Assessment Issues of Web-based Education, Educational Portals for Web-based Education, Innovative Web-based Teaching and Learning Technologies, Virtual Reality Applications in Web-based Education, National Policies and Strategies on Web-based Education.

Web-Lecturing Technology: Computer Screen technology, Smart board technology, Student-centered paradigm on education and constructivist approach to learning, preparing students to work and communicate in modern global virtual business environments, motivating student's curiosity, creativity, imagination, better understanding, providing higher retention rate, multi agent technology, intelligent tutoring systems, and new developments in instructional design.

Faculty Development on Web-based Education: Strategic planning for the web-based education, Supervision and curriculum development, Strategies for the effective implementation of distance education, Use of web-based teaching skills, faculty

Continuing professional development programmes.

Target audience

Academicians, practitioners and post-graduate students in the field of Educational Technology, University Educational Bodies, Researchers, Consultants, leading Corporate etc.

Type of submissions

Research papers (maximum of 20 pages)

Articles (maximum of 10 pages)

Submission guidelines

The author must provide:

- name,
- job title,
- Organisation/ institution of affiliation name,
- a brief biographical description,
- a photograph in JPEG format.

In case of more than one author, the corresponding authors' full details including email, fax, phone and address for communication need to be provided.

In addition:

- The paper needs to contain a title, an abstract, keywords, a main body and references,
- All references should be cited,
- APA format should be followed for reference and citation,
- Font style: Arial in 10 pt size,

- Figures and tables should follow the references. Make sure that every table or figure is referred in the text. The table or figure will be placed after the first mention in the text,
- Illustrations if provided, should be clear and in JPEG format,
- All articles should be error free to the maximum extent possible and any technical matter must be as clear as possible.

Submission procedure

Researchers and practitioners are invited to submit on or before the 10th of January 2009 an abstract of maximum of 200 words, along with a one page proposal, including Title of the paper, author name, job title, organisation/ institution and biographical note.

Authors of accepted proposals will be notified by the 20th of January 2009 about the status of their proposals.

All submitted articles in full text are expected to be submitted before the 5th of February 2009, along with an acknowledgement stating that it is an original contribution.

Review Procedure

All submissions will undergo an abstract review and a double blind review on the full papers.

The abstracts would be reviewed initially and the acceptance and rejection of the abstracts would be notified to the corresponding authors. Once the authors submit the full papers in accordance to the suggestions in the abstract review report, the papers would be forwarded for final review. The final selection of the papers would be based on the report of the review panel members.

Contact details

Submissions have to be sent electronically, in MS Word format to: Corresponding Editor Ms. Shiny at: submission.jet@imanagerpublications.com

2.

CALL FOR PAPERS

INTERACT 2009 – Research and Practice

The twelfth IFIP conference on Human-Computer Interaction: INTERACT 2009, being held 24 – 28 August 2009 in Uppsala, Sweden Conference website: www.INTERACT2009.org

Paper submission site: <https://www.softconf.com/s08/interact2009/>

CALL FOR PAPERS

The theme of the INTERACT 2009 conference, 'Research and Practice', addresses the issue of continuity between theory and practice in Human-Computer Interaction (HCI) research. The main focus is on research that is reflected in real-world applications.

The INTERACT series of conferences has been one of the driving forces in the HCI field for many years, and over time much research has been published in the INTERACT Conference proceedings. In Scandinavia, where INTERACT will be held in 2009, the HCI research tradition has always had a strong connection to working life, and the aim to produce practical assets for software design has been an important research issue. But how does research relate to practice in 2009? Are research results spreading beyond the research community and applied in practice, and are practitioners looking into research for their answers?

The relation between theory and practice is an old issue that is

becoming increasingly important. Has HCI been able to contribute to better IT use in practice? Are the existing methods and tools for the design of usable systems sufficient or is there still a need for new and better processes, methods and tools for systems development? INTERACT 2009 provides a forum in which practitioners and researchers can discuss research and methods for mutual benefit.

Suggested topics for contributions are (but not limited to):

Methods and Processes for Interface/Interaction Design, Modeling and Evaluation, including:

- Accessibility and Usability
- Affective HCI, Emotion, Motivational Aspects
- Evaluation Methods / Usability Evaluation
- Human Factors and HCI
- Human Error and Safety
- Mobility / Mobile Accessibility / Mobile devices
- Model-Based Design of Interactive Systems
- Tools for Design, Modeling, Evaluation
- Usability and Software / Enterprise Engineering
- User Modeling
- Visualization Techniques

Cross-cultural and Social Issues, including:

- Developing Local Content or Interaction Design Capacity
- ICT in Social Development
- Interaction Design for Developing Regions
- International and Cultural Aspects of HCI

Specific Application Areas, including:

- Adaptive Interfaces
- Augmented Reality and Tangible User Interfaces

- **Child-Computer Interfaces**
- **Context-Dependent Systems**
- **End-User Development and Adaptation**
- **Fun / Aesthetic Design**
- **HCI and Web 2.0**
- **HCI Education**
- **Human-Robot Interaction**
- **Human-Work Interaction Design**
- **Interaction with Small or Large Displays**
- **Multi-Modal Interfaces**
- **Multi-User Interaction / Cooperation**
- **Novel User Interfaces and Interaction Techniques**
- **Social Media / Social Networks**
- **Ubiquitous and Context-Aware Computing**
- **User Interfaces for Safety Critical Systems and Healthcare**
- **User Interfaces for Web Applications, e-Government**

SUBMISSION CATEGORIES

Submissions are invited in the following track categories:

- **Full research papers**
- **Short papers**
- **SIGs**
- **Panels**
- **Interactive posters**
- **Demos**
- **Tutorials**
- **Workshops**
- **Doctoral Consortium**

DEADLINES

Full research papers:

Abstract submission deadline: 5 January 2009

Paper submission deadline: 30 January 2009

Paper reviews due: 27 February 2009

Acceptance notification: 15 March 2009

Final version deadline: 15 April 2009

Short papers, SIG, panels, interactive posters, demos:

Submission deadline: 30 March 2009

Short paper, SIG, panel, interactive poster, and demo reviews due: 30 April 2009

Acceptance notification: 15 May 2009

Final version deadline: 30 May 2009

Tutorials, workshops:

Submission deadline: 15 January 2009

Tutorial/workshop reviews due: 15 February 2009

Acceptance notification: 1 March 2009

Final version deadline: 30 March 2009

Doctoral Consortium:

Submission deadline: 30 March 2009

Doctoral consortium reviews due: 30 April 2009

Acceptance notification: 15 May 2009

Final version deadline: 30 May 2009

SUBMISSION FORMATS

Please Note: All submissions in all categories must follow the Springer Lecture Notes template for Microsoft Word (.doc files only). Papers that do not follow the template may be excluded from the conference proceedings. The maximum paper length as stipulated in the various submission categories will also be strictly enforced (automatically by the conference submission system). For your convenience, a template for Microsoft Word

(.doc) is provided for direct downloading at:

<http://www.interact2009.org/sites/default/files/SpringerLNCSS-word%20format.zip>

For all the tracks, the versions submitted for review must be uploaded in .PDF format. Any questions regarding the formatting and uploading of submissions should be directed to: submissions@INTERACT2009.org.

SPECIFIC INSTRUCTIONS FOR THE VARIOUS CATEGORIES OF SUBMISSIONS

INTERACT 2009 is an international conference and all submissions will be peer-reviewed by an international panel of experts. English is the official conference language: all submissions must therefore be in English.

FULL RESEARCH PAPERS

Submissions of full research papers for publication in the conference proceedings are invited. Papers may address any of the areas identified in the conference topics and should take cognisance of the conference theme. Submissions should report original work and must not have been published previously. All full research paper submissions will be peer-reviewed by an international panel of experts. The review process will retain the anonymity of authors and reviewers.

Submit full papers of a maximum of 14 pages in .PDF format, using the conference submission system at: <https://www.softconf.com/s08/interact2009/>. Papers must be formatted according to the LNCS (Lecture Notes in Computer Science) format as described above. Accepted full research papers must be presented at the conference and will be published in the Springer LNCS Series. Authors should

guarantee the anonymity of their submissions (please remove names and affiliations from the first page and any other material that would allow reviewers to identify authors).

We will follow a two-phased approach for the submission of full research papers:

1. If you wish to submit a full research paper you must first upload an Abstract of maximum 300 words for your paper using the conference submission system no later than 5 January 2009. This Abstract will be used to find and assign suitable reviewers for your full paper submission. You may deviate slightly from this abstract and paper title in your final version of the paper, but please keep to the core theme since it will not be possible to change reviewers later due to the very short reviewer turn-around times. This Abstract must contain the title of your paper but must be anonymous (contain no reference to the authors). If you do not submit an Abstract you will not be able to upload a full version of the paper later on. The submission system will issue a 'passcode' when you submit the Abstract, which will be required to upload the full version of your paper later on.

2. The full version of your paper must be the complete version of your paper and must again be anonymous (i.e. contain no details or reference to the authors). A maximum of 14 pages are allowed in the prescribed format. This complete version of your paper will be reviewed by an international panel of reviewers. This version must be uploaded to the submission system no later than 30 January 2009.

For your convenience, a template for Microsoft Word (.doc) is provided for direct downloading at:

<http://www.interact2009.org/sites/default/files/SpringerLNCS-word%20format.zip>

SHORT PAPERS

Submissions are solicited for short papers that address any of the conference topics. Authors are encouraged to submit late-breaking research results and work in progress that show the latest innovative ideas. Short paper submissions should report original work and must not have been published previously nor be a condensed version of previously published papers.

All short paper submissions will be peer-reviewed by an international panel of experts. The review process will retain the anonymity of authors and reviewers.

Submit short papers of a maximum 4 pages in .PDF format by 30 March 2009, using the conference submission system at: <https://www.softconf.com/s08/interact2009/>. Papers must be formatted according to the LNCS (Lecture Notes in Computer Science) format.

Accepted short papers must be presented at the conference and will be published by Springer in the LNCS Series. Authors must guarantee the anonymity of their submissions (please remove names and affiliations from the first page and any other material that would allow reviewers to identify the authors).

The visual nature of the short paper submission will be assessed by the reviewer. In case it is judged pertinent for the audience, authors of accepted short paper submission might be proposed to present their paper in the Interactive Poster session.

For your convenience, a template for Microsoft Word (.doc) is provided for direct downloading at:

<http://www.interact2009.org/sites/default/files/SpringerLNCS-word%20format.zip>

INTERACTIVE POSTERS

Submissions for interactive posters are invited, addressing any area of the conference topics. Authors are encouraged to demonstrate the late-breaking research results and work in progress that show the latest innovative ideas to stimulate audiences. Interactive Poster submissions should report original work and must not have been published previously nor can it be a shortened version of previously published papers. All Interactive Posters submissions will be peer-reviewed by an international panel of experts. The review process will retain the anonymity of authors and reviewers. Accepted posters must be presented at the conference during a special poster session. Poster papers will appear in the INTERACT 2009 conference proceedings to be published in the Springer LNCS Series.

A poster submission may consist of a maximum 5 (4 plus 1) pages in .PDF format and must be submitted no later than 30 March 2009, using the conference submission system at:

<https://www.softconf.com/s08/interact2009/>. A poster submission consists of:

- a 4-pages poster paper and
- a visual poster draft resized to 1 A4 page, collated into a single .PDF document.

The paper part of the poster must be formatted according to the LNCS (Lecture Notes in Computer Science) format. Authors

must guarantee the anonymity of their submissions (please remove names and affiliations from the first page and any other material that would allow reviewers to identify the authors).

For your convenience, a template for Microsoft Word (.doc) is provided for direct downloading at:

<http://www.interact2009.org/sites/default/files/SpringerLNCS-word%20format.zip>

DEMONSTRATIONS

Several technical advances can make human activities easier, faster, more accurate and more economical. Some may lead to completely new activities. These advances may benefit people by helping them work more effectively and live more comfortably,

e.g., by creating new leisure activities and by opening new ways for communicating with friends, family, and colleagues.

The system demonstration track is looking for examples of technical advances with such potential. We encourage demonstrations of new and emerging technical solutions as well as innovations based on current solutions.

We are interested in demonstrations in the full range of HCI-related topics, especially as they relate to the conference theme. A system demonstration is a live presentation of a running system.

The review process will retain the anonymity of reviewers; authors should guarantee the anonymity of their submissions (please remove names and affiliations from the first page and any other material that would allow reviewers to identify the authors).

Submit a description of the demonstration of a maximum of 2 pages in .PDF format, using the conference submission system at:

<https://www.softconf.com/s08/interact2009/>. Papers should be formatted according to the LNCS (Lecture Notes in Computer Science) format. Accepted demonstrations must be demonstrated during the conference and the demonstration papers will be published in the Springer LNCS Series.

For your convenience, a template for Microsoft Word (.doc) is provided for direct downloading at:

<http://www.interact2009.org/sites/default/files/SpringerLNCS-word%20format.zip>

SIGS

Special Interest Groups (SIGs) allow conference attendees who share similar interests to meet informally for 90 minutes of facilitated interactive discussion.

INTERACT 2009 provides meeting space and advertises SIG meetings to the rest of the conference in the Conference Programme and on the Conference Website.

Submissions for SIG discussions are NOT anonymous, but will be peer-reviewed, and acceptance will be based on the relevance of the topic to the INTERACT 2009 programme, its relevance and importance for the INTERACT community, and the plan for stimulating attendee interest and participation.

Proposals must be authored by a minimum of two individuals representing at least two different organizations.

A submission for a SIG discussion consists of an extended abstract of maximum 2 pages PLUS a 1 page description with the following information:

- Interest and relevance of the SIG to INTERACT 2009.
- Assumed attendee background.
- Format of discussion including an informal list of topics and time allocated to each topic (roughly).
- Name of primary contact person.

The submission must be made using the conference submission system at:

<https://www.softconf.com/s08/interact2009/>. Abstracts should be formatted according to the LNCS (Lecture Notes in Computer Science) format. The description of accepted SIG discussions will be published in the conference adjunct proceedings.

For your convenience, a template for Microsoft Word (.doc) is provided for direct downloading at:

<http://www.interact2009.org/sites/default/files/SpringerLNCS-word%20format.zip>

PANELS

Panel proposals are solicited. An invitation is extended to participants with an interest in developing a panel session around a stimulating or controversial theme in the general field of HCI.

Topics and/or themes for a panel session may also be proposed by individuals with an interest in chairing a panel on a topic that intrigues them. Preference will be given to topics that raise forward-looking and/or contentious issues, and that promote debate among panel members and involvement of the audience. All suggestions will be assessed for their topicality and ability to generate stimulating debate.

Submit a panel proposal and a panel abstract (2 pages in total)

by 30 March 2009, using the conference submission system at: <https://www.softconf.com/s08/interact2009/>. Submissions for panels are NOT anonymous, but will receive at least 3 reviews from leaders in the specified area of HCI. The proposal should include the proposer's name and affiliation as well as the names and affiliations of possible panel members.

Abstracts should be formatted according to the LNCS (Lecture Notes in Computer Science) format as described above..

The description of accepted panels will be published in the conference adjunct proceedings.

For your convenience, a template for Microsoft Word (.doc) is provided for direct downloading at:

<http://www.interact2009.org/sites/default/files/SpringerLNCS-word%20format.zip>

DOCTORAL CONSORTIUM

The INTERACT 2009 Doctoral Consortium is a forum for PhD students to discuss their research goals, methods, and results at an early stage in their research. The Doctoral Consortium aims to provide useful guidance for completion of the dissertation research and the initiation of a research career in a friendly and constructive atmosphere.

The Doctoral Consortium will be held on 24 and 25 August 2009. The Consortium will be a closed event, open only to the selected participants and other invited attendees.

The Doctoral Consortium and INTERACT 2009 provide an opportunity for student participants to interact with other students at a similar stage in their research careers, established researchers, and the broader HCI community. PhD

students who are currently working on their dissertation/ thesis in an HCI related field are eligible to apply. Doctoral Consortium candidates should ideally have worked on their dissertation for at least 6 months. Thus, they should have chosen a research focus and possibly also have selected theoretical and methodological approaches and begun empirical work. To benefit from the Consortium students should have at least 6 -12 months of work remaining before the expected completion of their theses. The number of participants in the Consortium will be limited. Selection for the Consortium will be based on the quality of the submission and its relevance to HCI in a broad sense. The contribution the student may make to the Consortium, and the potential benefit of the Consortium to the student's research. Students selected to attend the Doctoral Consortium will be asked to present their work to get feedback for future directions. Consortium attendees are free to submit a paper or contribution to any of the other tracks at INTERACT 2009 on content similar to that in the proposal for the Doctoral Consortium.

Each prospective PhD student participant must submit a package of materials, consisting of 2 parts for consideration by the Doctoral Consortium Committee, no later than 30 March 2008. The first part must be submitted electronically using the conference submission system at: <https://www.softconf.com/s08/interact2009/>. The second must be submitted via e-mail directly to one of the Doctoral Consortium Chairs.

Part 1: Extended Research Abstract

The research description should be at a maximum 4 pages long formatted according to the LNCS (Lecture Notes in Computer

Science) format, and must include:

- The title of the work.
- The student's name, university name, address and e-mail address.
- Name and e-mail address of the dissertation advisor/supervisor.
- The research area or sub-area of the work (10 words or less).
- Related submissions (e.g., if the students is also submitting a paper to INTERACT 2009)..
- A brief description of the research topic (25 words or less).
- A description of the research problem to be solved, why it is important and a justification that prior research has not solved the problem; or the research question at issue to be elaborated, why the issue is interesting and how your work will bring new knowledge to the question at issue.
- The research hypothesis (claim).
- The methods used or proposed to use to carry out your research. It is important to describe a plan for evaluating the work and presenting credible evidence of the results to the research community.
- A sketch of the proposed solution.
- The expected contributions of the PhD research.

The research abstract should be submitted in .PDF format. The 4-page research abstract must conform to the LNCS (Lecture Notes in Computer Science) format.

For your convenience, a template for Microsoft Word (.doc) is provided for direct downloading at:

<http://www.interact2009.org/sites/default/files/SpringerLNCS-word%20format..zip>

Part 2: Letter of Recommendation

Part 2 is a letter of recommendation from the student's PhD advisor/supervisor, or Head of School, or equivalent, supporting the student's nomination for the Consortium. This letter should include the student's name, a candid assessment of the current status of the PhD research and an expected date for dissertation submission. The letter should be in .PDF format, and must be e-mailed to one of the Doctoral Consortium chairs (kash@diku.dk , or, Else.Nygren@dis.uu.se)

The accepted 4-page Research Abstracts will be published in the special Doctoral Consortium proceedings and will only be distributed to participants of the Doctoral Consortium.

Students whose proposals are accepted for presentation at the doctoral will be offered support in the form of waived conference fees, but will have to fund their own travel and accommodation expenses.

WORKSHOPS

Workshops provide 1 or 2-day fora for participants to compare their experiences and explore research issues or topics of special interest to the HCI community.

Workshops should have specific objectives and address stimulating topics. Workshops should have a limited number of participants (up to 30). Workshops will take place on 24 and 25 August 2009, immediately preceding the main conference.

Proposals should include key organizers, objectives, theme/topic, workshop organization and duration, target audience, and expected outcomes.

Submit an electronic workshop proposal and abstract (maximum 2 pages) by 15 January 2009 using the conference

submission system at:

<https://www.softconf.com/s08/interact2009/>. Proposals must be formatted according to LNCS (Lecture Notes in Computer Science) format. A description of accepted workshops will be published in the conference adjunct proceedings.

Submissions for workshops are NOT anonymous, but will receive at least 3 reviews from leaders in the specified area of HCI. Abstracts should be formatted according to the LNCS (Lecture Notes in Computer Science) format.

For your convenience, a template for Microsoft Word (.doc) is provided for direct downloading at:

<http://www.interact2009.org/sites/default/files/SpringerLNCS-word%20format.zip>

TUTORIALS

Leading researchers and practitioners have the opportunity to present tutorials on Monday 24 August 2009 and/or Tuesday 25 August 2009. Tutorials may cover any aspect of Human-Computer Interaction. Tutorials will be selected by a panel of referees and will be held only if they attract the required minimum number of participants.

Tutorials will be chosen on the basis of quality of presentation and value to the audience.

Submit one .PDF file including an extended tutorial proposal (background of the tutor(s), title, objectives of the tutorial, content, intended audience, and a 2 page abstract for the advanced program). This proposal should be no more than 4 pages in total. The .PDF file needs to be submitted by 15 January 2009, using the conference submission system system

at: <https://www.softconf.com/s08/interact2009/>.

Submissions for tutorials are NOT anonymous, but will receive at least 3 reviews from leaders in the specified area of HCI.

Abstracts should be formatted according to the LNCS (Lecture Notes in Computer Science) format.

For your convenience, a template for Microsoft Word (.doc) is provided for direct downloading at:

<http://www.interact2009.org/sites/default/files/SpringerLNCS-word%20format.zip>

3.

Kindly take note of Important Dates for Design Incubator's Weekend Workshops on Usability Testing given below:

06th Jan 09 - Last date to register for UXD 05 - Usability Testing (10, 11 Jan 09)

Fees For Self Sponsored = 8,000 INR

Fees For Corporate Sponsored = 9,000 INR

For details visit: http://designincubator.com/training_current.htm

Download Brochure: <http://designincubator.com/Weekend%20Workshops%20on%20User%20Experience%20Design%20Winter%202008.pdf>

The Venue:

MphasiS Ltd.,

2nd Floor, Leela Business Park (Opposite to the Leela Kempinski Hotel),

Andheri-Kurla Road, Andheri East,

Mumbai 400059.

For any queries feel free to contact us

Mail: training[at] designincubator.com

Call: +91 (0)22 6552 9069 (speak to Rohit)

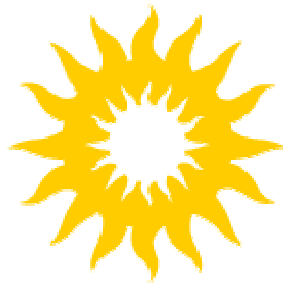
Kindly register asap and do inform your friends or colleagues who are also interested in the workshop.

Design Incubator R&D Labs Pvt. Ltd.

Mail to : rohit.keluskar@designincubator.com

Tel : +91 (022) 6552 9069

4.





Topical Area: Universal Design for Living

25th Annual Pacific Rim International Conference on Disabilities

May 4-5, 2009 • Honolulu, Hawai'i • [Hawai'i Convention Center](#)
• [Registration](#)



The Center on Disability Studies at the University of Hawai'i cordially invites you to the  [25th Annual Pacific Rim International Conference on Disabilities](#)  on May 4-5, 2009 in Honolulu, Hawai'i. Celebrate the collective achievements of the past and **look forward** to create an inclusive vision for the 21st century. As we face economic uncertainty and global

challenges, it is even more important to honor tradition, and use this foundation to navigate our futures.

In the tradition of [PacRim](#), the 2009 conference will revisit familiar [themes](#) and explore new directions through scholarship, best practice, and international networking. Join us, and continue this extraordinary journey. We will have several pre and post conference sessions, including an accessible sports Sunday at the beach; an international film festival; and the 2nd Annual International Forum: Securing the Rights of Persons with Disabilities: Eradicating Poverty.



Special Focus on Design for Living, Play, and Work

Universal design is a framework for the design of living, playing and working spaces and products benefiting the widest possible range of people in the widest range of situations without special or separate design. Accommodating people of all sizes, ages, and abilities, Universal design is human-centered design. It is not only about places and things but about policies, services and programs. In many parts of the world Universal Design is being linked with sustainable environmental practices. It is the design for the 21st century.

Technologies

“Technologies for Universal Design” will focus on emerging and cutting-edge technologies for learning and living. Current technology trends and innovations in universal design applications will be shared. Hands on workshops, demos, and product trials will be available. The topic leaders are particularly interested in presentations that focus on end users experience with technology including research that supports such use and technology that promotes universal design. This topic area will feature noted speakers, breakout sessions, panel discussions, and poster display/presentations and a computer lab for hands on training and demonstrations.

A hands-on computer lab will be available for selected workshops (note: you may have to provide your own software). If you submit a proposal to use the lab please indicate your

time preference in rank order of first choice and second choice (2 hour minimum for computer lab).



Envisioning the Future

- ✦ To achieve human and social progress we will address **poverty**.
- ✦ To maximize human potential we will highlight **indigenous/native peoples; girls and women; and veterans with disabilities**.
- ✦ To realize our dreams for inclusion and self-determination, we will ensure all people have access to services and opportunities: **transition to adulthood, employment, family support, independent living**.
- ✦ To create an accessible world, we will showcase Universal Design for **Learning** and **Living** and feature products and design elements for home, school, play and office.
- ✦ To ensure our future we will prepare our **youth** to take responsibility for the future by bringing them together to dialogue about experiences, visions, insights, and futures.
- ✦ To support your attendance PacRim 2009 will provide an early acceptance notice within 2-3 weeks of your submission. Conference rates are very reasonable and we have secured room blocks for under \$160 per night. We will also help facilitate room-shares if you are trying to keep your costs low. We all need to be together!

If you are only able to attend one conference this year, choose **PacRim 2009** in **Waikiki, Hawaii** at the beautiful **Hawaii Convention Center**. Traditionally this conference is one of the most exciting for attendees and presenters – providing a unique balance of cultures, and issues of local, national and international importance. This year's conference will seek to better these efforts and provide you with a most unique and exceptional experience – we hope to be seeing you in Honolulu in May.

Robert Stodden
Director, the [Center on Disability Studies](#)

Charmaine Crockett
Co-Chair, [PacRim 2009](#)

Valerie Shearer
Co-Chair, [PacRim 2009](#)

5.

Dear friends,

Happy New Year to all of you - passed already, or looking forward to on the 26th January.

As you might know, I changed place and work now at the Oslo School of Architecture and Design, mainly with Philosophy/Theory of Science in Architecture /Design.

Nevertheless, I didn't lose interest in the theory and practice of Sustainable Development and will in 2010 have the opportunity to publish a special issue for the Journal of Sustainable Development (vol.18), John Wiley & Sons Ltd.

<http://www3.interscience.wiley.com/journal/5346/home?CRETRY=1&SRETRY=0>

I would very much appreciate, if you consider a contribution to that special issue (between 10-12 pages). I write to you, since you are all experts in the field, whose insights present interesting and reflexive discussions. The submission of texts would be due until late spring 2009 (May/ beginning of June) the reviewing process takes place during summer/autumn 2009.

The working title of the issue is: Sustainability science - challenges for theory and practice

The contributions should address topics such as:

Currently dominant approaches/disciplines in sustainability science

- Is sustainability science suitable and useful for solving socio-cultural problems, or only scientific problems, or both?
 - What sciences and disciplines are especially suitable and fruitful for solving societal problems?
 - Science and spirituality as metaphors for sustainability
- Communication of sustainability science results to different actors (users, political decision-makers, managers)
Practical examples and concrete suggestions for benefiting from sustainability science-derived tools/instruments when

addressing environmental/social problems in industry and society.

The general outcomes should contribute to the following areas

- Discussion and debate on what are the main opportunities of and challenges for different approaches/disciplines in terms of sustainable development
- How can the sustainability challenge contribute to the development of science/disciplines?
- How can science/disciplines benefit sustainable development?

I hope you find the topics interesting and look forward to you answer.

Best greets

Martina

Dr. Martina Maria Keitsch

Senior Advisor

Research and Development

The Oslo School of Architecture and Design

Maridalsveien 29

NO - 0130 Oslo

Tel.: ++47 22 99 70 28

Fax: ++47 22 99 71 90

Program & Event:

1

a one-day tutorial on user experience metrics for HCI professionals. With kind support from our partners in the UXM group in Satyam Computers, I am able to conduct this tutorial in Pune, Bangalore, Hyderabad and Chennai apart from Mumbai (see schedule and locations below).

In this tutorial, I will give a quick overview of metrics in the user experience field and then go deeper into metrics that can be used across projects. I will then elaborate on a few metrics that I have been doing some research on.

The tutorial will consist of some lecture sessions, followed by some practice sessions. At the end of the tutorial, I will introduce a longer research project and invite you to participate in it.

Anirudha Joshi

IDC, IIT Bombay

Being Effective in HCI Work through User Experience Metrics

Contents

An overview of UX metrics (1.5 hours)

User experience goals (1 hour)

User experience metric (1.5 hours)

Integrating HCI in SE (1 hour)

Index of integration (1.5 hours)

Introduction to longer research and signing up (0.5 hours)

Locations | Dates | Venues

Mumbai | Saturday, January 3 | IDC, IIT Bombay

Pune | Saturday, January 10 | Satyam Computers, Tara Heights, Shivaji Nagar

**Bangalore | Sunday, February 1 | Satyam Computers, Kirloskar
Business Park, Hebbal**

**Hyderabad | Saturday, February 14 | Satyam Computers, Cyber
Space**

**Chennai | Saturday, February 21 | Satyam Computers, Tech
Towers, Old Mahabalipuram Road**

Cost

The tutorial is free to attend. At the end of the tutorial, we will pass around the hat to collect 'voluntary donations' to cover the costs where applicable).

Who should attend?

This tutorial is not for beginners, but for HCI professionals (and that includes interaction designers, usability specialists, information architects, user interface designers and the likes). It is for people with at least 2 years / 10 projects+ of professional experience in HCI.

About the Speaker

Anirudha Joshi is a faculty member in the Industrial Design Centre, IIT Bombay. He teaches and does research in the field of Human-Computer Interaction (HCI) design. His area of research interest is interaction design for users in developing economies. He also works in the area overlapping between software engineering and HCI. For more information about Anirudha, please visit <http://www.idc.iitb.ac.in/~anirudha/>.

Acknowledgements

I thank Satyam Computer Services for their kind help in making the venues available and coordinating the event in Pune, Bangalore, Hyderabad and Chennai.

Register

Seats are limited. To register, please mail the following details to anirudha@iitb.ac.in till a week before the date:

Name

Email

Age

Education

Professional courses attended, if any (related to interaction design, usability, information architecture) / total number of days equivalent of training

Years of overall experience

Years of HCI or related experience

Number of projects in which you participated in the role of a HCI professional

Company name

Years since the user experience design group was set up in your company (0 if not yet)

Nature of business of your company (relevant to your role)

Software development services / In-house software development / Software products / Web product / Hardware products

Are you willing to participate in a research study that involves 9-12 hours of your time over 6 months after the tutorial? (A 'no' doesn't disqualify you from attending the tutorial.

Similarly, a 'yes' doesn't automatically recruit you for the longer study – you can still change your mind later.)

Preferred location: Mumbai (3-1) | Pune (10-1) | Bangalore (1-2) | Hyderabad (14-2) | Chennai (21-2)

Seats are limited. I will confirm your participation and send you additional details at the earliest.

2.

“TANTAVI 2008”- A TRAVELLING EXHIBITION.

“Tantavi-2008” is an attempt to showcase, under one umbrella, the exquisite and colourful handloom brocades developed by 24 Weavers Service Centers as an initiative of the Development Commissioner for Handlooms, Ministry of Textiles.

Tantavi, meaning “of the loom” in Sanskrit, is the registered trademark of the National Center for Textile Design, Ministry of Textiles, which will organize the “Tantavi-2008” at various cities in India.

“Tantavi-2008” will be organized at Delhi, Ahmedabad, Mumbai, Bangalore, Chennai, Hyderabad and Kolkata from December 2008 to March 2009. 113 fabrics on display at these exhibitions will represent the adept weaver’s imagination and creativity transformed into myriad and colourful brocades on cottons, silks, zaris etc. This exhibition will showcase the range in home furnishings, apparels and accessories designed and developed in close coordination with the National Institute of Fashion Technology (NIFT), New Delhi and will help the discerning designers, exporters, manufacturers and other textile professionals to assess the multifarious end use of the brocade fabrics schedule is as follows;

Delhi	26-31st December 08	at Handloom Pavilion, Pragati maidan
Ahmedabad	07-12th Jan 09	
Mumbai	15-19th Jan09	
Banglore	05-09th Feb 09	

Chennai 14-19 th Feb 09
Hyderabad 26-03rd march09
Kolkatta 12-17th march 09

The venue for all other places shall be advertised in all the leading Newspapers.

I am sure the the exhibition will be very useful and members are requested for sparing their time to visit the exhibition.

Dinesh Singh

Additional Development Commissioner

3.

The New dates of India Design Festival are finalized now. They are as follows:

7 Feb'09 - Saturday (Evening) - Inaugural function of IDF

8 Feb'09 - Sunday - Open (School Children Competitions)

9 Feb'09 - Monday – Presentations by Designers

10 Feb'09 - Tuesday - CII Workshop for MSMEs

10 Feb'09 - Tuesday - Parallel sessions on

New Media & Animation, Usability

Architecture, Design for Social Impact,

11 Feb'09 - Wednesday - 8th CII-NID Design Summit - Day 1

12 Feb'09 - Thursday - 8th CII-NID Design Summit - Day 2

13 Feb'09 - Friday – to be announced

14th Feb'09 - Saturday - to be announced

Make a note in your new diary, plan to attend, contribute to the festival.

Encourage your friends and clients to attend the festival as well. More details will be coming up soon on the festival

website www.indiadesignfestival.org

<<http://www.indiadesignfestival.org/>>

4.

Young Communications Entrepreneur (YXE) award 2009

About the Award

British Council presents the Young Communications Entrepreneur (YXE) award for the first time, to champion and celebrate the importance of creative entrepreneurs working in the field of communications.

The award

Winner of the Indian award will take part in an all-expenses paid 10-day tour of the UK communications industry in March next year and competes for the International Young Communication Entrepreneur of the Year Award 2009. The international winner receives £ 7500, for accomplishing his/her innovative idea, approved by the panel of judges

This is the inaugural YXE award to showcase innovation in the communications industry (as defined further below), using the UK as the nexus for cultural, creative and commercial exchange. Ten international finalists for the award will visit the UK in March 2009 to undertake a common programme where they will take part in valuable networking both with key UK communications industry partners and amongst their YXE peers. The programme will be run alongside events alongside D&AD (Design & Art Direction) events in March/April 2009 (we are discussing with partners the best dates for the programme).

Communications Sector Definition and eligibility

YXE participants can be drawn from any of the following areas of the Communications sector:

- Advertising and branding agencies
- PR agencies
- Photography agencies
- Graphic design agencies
- Print media, to include newspapers and magazines
- Broadcast media, to include radio, television and internet
- Direct marketing agencies
- Consultants providing specialist services in any of the areas outlined

Please note that the young creative entrepreneur awards are unique in rewarding entrepreneurial ability. We recognise that a finalist may be active in the creative process, but this should be secondary to their focus as an entrepreneur in the promotion of the communications industry in their country.

Artistic talent will not be factored into the judging procedure – finalists will be judged solely on the merit entrepreneurial abilities in the industry.

Eligibility

To apply for the award, candidates must:

- **Be aged between 25 and 35 years**
- **Already work in the communications sector (defined above) with at least 2 years professional experience**
- **Be entrepreneurial and have shown their ability and innovative approach to the development of the communications industry**

Through their character, drive and abilities demonstrate their potential to be a leader of the communications industry.

More about the YXE Programme in the UK

In March/April 2009 (as above, dates TBC dependent on discussion with partners), the 10 finalists will arrive in the UK for a two week tour of the UK national communications industry. This programme, which will be created with UK partners, will take them to London and at least one other UK region/city (probably Manchester and Brighton) to meet leaders of the communications sector. The tour will comprise visits, meetings, seminars and events. We anticipate that it will also include a master-class with a key figure in the UK communications industry during which the finalists will be able to question him/her about the development of his highly successful communications business.

The programme will be tailored to the finalists' interests, and include both a group itinerary for the finalists to get a shared overview of the best of the UK communications sector and specific meetings to introduce finalists to UK contacts of particular interest to them for commercial or collaborative purposes.

Details are still to be confirmed, but during YXE we anticipate finalists will:

- **Attend events organised by D&AD**
- **Take part in a showcase opportunity to promote innovative work from their country which they feel is appropriate for the UK and wider international market.**
- **Website showcase: In addition, work selected for the showcase will also be featured on our creative economy webpage for visitors to vote for their favorite.**
- **Participate in the YXE award ceremony, where the award winner will be announced.**

D&AD

It is an educational charity that represents the global creative, design and advertising communities. Since 1962, D&AD has set industry standards, educated and inspired the next generation and, more recently, has demonstrated the impact of creativity and innovation on enhancing business performance.

The last date for receiving applications is Wednesday 17 January 2009.

Applicants will go through a two-tier selection process.

1. Short listing by a British Council appointed specialist by 23 January 2009. Names of short listed candidates will be published on our website and they will also be informed in person by the British Council.

2. A national panel of eminent people from the field of communication will interview short listed candidates on 30 January 2009 in New Delhi and the name of the winner will be announced at an awards ceremony the same evening.

Download the application form and guidance notes

Please return the signed form along with a portfolio of your work by 17 January 2009 at the latest to:

"YXE"

Tanima Maniktala

British Council Division

British High Commission

17 Kasturba Gandhi Marg

New Delhi 110 001

Receipt of applications will be acknowledged by email.

Applications can also be submitted by email to:

yce.india@in.britishcouncil.org

If you have any enquiry about the process for submitting applications please contact

Tanima on 011 4149 7442 or

email her at: tanima.maniktala@in.britishcouncil.org

5.

Universal Design Leadership Project

Proposal Receipt Deadline: February 19, 2009

The Arts Endowment requires organizations to submit their proposals electronically through Grants.gov, the federal government's online application system. The Grants.gov system must receive your proposal no later than 11:59 p.m., Eastern Time, on the deadline date above. We strongly recommend that you submit at least 10 days in advance of the deadline to give yourself ample time to resolve any problems that you might encounter.

Description of Funding Opportunity

The National Endowment for the Arts is committed to maintaining a leadership role in the area of universal design. Universal design is a design process that goes beyond minimum codes and standards to make spaces comfortably usable by people from childhood into their oldest years. It is not, as many mistakenly view it, the practice of meeting minimum access requirements. The Arts Endowment recognizes design's ever present role in everyday life and is committed to encouraging and disseminating the best in universal design for the benefit of the American public. The NEA, with its national perspective and commitment to artistic excellence, is in a unique position to exercise a leadership role in this area.

Background

This project builds on the NEA's past leadership efforts with universal design. In 2003, the Arts Endowment convened a meeting where leaders in universal design recommended the development of strategies to broaden the appeal of universal design, to extend awareness and acceptance of this concept into the mainstream of society, and to create communities that are both well designed and inclusive. In June 2006, the NEA convened a second policy gathering where these earlier recommendations were reviewed and reaffirmed. Among the NEA-funded leadership projects that respond to these recommendations are:

- The Adaptive Environments Center, Inc. in Boston is developing a fully accessible, Web-based, international collection of universal design case studies that is scheduled to be launched this winter. The juried case studies will include detailed project descriptions, photographs, and contact information. The project will consider key categories of the built environment including facilities for arts

and culture, education, health, transportation, and commerce, as well as housing, public spaces, and historic preservation. The case studies will help educate the design community, as well as educators and the public, about the importance of universal design. Adaptive Environments' global marketing strategy will promote this Web site by building on existing design and media relationships, and by engaging in public education activities.

- Play and Learning in Adaptable Environments (PLAE, Inc.) in California researched and documented the process of developing the universally designed spaces of the 80,000-square-foot, transit-oriented Ed Roberts Campus. This included collaboration with eight partner organizations on a space that includes offices, a technology center, arts exhibition space, a fitness center, café, and child care facility. *The Inclusive City*, a 377-page publication covering 13 universally designed projects as well as design guidelines for the Ed Roberts Campus, was published in the fall of 2006, as part of this project.
(<http://www.inclusivecity.com/>)

- Ohio State University's School of Design formed an interdisciplinary team of professionals in architecture, city planning, public policy, and disability services who worked together to implement courses in universal design education and disseminate information on best practices in this subject area. This included the July 2006, international conference on "Universal Design and Visitability" at OSU's Knowlton School of Architecture.
(<http://knowlton.osu.edu/ped/universaldesign.htm>)

Further, this effort produced a free e-book on universal design, *Universal Design and Visitability: From Accessibility to Zoning* by Jack L. Nasar & Jennifer Evans-Cowley (2007).

For more information on universal design resources, see the [Universal Design section in the Arts Endowment's Web site](#).



Accessible Design Awards Program 2009

Co-sponsored by the Massachusetts Architectural Access Board (AAB) and the Boston Society of Architects (BSA)

Deadline: April 14, 2009

Call for Entries

ACCESSIBILITY

Universal Design exemplifies a commitment to making places that enhance the experience of all users. Universal Design in the US includes excellent integration of accessibility requirements but exceeds the legal requirements by building in features that anticipate diverse user needs and benefits (e.g., indoor air quality, lighting, acoustics, redundant information, navigation).

This program recognizes excellence in the design of buildings or facilities that are accessible for persons of all abilities. Creative solutions are sought that include effective accessibility as part of well-designed, responsive architecture in these categories:

Category A: "Public Architecture" This includes all buildings and facilities to which Massachusetts statute 521 CMR applies. The link to the website for this statute (MGL Chapter 22, Section 13A) is:
<http://www.mass.gov/legis/laws/mgl/22-13a.htm>

Category B: "Private Residential" This includes private residences in which an individual's personal accessibility needs have been addressed.

Category C: "William D. Smith Memorial Award"
This includes all buildings for which the design integrates accessibility with historic preservation.

Entries may be for entire facilities or site-specific solutions. Project types might include:

Exteriors - ramps, signage, trails, campuses and landscape design

Interiors - entries, bathrooms, hardware, lifts, details

Buildings - transportation facilities, gazebos, park facilities, etc.

For examples of past award-recipients, visit
www.mass.gov/aab.

ELIGIBILITY

- * This program is open to everyone in the world — designers, building officials, citizens, community groups, building owners, public agencies, *et al.*
- * Entries in all three categories must comply with 521 CMR where applicable (521 CMR does not apply to single- and two-family housing).
- * Specific access solution(s) must be located in Massachusetts.
- * Access features may be either new construction or renovation.
- * All projects must be completed prior to the submission deadline (April 14, 2009).
- * Work by this year's jurors and by their firms is not eligible.
- * Projects honored in this program in past years are not eligible.
- * Built projects must have been completed after January 1, 2004.

CRITERION

Entries will be judged in part on effectiveness in integrating the specific access solution into the overall project design.

JURY

The jury may include representatives of the Massachusetts Architectural Access Board, architects, landscape architects, people with disabilities, and previous award recipients.

SUBMISSION REQUIREMENTS

The jurors' decisions will be based on the materials submitted; no field trips will be taken. All of the information/materials listed below should conform to a typical 8.5" x 11" format and submitted in a simple binder. References to the names of nominated organizations or individuals must be avoided on all the materials listed (for example, refer to the architect

or the planner generically but not by proper name – the intent is to maintain the nominees’ anonymity during the jury process).

Each submission binder should include, if appropriate and available, this information in this order:

- A typed outline not to exceed one side of one page which identifies the submission as Category A, B, or C and describes the project type and geographical location, the role the nominee played in this project, the program and special constraints, a site description, the design solution, unusual/innovative building components, universal design elements, and a general description of the planning, design and construction processes and the professionals, community members, prospective users and others involved in these processes.
- Photographs that include before and after images to illustrate existing condition in a renovation project, images of the specific solution keyed to a plan, and photographs with a broader perspective showing the solution(s) in context.
- Site plan, building section, floor plans and similar information
- Concise captions on all photos, plans and other visual images are useful story-telling devices. Include a separate page listing all views, accompanying captions and photo credits.
- The photographer’s ‘Permission form...’ that appears at the end of this document.
- A CD with electronic versions of all submitted materials and photographer’s credits for all images.
- A sealed plain envelope containing one sheet of your letterhead with double-spaced, typed credit information in this order using upper- and lower-case letters as appropriate (do not type in all CAPITALS): the project name, city and state; the full name of the client firm/organization/ agency; nominee/firm name and submitter’s name, if different; associated planning design and construction firms’/consultants’ names, postal and email addresses; and other appropriate credits. Be certain that the credits provided appear exactly as they should appear on award certificates and other public references to this project; check the spelling of all names carefully. Note at the bottom of this credit sheet the name, email address and daytime

telephone number and extension of the appropriate person we should call with questions. Tape this envelope to the inside back cover or back of the last page of the binder.

- Submission to the program explicitly implies the submitter’s agreement to permit the Boston Society of Architects/AIA and the Massachusetts Architectural Access Board to publish the submitted work in print and on-line.

The intent of these submission specifications is to provide the jurors with comparable and comprehensive materials to review. The intent is not to force unreasonable adherence to a rigid format if comparable alternatives or adaptations would serve and are already available.

2008-2009 SCHEDULE

December 1, 2008

Call for Entries (this document) available.

April 14, 2009

Submissions must be *received* no later than 4:00 pm at the BSA.

May

Award-recipients will be telephoned following the jury session; all other entrants will be notified by mail of the jury’s decisions.

July

Awards presentation at the Massachusetts State House, Boston.

November 18-20

Exhibition of award-recipients’ work in Boston.

ENTRY FEES

The entry fee is \$50 for the first entry and \$30 for additional entries from the same individual/team/firm/agency. Each submission must be accompanied by the appropriate fee payable to the “Boston Society of Architects”.

DEADLINE

All submissions must be *received* by the Boston Society of Architects, 52 Broad Street, Boston MA 02109 no later than 4:00 pm, April 14, 2009.

AWARDS

Award certificates may be presented at a ceremony in the Great Hall of the Massachusetts State House.

SUBMITTED MATERIALS

All submitted material becomes the property of the Massachusetts Architectural Access Board and will not be returned. Submissions may be used in future Massachusetts Architectural Access Board training sessions and exhibits.

QUESTIONS ?

Email or call Eric White at the BSA

(ewhite@architects.org/617-951-1433x225).

For TTY, call 617-727-0019.

<p align="center">2009 Accessible Design Awards Entry Form</p> <p><i>Photocopy this form and submit the completed photocopy with each board.</i></p> <p>Type or print clearly; use upper- and lower-case letters — do not use all upper-case letters.</p>	Contact name: _____
	Project name: _____
	Project Address: _____
	<ul style="list-style-type: none">Designer's name(s) / Firm / Address — add suffixes such as "AIA" or "IIDA" as appropriate: _____ _____ _____
	Which name(s) should be used on award certificates? <input type="checkbox"/> Individual(s) <input type="checkbox"/> Firm/Institution
	Daytime telephone: _____ (include country code & city code if outside U.S.)
	Fax: _____ (include country code & city code if outside U.S.)
	E-mail: _____
	<ul style="list-style-type: none">Client's Name / Address / Telephone _____ _____ _____
	<ul style="list-style-type: none">Contractor's/ Builder's Name / Address / Telephone _____ _____ _____
	Entry fee: <input type="checkbox"/> US \$50.00 <input type="checkbox"/> US \$30.00 (for each additional entry) Attach your check or money-order or provide credit-card information here: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> AmEx

7.



[Online Registration](#)

[Online submission required fields](#)

Background

The Small Project Practitioners Knowledge Community presents the fifth annual Small Project Award Program to recognize small project practitioners for the high quality of their work and to promote excellence in small project design. This Award Program emphasizes the excellence of small project design and strives to raise public awareness of the value and design excellence that architects bring to projects, no matter the limits of size and scope.

Recognition

Award recipients will be announced, reviewed and recognized at the 2009 AIA National Convention in San Francisco (more details to follow). The award-winning projects will be displayed at the convention, acknowledged through AIA publication and electronic media, and will be featured on the SPP website and in the SPP Journal, Spring 2009 Edition. Each award-winning project will also receive a Citation for Excellence.

The Best Practices seminar at the Convention also creates an opportunity for members to connect with like-minded professionals nation-wide, to gain inspiration and celebrate great work, and to facilitate the sharing of knowledge while

advancing the quality of successful small project practice.

Judging Criteria

Each entry will be judged for the success with which the project meets its individual program intent and requirements. Entries will be weighed individually, not in competition with each other.

Criteria for judging will include the following:

- The Submission complies with all submission requirements
(determined prior to presentation of submissions to the jury)
- The Project demonstrates exemplary skill in meeting program intent and requirements
(this criteria includes innovation and technical advancements in the design process)
- The Project achieves excellence in design
(this criteria includes the delight and contextual considerations required of exemplary design)

Award Categories

Entries are to be projects of the built environment within the following categories:

- (1) Small Project Objects – furniture, fixture, or fragment - under \$50,000 construction budget,
- (2) Small Project Structures - under \$500,000 construction budget
- (3) This year's special category: Accessible residential designs

The Small Project Practitioners Knowledge Community encourages submissions of projects in all building types: commercial, retail, industrial, educational, public and private, as well as residential. In addition, projects may include fully completed new and renovation projects, or elements of built projects. There is no limitation other than the quality of the final work.

The 2009 SP Awards Program invites the submission of projects with Universal Design, i.e., accessible to people of all abilities. New construction and renovations are welcome - show us your ramps and porches, roll-in showers and tubs, wheelchair-height kitchens and vanities, work and living spaces, adaptive spaces and devices.

Finally, the Small Project Practitioners Knowledge Community strongly encourages submissions from the many ethnically diverse small project practitioner members of the AIA and the profession.

Eligibility

- Open to architects licensed in the United States.
- Built projects completed after January 1, 2005.
- Entry photography by submitting architect only (no professional photography is permitted)
- Maximum of two (2) entries per firm.
- No projects are permitted that have previously received a national AIA award.

Entry Fee:

AIA Members - \$75 for each entry

Non-Members - \$150 for each entry

All entry fees are non-refundable

Submission Requirements:

Entry is a web-based submission process.

[Online Registration](#)

[Online registration required fields](#)

Images:

Images include Drawings and Photos

- To be sufficient to describe the project context, special considerations, innovative design.
- Maximum 8 – minimum 4, arranged in the order you wish them viewed.
- Site Plan, Floor Plan, and Section (if appropriate to project type) (drawings must include a north arrow and a graphic scale).
- Digital parameters: 300 DPI / JPG / High Quality-Low Compression / 1600x1200 resolution.

Text:

- Written information shall be limited to 200 words.
- Project name and location (city and state).
- Statement of program and contextual background. In addition, include any special challenges or considerations, unique and/or innovative solutions, lessons learned, or other information pertinent to the understanding of the project.

All submitters must:

- Read and agree to a statement that all images are the product of the design architect.
- Read and agree to a statement that the project construction cost (not including soft costs) is accurate for the category submitted.
- Read and agree to a statement that the project has not received a previous national AIA design award.
- Read and agree to the AIA Intern Declaration
- Read and complete the AIA 2007 Copyright Permission Form.

(Note: Project Owners may be contacted to verify information provided.)

Failure to comply with the above requirements will result in disqualification.

Board Layout

Authors of submissions cited for excellence will be asked to indicate the images and verbiage to be taken from the above submission requirements to be included on a display board for presentation. A template will be provided to those winners and all printing shall be completed by AIA.

Image Requirements:

Image Quality

The image quality is very important in allowing the jury to determine the quality of your project. An award cannot be made to a project where the relevant details cannot be determined or confirmed in the visual submission material. Therefore, please follow the specifications above closely. The specification should be able to be met with a 3-megapixel camera used in its highest resolution and with minimal compression. Our research shows that such cameras can be obtained for as little as \$150 from office supply chains or specialty retailers. Use of higher resolution cameras is acceptable and encouraged. For best results follow these simple rules.

1. Read your camera's owners manual and know how to adjust the settings.
2. Use a tripod and the slowest speed possible if people are not in the picture. If people are in the picture shoot at no less than 1/30th of a second.
3. Use the smallest aperture possible (highest number, i.e. f32)

- for clearest images over the deepest field, near to far.
4. Shoot in natural Daylight if possible.
 5. Shoot in the early morning or late evening for dramatic effect.
 6. If you cannot shoot in natural light then adjust your camera's white balance for the light source (usually tungsten or fluorescent). You may also need to adjust for cloudy skies.
 7. Clean and prepare the site before shooting. For example pick up paper and trash that are blowing around the ground, straighten clothing and merchandise on display, and pay attention to doors, windows, curtains and other compositional devices.

For more information and suggestions on how to improve your photographs, please see the *SPP Journal* Issue 29 archive at http://www.aia.org/spf_nwsltr_1203

Image Editing

Images may be edited to improve contrast ratio, color balance, or cropping of the image as the whole. Images may not be edited to alter architectural elements or context, except that images, which show inappropriate firm identification, may have the offending material blanked out. Images may be black and white, sepia or color but may not be colorized black and white images. Images should represent the project as it is in the built environment. Images should forgo artistic composition if the resulting image would be confusing to the jury as to the nature of the project. It might make a nice logo but it may not express your project's context, importance and value.

Copyrights

The architect/photographer should own the copyrights to the project images being submitted. Historic images are allowed only if they are copyright free or permission to use the image has been obtained and included with the submission.

Any identification of the architect or firm appearing on any submitted images shall cause the entry to be disqualified. Failure to fully comply with all submission requirements shall cause the entry to be disqualified.

Submission Deadline:

The submission process must be completed prior to **5:00 PM**

EST, January 9, 2009.

Questions:

Please refer to our [SP Awards FAQs](#).

If you have any questions, please contact:

Allison Fax

1735 New York Ave. NW

Washington, DC 20006

Email: afax@aia.org

Winners will be notified by March 1, 2009.

The SPP will prepare panels of all award-winning projects to be exhibited at the 2009 AIA Convention in San Francisco.

Templates will be provided to award winners so that they may specify content taken from submitted materials for inclusion on their project panel.

A slide show of images from all entries will also be prepared and presented at the award reception.

8.



2008-2009 LIVABLE COMMUNITIES

Student Design Competition

Sponsored by

AARP[™]

The power to make it better.[®]

And



THE SPONSORS

AARP



AARP is a nonprofit, nonpartisan membership organization that helps people 50+ have independence, choice and control that are beneficial and affordable to them and society as AARP does not endorse candidates for public office or make contributions to either political campaigns or candidates. AARP produces AARP The Magazine, published bimonthly; AARP The Magazine, our monthly newspaper; AARP Segunda Juventud, our bimonthly magazine in Spanish and English; NRTA Live & Learn, our newsletter for 50+ educators; and our website, AARP.org. AARP Foundation is an affiliated charity that provides security, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. We have offices in all 50 states, the District of Columbia, Puerto Rico and the U.S. Virgin Islands.

AARP
601 E Street, NW
Washington, DC 20049
T 202-434-2297
www.aarp.org

American Institute of Architecture Students



The American Institute of Architecture Students (AIAS) is an independent, nonprofit, student-run organization dedicated to providing unmatched programs, information, and resources on issues of architectural education. The mission of the AIAS is to promote excellence in architectural education, training, and practice; to foster an appreciation of architecture and related disciplines; to enrich communities in a spirit of collaboration; and to organize students to combine their efforts to advance the art and science of architecture.

American Institute of Architecture Students
1735 New York Avenue, NW
Washington, DC 20006-5292
T 202.626.7472
www.aias.org

2008-2009 LIVABLE COMMUNITIES DESIGN COMPETITION

FOR MORE INFORMATION

Program updates, including information on jury members as they are confirmed:

American Institute of Architecture Students
Attn: Livable Communities Student Design Competition
1735 New York Avenue, NW
Washington, DC 20006-5292
T 202.626.7472
F 202.626.7414
E webmaster@aias.org
www.aias.org/aarp

9.

Universal Design For Learning: Reaching All Learners

July 6–10, 2009

In recent years, federal law (IDEA, NCLB) has required states to provide students with diverse needs, including those with disabilities, opportunities to access and make progress in the general education curriculum. Increasingly, educators are being held accountable for meeting this sometimes daunting challenge.

Providing equal access to the curriculum involves much more than supplying every student with a textbook or a computer. Teachers need to ensure that students are actively engaged in learning. In addition, the subject matter needs to be cognitively challenging to students, and they need to be appropriately supported—regardless of their developmental level, cultural background, or learning style.

The UDL Solution

The institute addresses crucial questions about how to provide full access to the general education curriculum for all learners—especially those with disabilities—through Universal Design for Learning. The approach prepares educators to meet the challenge of teaching diverse learners in inclusive, standards-based classrooms.

UDL mirrors the universal design movement in architecture and product development. From the outset, UDL considers the needs of the greatest number of possible users; eliminating the need for costly, cumbersome, and after-the-fact adaptations.

UDL principles help educators customize their curriculum to serve learners with a wide variety of individual differences. A universally-designed curriculum (Rose and Meyer) offers:

Multiple means of representation to give learners a variety of ways to acquire information and knowledge

Multiple means of expression to provide learners with alternatives for demonstrating what they know

Multiple means of engagement to tap into learners' interests, challenge them appropriately, and motivate them to learn

Realizing the promise of UDL for Learning requires the collaboration of experts in teaching, educational administration, policymaking, technology, and publishing. The institute will help teachers, administrators, and policy makers better understand their responsibilities to diverse learners. It will also provide practical, hands-on solutions for reaching and teaching all learners.

**Harvard Graduate School of Education
44 Brattle Street, Fifth Floor
Cambridge, MA 02138**

T: 800.545.1849

F: 617.496.8051

E: ppe@gse.harvard.edu

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Design For All Institute of India in our invited speaker series has invited Prof Natacha Poggio of University of Hartford. She has delivered the lecture on the Topic entitled “ Universal Design “ to the student of IDC, IIT-Delhi on 16th Friday 2009 at IDC



EDUCATION

- 2004–2006 **Master of Fine Arts** in Design, May 2006
The University of Texas at Austin, Austin, Texas
Thesis: *“Making Sense with Design: A Taxonomy of Designed Experiences,”* documentation of the design of human experience including diverse objects and environments with which people interact.
- 1999 **Certificate, Postgraduate Studies** in “New trends in education and methodology”
University of Buenos Aires, Buenos Aires, Argentina
Part of international summer lectures series, taught by invited faculty:
- *Technologies with hypermedia elements*, by Prof. Fabian Wagmister (University of California, Los Angeles, CA), 10/1999.
- *Technology, culture and knowledge*, by UBA Dr. Edith Litwin (University of Buenos Aires, Argentina), 9/1999.
- *To teach and to learn with new methods*, by Dr. Goéry Delacôte (Executive Director of the Exploratorium in San Francisco, CA), 8/1999.
- 1994–1998 **Bachelor of Fine Arts** in Graphic Design, December 1998
University of Buenos Aires, Buenos Aires, Argentina

Continuing education

- 2005–2006 **Advancing Students’ Professional Excellence with Certificates in Teaching Series**, Division of Instructional Innovation and Assessment, The University of Texas at Austin, TX
To enhance my ongoing pedagogical, personal and professional development, I took the following ASPECTS courses: Motivating students to learn, Promoting active learning, Helping your students become more effective learners, Teaching in the diverse classroom, Learning styles and implications for instruction, Designing effective instruction for creative work, Designing effective lectures for learning, Effective public speaking techniques, Designing Effective Discussions, Stress management for graduate students.
- 2005 **History of Books and Printing Workshop Certificate**, Cushing Memorial Library and Archives, Texas A&M University, College Station, TX, May 22-27, 2005
- 2005 **Training in Global Ethics and Conflict Resolution**, Professional Development & Community Engagement Program, Dept. of Communication Studies, The University of Texas at Austin, TX
Trained to lead group sessions for the UT Global Ethics and Conflict Resolution Summer Symposium—designed to help high school students analyze various types of conflict in today’s world and equip them with the necessary tools to resolve them.
- 2004 **Presenting Data and Information** by Edward Tufte, Austin, TX, October 7, 2004
- 2002 **Introduction to Mediation**, County of Santa Clara, Office of Human Resources, Dispute Resolution Program Services (organized by the Dean of Students Office, Stanford University and attended by invitation), April 12-13, 2002
- 1998-1999 **Experimental Typography Seminars**, University of Buenos Aires, Buenos Aires, Argentina
Workshops taught by David Carson, P. Scott Makela, Martin Solomon, and Jorge Frascara.

11

Prof Jim Sandhu is visiting India and he has accepted our invitation to be guest in IIT-Delhi and deliver a lecture for the benefits of the students of IDC, IIT-Delhi, India on 22nd -23rd January 2009.

12.

We have announced the Young Communications Entrepreneur Award. It would be great if you can forward to entrepreneurs you know from the field of communication and encourage them to apply for this award. Young Communications Entrepreneur of the Year 2009 (YXE) The Young Communications Entrepreneur Award is the latest in the British Council's series of programmes aimed at supporting young entrepreneurs working in the creative industries in developing nations. The creative industries in the UK contribute 8% of our annual GDP; it is our belief that industry across the world has the power to do the same. The UK's support for the creative industries makes it one of the best partners for young creative entrepreneurs in the developing world to achieve their goal of growing their business and market; by working in partnership with you we increase the creative and market potential of Britain's own industry. We would like you to apply for this award since you

are an entrepreneurs working in the communications industry. If successful, you will:

- Attend events organised by D&AD
- Take part in a showcase opportunity to promote innovative work from their country which they feel is appropriate for the UK and wider international market.
- Website showcase: In addition, work selected for the showcase will also be featured on our Creative Economy webpage (www.creativeeconomy.org.uk) for visitors to vote for their favourite.
- Participate in the YXE award ceremony, where the award winner will be announced. This programme, which will be created with UK partners, will take them to London and at least one other UK region/city (probably Manchester and Brighton) to meet leaders of the communications sector. The tour will comprise visits, meetings, seminars and events.

To apply for the award, candidates must aged between 25 and 35 years Communications sector definition Candidate s must already be active professionally in the

communications sector which, for the purpose of this award programme, includes: Advertising & branding agencies
PR agencies Photography agencies Graphic design agencies
Print media to include newspapers and magazines
Broadcast media, to include radio, television and internet
Direct marketing agencies Consultants providing specialist services in any of the areas outlined
For more details you can log on to - <http://www.britishcouncil.org/india-arts-iycea2007.htm> If you are interested please mail TANIMA (details attached) for the application form. Last date of submission – 17 January 2009
Tanima Maniktala | Projects Executive | British Council Division | British High Commission | 17 Kasturba Gandhi Marg | New Delhi 110001 |
T: +91 11 23711401 ext 7442 D: +91 11 41497442 | E: tanima.maniktala@in.britishcouncil.org |
url: www.britishcouncil.org.in
13.



Spring Course on HCI

2009

IDC, IIT Bombay is happy to announce a ten-day course on human-computer interaction design from March 23 to April 3, 2009. The course is an exposure to user studies, interaction design, usability evaluation and user experience metrics.

[Contents](#) | [Schedule](#) | [Fees](#)

Time: 9:00 am to 5:30 pm

Venue: IIT Bombay Guest House

To register, please send a demand draft for the fees in favour of "Registrar IIT Bombay, CEP account" to: *Anirudha Joshi, Industrial Design Centre, IIT Bombay, Mumbai 400 076*. Fees include course materials, lunch and refreshments during the course. Please note that TDS need not be deducted towards payments made to IIT Bombay.

Accommodation is available in the IIT Bombay guest house to a limited number of people. If you require guest house accommodation, do mention this at the time of registration. Please note that accommodation costs are not included in the fees (expect costs approximately Rs. 650 per head, per day, shared, including meals). Please do not send the accommodation cost at the time of registration - you need to pay these when you check out. If you need more information please contact anirudha@iitb.ac.in .

14.



red dot award : product design
register by 4 February

Don't miss your final opportunity to register your innovative products for this year's red dot design award. Products are judged on site in the red dot design museum in Germany. This year, the jury includes design experts Gordon Bruce, (USA), Vivian Cheng Wai Kwan (Hong Kong) and Manuel Alvarez-Fuentes (Mexico).

www.red-dot.de/registration

15.

www.desform.org



Welcome to DeSForM 2009!

The College of Design at National Taiwan University of Science and Technology and the INSIGHT (INnovation and Synergy for IntelliGent Home Technology) Center at National Taiwan University are delighted to invite you to DeSForM 2009, an international workshop on Design & Semantics of Form & Movement, to be held on October 26 & 27, 2009, in Taipei, Taiwan, a city offering a vibrant blend of traditional culture and cosmopolitan life.

[Scope and Focus]

The scope of the conference is the design of products, systems and services with a focus on the meanings conveyed by their forms and behaviors. After four successful workshops in the Europe, DeSForM 2009 comes to Asia and creates an international platform where researchers and practitioners across different cultures can share findings and insights about the aesthetics and meanings of human-object interactions.

[Themes and Topics]

- 1. Methods and tools:**
- 2. Theoretical developments:**
- 3. Practice-based research and case studies:**

Active forms
Theatre and choreography
Sketching in space and time
Aesthetics and notation of motion
Editing and scripting of movements
 Meaning and perception
Conditions of applicability
Ambient versus interactive movement
Structuring mechanisms and linguistics
Gestalt theory and compositionality of meaning
 Using movement as a mediator
Appropriation of the everyday
Effects of context on meanings
New typologies and ecologies of objects
Dependencies between form and movement
16.

8th Annual User-Centered Product Design Award

Stan Caplan and Dianne McMullin

The Product Design Technical Group (PDTG) continues its successful award program in 2009 by sponsoring the 8th annual product design competition. The design award will emphasize both product design and the methods used to specify and achieve the design. Emphasis will be placed on innovative and user-centered approaches to Human Factors and Industrial Design. Consideration is limited to products, software or systems that are purchased for use in the home, in the workplace, or while mobile. They include consumer, commercial, and medical products, but exclude military equipment or systems. The product or system being nominated must be operational and capable of being marketed with no more than minimal changes. Products already on the market for more than three years will not be considered.

Nominations will be accepted from individuals nominating others or nominating themselves. The nominee must be a member of HFES, but does not have to be a member of PDTG. If a team is nominated, at least one person of the team must be a member of HFES.

The nominations should be submitted in electronic form by a human factors professional and should adhere to the following format (please note that the cover sheet should be in a file separate from the body sheets):

Cover Sheet (separate file)

- 1. Name of Product**
- 2. Name of person/persons being nominated and their title(s)**
- 3. Names of team members that worked on the product and their titles**
- 4. Name of contact person and their phone, mailing address, and email**

Body Sheets

- 1. Name of Product**
- 2. State of Development: Is this product currently on the market? If not, what remains to be done?**
- 3. Abstract (200 words) including a concise statement of why you consider this to be an especially user-centered product and design process.**
- 4. Product Description including pictures, story boards, etc. that clearly explains the product's form and the operation.**
- 5. Targeted Users: Describe the characteristics of the targeted users and how they were different than excluded users.**
- 6. Reasons for Product Development: Why was this product developed?**
- 7. External Considerations: What external constraints and/or requirements were imposed upon the development of the product or process?**
- 8. Judging Criteria: Following are the judging criteria. Please write a separate description for each of the six criteria that explains how the product or process meets that criterion.**

8.A. Functional Obviousness

Upon first impression does the design speak to the user in a way that makes the product appealing and apparently easy to use?

8.B. Ease of Operation

How easy is it to learn and actually do tasks in various applicable usage modes such as set up, normal usage, failure recovery, maintainability, portability, storability that occur during ownership?

8.C. Creativity/Innovation

How is this product unique compared to similar products? How does usability and styling take advantage of product technology?

8.D. Concept Development

How was new user input created or past user data applied to influence the product or system concept?

8.E. Design

How was user data generated or used for specifying design parameters or making design decisions?

8.F. Evaluation

What was done to assess usability of the product design and the need for improvement? This could include iterative assessments made during the design process or feedback obtained in the market that could be used for subsequent versions of the product. Be specific concerning testing methodology.

Adherence to the format described above is required to facilitate judges' comparison of submissions. Failure to follow the format may result in disqualification.

Video (optional)

A video may be submitted, but only to illustrate the product or product usage. Marketing videos are discouraged and will not be considered in the judging. Videos should not exceed 3 Megabytes and should be viewable on Windows Media Player or Quicktime.

Tip

Judges' evaluations can only be based on the submission they receive so a high quality submission that clearly and concisely describes the criteria will be an asset. The submission should not be treated as a marketing tool. Statements about a product's quality should be substantiated by documenting results or clear rationale that explain the how and why.

Administration

The deadline for submitting nominations for the award is May 15th, 2009. Nominations should be submitted electronically to Dianne McMullin at Dianne.L.McMullin@boeing.com.

To aid the evaluation, judges may submit questions to the nominees. Questions will be distributed to the nominees via email on June 16th with your email responses to be returned by July 1st. Nominees should ensure that they, or someone they appoint, are available to answer questions during this period.

Judges will declare a winner by early August and may also identify submissions for honorable mention. If none of the submissions are evaluated to be of sufficiently high quality, judges will have discretion to forego a winner.

The winning product/system will be recognized at the 2009 HFES Annual Meeting in October, 2009 and the awardees will be asked to present a talk on the product and methodology. The awardees will also be expected to submit a paper to "Ergonomics in Design" within two months of the meeting.

Call For Judges

An award selection committee consisting of a panel of judges drawn from the PDTG membership will evaluate the submissions. Judges may award multiple winners or a combination of winners and honorable mentions. Judging will be done by a predetermined systematic process and will take place in June.

For more information or to volunteer for the award selection committee, please contact Stan Caplan at scaplan@usabilityassociates.com.

For More Information

A review of this information as well as information concerning past recipients of the award can be found at the Product Design Technical Group's webpage <http://cptg.hfes.org/>.

16.



How to build
great
user experience
in your **products?**

Testimonials

Schedule

Date

30th & 31st Jan 09

Venue

Aryabhata 1, Training center
Persistent Systems Limited
Pingala - Aryabhata, 12A/12,
off Karve Road,
Erandwane, Pune 411004.

Fees

- Rs. 5625/-*
(3 or more participants
from the same
organization Rs. 5225/-*
each).
- CSI members: Rs. 5225/-*

* All figures inclusive of taxes.

Contact

Aruna Deva,
workshop co-ordinator
+91 (20) 3023 4468
aruna_deva@persistent.co.in

“Though the subject itself is a huge science, the current session successfully touched on most of the important parts with appreciable depth. The support of rich examples is what I liked the most.”

- Module Lead with 4.5 years of experience

“The Training was great. The disciplined format of evaluating a UI was great and would prove valuable if applied in any project. It was well managed training and is worth recommending to all, specifically to the developers.”

- Software Engineer with 1.5 years of experience

“The training is a good exposure for all of us to understand the basics of designing and what all factors should be considered before starting with implementation of any product.”

- Software Engineer with 1.5 years of experience

“Really good presentation in terms of content, organization and flow of content with appropriate references and research inputs. It was more interactive than I had thought it would be.”

- Technical writer with 2.5 years of experience

“I am very happy and satisfied about the way this training was conducted. I am sure it will help me in my work.”

- Sr. Graphic Designer with 9 years of experience



JOB OPENING:

1.

We are in search of some good textile designer who could design for us. The requirement is for the international research center at Surat. It includes the 11 exclusive living quarters, 2 floor library, conference, administrative area, double height atrium and auditorium. So help us in suggesting the person who could design it.

Ar. Vishal Shah / Ar. Vishal Desai

AANGAN Architects

401+406, 'Kinaro' , B/h Samruddhi hall,

Nanpura, Makkaipool, Surat-395001 (Gujarat)

India.

Telefax : +91 -261-2464441

aangan_architects@hotmail.com

Visit our WebSite: www.aaganarcitects.org

2.

We need an experienced Illustrator / Cartoonist / Artist who can help us with creating and designing an instruction manual involving human forms.

This will be a one time contract and will be paid in cash

please contact ASAP with your prior works

rxs0005@yahoo.com

Work will start once you contact us.

Location has to be Bangalore only

3.

A call for some creative heads those who can design a few colorful uniforms for a signature store.

Please mail on payal.machave@asianpaints.com

4.

Job Description

ABB Corporate Research Centre in Bangalore is an integral part of Power and Automation MNC ABB. As part of ABB's extensive Global R&D network with an international team of highly qualified and experienced domain experts, the center's mission is to conduct state of the art applied Research in disciplines like Software Architecture, Usability & Human Computer Interaction, Information Security etc. The center also contributes in development of Industrial IT software to maintain and support a range of software intensive ABB products.

We are now looking to strengthen the research team with high caliber researchers in Usability and Human Computer Interaction area.

Position: Usability & Human Computer Interaction Researcher

Job Description:

Propose and conduct applied research in Usability & HCI to identify and develop novel interaction and product concepts for ABB Products across Robotics, Industrial Automation and Power domains. Apply User Centered Design methods to conceptualize & design useful & usable products and services Proficient in user research methods like interviews, focus groups, contextual inquiry, creating personas etc Conduct Task and Work Flow Analysis using different methodologies like GOMS, Cognitive Task Analysis, Concur Task Trees etc

Conceptualize and prototype (low and high fidelity) novel design solutions Plan and conduct usability tests & evaluations - Heuristic evaluations, cognitive walkthroughs etc) & testing (formative and summative)

Good communication skills with ability to analyze and communicate results effectively to stakeholders

Evangelize User Centered Design across and with in organization Guide development teams in implementing user interface design Apply latest usability developments, methodologies and technologies to ensure good user experience design

Key Competencies Required

Open mind to explore new frontiers and ideas User Centered Design Techniques – User Research, Concept design & prototyping and Usability evaluation & testing.
Good creative thinking and problem solving skills
Team player with good communication skills
Ability to collaborate & work with geographically distributed teams
Educational Qualification: Masters/Phd in Design/Psychology/ Human Factors, HCI
Experience: 3-6 years
Job Location: Bangalore
Only those candidates with formal university degree in HCI/ Design/Psychology / Human Factors or related disciplines will be considered
If the above sounds interesting, send in your details to n.anbu@in.abb.com or call 9741399802

5.

Travelocity.com , Bangalore is looking for UI Professionals.
Skills like Java, AWT, GWT, SWT is MUST
Please mail me the resume to darshan@wengerwatson.com with subject name as UI
Darshan | Wenger & Watson Inc | Bangalore | +91-0-9972091101 | darshan@wengerwatson.com

6.

A multi billion dollar company in Hyderabad is looking out for Interaction Designers Skills: HTML, CSS, JavaScript, AjaxExperience: 2 to 6years Please mail across the resumes along with work samples to darshan@wengerwatson.com
Darshan | Wenger & Watson Inc | Bangalore | +91-0-9972091101 | darshan@wengerwatson.com

7.

I am a managing partner of a startup firm in the space of Academia. We work with our partners in Industry and Academia to reach a common goal of building a collaborative ecosystem of learning.

Currently we are looking for motivated design students to work with us on a six month internship contract and help us with our design challenges while building our collaboration portal.
If interested, do drop in your resume and work samples.
Auro

aurobinda@gmail.com

<http://www.linkedin.com/in/aurobinda>

#593, AECS, Brookfields,
Bangalore 560 037, India

8.

A freelancer in Noida/Delhi region on a fulltime basis for his flagship product as part of an Enterprise 2.0 startup.

Anyone with both graphic design and good HTML/CSS skills can mail me with CV or links to portfolio. "saumitri"

saumitri_c@yahoo.com

9.

White Light Design Pvt. Ltd is looking for full time copy writer with a minimum of two years of experience. anybody with a flair for creative writing and content writing can shoot in their resume / folio to info@whitelight.in at the earliest

10.

Currently we would like to discuss an opening with our client Symphony (www.symphonysv.com)

Please find the details below:

Skills:

Total 6 to 8 years experience in Flex Action scripts, Relevant 2+ years in flex.

Exposure to swings/AWT, java/J2EE and webservice will be an added advantage

Position: Lead - Software Product Development (Flex, Actionscript)

Job Location: Bangalore

Kindly let us know your opinion along with your Updated profile and following details for further processing.

Current CTC:

Expected CTC:

Notice period to Join:

Applied to Symphony within 6 months through any source?

(Yes/ No):

Current Employment Status: (Permanent/ Contract ?)

PS: Request you to provide us some good references who would be interested in this opportunity, so that we can touch base with them.

Deeparaju I Consultant

CareerNet Consulting

**Salarpuria Soft Zone, 4th Floor, 'A' Block, 'B' Wing,
80/1, 80/2 Outer Ring Road, Belandur Post, Bangalore -
560103.**

Direct: +91-80-66550181 ;
Email: ashwin.a@careernet.co.in
URL: www.careernet.co.in
Blog: <http://blog.careernet.co.in/>

9.

We've an excellent opening with one of our client in Telecom domain based out at NCR. we've been looking for a person with around 4-7yrs of total work exp. & very strong on Creative design. Should have hands On Flash & photoshop. should have worked on E-learning modules, Flash Animation. should have hands on CS4 Or CS3 technology.

Kindly share your updated CV at pooja.sapra@manpower.co.in. Or you may call me at 011-30914922. please mention your current CTC, Expected CTC & Notice period in current Org.

10.

Interested people to contact him directly on the following contact details

Anil Pagar

Managing Director and CEO

SpadeWorx Software Services

email : anil.pagar@spadeworx.com

web : www.spadeworx.com

TITLE : HEAD – CREATIVITY AND USER EXPERIENCE.

The incumbent would be responsible to establish the practice and also be responsible to manage the practice as a cost centre.

Further he/she will be responsible for communicating, conceptualizing, designing, meeting guidelines and applying out of the box ideas to various software solutions in an effort to maximize user experience, effectiveness, stickiness, intuitiveness, consistency and branding.

Leading multiple projects teams simultaneously and ensuring that all of them make quality, timely and cost-effective delivery of projects assigned to them. Ensuring the project deliverables meet the quality and schedule commitments.

Provide expertise and support to the product engineering and development teams during the creation of User Interfaces. In addition, will drive usability evaluation efforts with the goal of analyzing and translating usability evaluation outcomes into design improvements.

Implement design methodology to include, personas/archetypes , interpret user goals, workflow diagrams, mock-ups/storyboards, paper and interactive prototypes, design and administration of usability.

Will be responsible for the complete User Experience of the product, for which he/she will have to co-ordinate with all the stakeholders like engineering, marketing, technology, delivery etc.

Provide expertise and support to the engineering and development teams during the creation of User Interfaces. In addition, will be responsible for defining User Experience Strategies for various internet applications, conducting usability testing and accessibility compliance of the application creating work models, user profiles and usability objectives aligned with business goals for moderately complex projects. Managing the team and projects works including work and resource allocation, mentoring and coaching, guiding in their career growth and development, reviewing the quality of deliverable and providing them design directions.

Desired Profile

Excellent communication skills as well as the ability to lead a team of designers. Knowledge of emerging technologies and capabilities of different platforms and browsers. Knowledge of internet portal business and models will be an added advantage Academic or practical knowledge of user research methods, including lab-based usability studies, field studies, and usability inspections (heuristic evaluations or cognitive walkthroughs) .

Excellent analytical ability, especially with regard to observation of user behaviour. Knowledge of HCI principles, UDC, Usability testing & techniques. Proven success at building great design teams and developing individuals.

Qualification and Experience:

Masters degree in Industrial Design, Product Design, Visual Design, HCI, Architecture, or Graduate from NID, or Graduate with HCI certification & courses in multimedia or B.S. in Human-Computer Interaction, Cognitive Psychology, Computer Science, or related field.

Technical Skills

Hands-on with most of the following:

Flex, AIR, Silverlight, Adobe Illustrator, Macromedia Freehand Adobe PhotoShop, Macromedia Fireworks, PaintshopPro, Image Composer, Z Brush. XHTML, HTML, Java Script, CSS,

Macromedia DreamWeaver, HomeSite, Flash, Macromedia Extreme, 3D, Web 2.0/3.0
10 plus years of industry experience preferably in the internet industry.

11.

We have an Urgent Opening for Mavenir Systems Pvt. Ltd., Bangalore (US based Product MNC Company)
(We need folks with Telecom Networking side expertise (IMS & CSCF, HSS, App Servers, GSM & MSC/HLR etc.)

Technical Trainer - Telecom

Individual contributor roles

Job Description

Development of training courses, both class room and computer based, for company's products.

Deliver training on telecom topics. Travel to customer sites to provide training and support the customer activities.

Excellent knowledge of GSM/UMTS/SIP/IMS

Desired Candidate Profile

Experience in technical Curriculum Development for telecom products and teaching them.

Excellent interpersonal & communication skills, maturity & professionalism.

Excellent knowledge of GSM/SIP/IMS/SMS solutions

Location : Bangalore

Tech Lead/Senior Test Engineer - Telecom Covered Core

Individual contributor roles

Job Description

Develop Test Strategy, Test Plans, Test Cases, Scripts etc. for Mavenir System's Telecom Converged Core Products.

Build, operate and maintain the systems in the lab. Execute test cases and provide results/reports. Lead Test Activities.

Desired Candidate Profile

Extensive experience in testing and leading test activities in the telecom core network area - IMS, GSM, UMTS, CDMA, UMA networks.

Expertise on EAST (IP Netfusion) and CATAPULT tools.

Hands on experience in configuring the systems in the lab.

Location : Bangalore

Developers

Developers in the telecom domain

Worked on GSM or CDMA MSC - Call Processing and protocols.

Proficient in C++

Exp : 3+ Yrs

Location : Bangalore

Software Engineer / Senior Software Engineer / Tech. Lead

Individual contributor roles

Job Description

Responsible for designing & developing call processing software, implementing telecom protocols (IMS,GSM,CDMA,UMTS)on our telecom covered core platform. Development would also include VoIP,SIP,Megaco call control software in C++

Desired Candidate Profile

Experience in Telecom Core Network/Call Processing software development.

Proficiency in C++. Experience in multithreaded programming and distributed computing.

Working knowledge of telecom/wireless protocols - A-i/f, SIP, MAP,SMPP,IS-41,Diameter,XCAP

Location :Bangalore

Technical Support Engineer - Telecom Core Network

Individual contributor roles

Job Description

Remote & On-site analysis and troubleshooting of telecom core network equipment.

Perform Demos/Trials at the customer site of our GSM/IMS Core Network equipment/solutions.

L3 level trouble shooting, configuration and maintenance of telecom equipment.

Desired Profile

Prior Deployment/Maintenance/testing experience in GSM/IMS/CDMA/UMTS Core Network area

- MSC/VLR, HLR/HSS, SMSC, CSCF etc. Strong Knowledge on SS7, VOIP and IMS protocols.

Strong Knowledge on UNIX & Linux

Location : Bangalore

Senior Systems Engineer/Architect - Telecom Standards (3GPP, OMA etc.)

Individual contributor roles

Job Description

Senior System Architect role requires to represent the company in telecom/wireless standards

bodies like 3GPP,ANSI ,OMA etc. Submit company technical proposals to standards bodies.

Architect in IMS, GSM, UMTS Core Network area.

Desired Candidate Profile

Overall exp. of 10 years, atleast 2 years of experience in representing their company in standards bodies like 3GPP.

Extensive Design and Development experience in IMS, GSM/UMTS Core Network areas, at Architect level

Location : Bangalore

Sales/Pre-Sales Technical Lead - Telecom Converged Core Network

Support sales process by developing technical solutions, business cases and accompanying professional services that solve customer business challenges and needs.

Assist sales team by providing customer presentations,n/w analysis/design/Optimization

Desired Candidate Profile

Develop/architect and document comprehensive technical solutions for proposals (Solutions pricing tool creation and verification, RFPs, Presentations, SOWs, Project Implementation Plans, etc.)

Extensive knowledge of IMS,GSM,UMTS,CDMA,SIP,UMA solutions

Location :Bangalore

If you are interested,kindly mail across your updated Resume ASAP

Please refer this requirements to your Friends/Colleagues

Do mention your

Current CTC

Expected CTC:

Notice Period:

Lokesh

Ph: +91- 80 - 41301452

Mail: lokesh.kh@gmail.com

12.

Profile Description – User Interface Engineer

Skills and Responsibilities:

Will be working on Web and Desktop applications.

To assist the project management in estimating and planning the user experience effort.

To understand the user requirement for specific product domain with the help of various tools and methodologies ex. Contextual enquiry, Ethnography study, questionnaires and one to one interviews.

Applying user-centered design process to create high quality user experiences

Setting product UI requirements based on business, user and brand needs

Designing detailed user interaction models, workflows and user interfaces

Creating prototypes and authoring detailed interaction specifications

Qualification:

Possess any Bachelors, Masters or Ph.D. in Design/Engineering

Possess 1-3 yrs of professional experience in product development as an individual contributor in Usability within the computer/software industry.

Mandatory Skills:

- 1-2 years of experience in design of software products and applications.
- Knowledge of User research methods to understand user goals, tasks and taskflows.
- Ability to detail down interactions with his knowledge of Use cases, DFD diagrams.
- Ability to quick prototype with paper, power point, visio and other relevant design softwares.
- Good knowledge of graphic design principles and an impeccable aesthetic sense.
- Creativity.
- Excellent knowledge of user research and design methods
- Excellent communication skills.
- Familiarity AJAX and other Web 2.0 technologies
- Ability to work in a team

Regards Porus Rathore
Lead User Interface Engineer
Proteans Software Solutions Pvt Ltd

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