

# Down's Syndrome Scotland

**Keith Tait**  
The Graphics Company Ltd

## Audience

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- Families and friends
- People with Down's syndrome
- New parents
- Students
- Professionals such as social workers, GPs and teachers
- Organisations who work with people with Down's syndrome

## Research

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- Questionnaire sent to a representative group
- Followed up with telephone consultation
- Feedback collated and reported on
- Used to inform information design and copy writing

Consulted group made up of parents, grandparents and siblings of people with Down's syndrome, people with Down's syndrome, researchers, medical professionals and DS Scotland volunteers. DS Scotland childrens forum also consulted.

## Goals

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- Strong, positive and approachable identity that works well in both web and print media
- Meet high accessibility standards and reach out to a wide range of users
- Provide information on Down's syndrome and DS Scotland
- Encourage use by people with Down's syndrome
- Encourage revisits

## Issues

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- Part of a larger rebranding exercise
- Users with learning disabilities
- Users with visual impairment
- Large volume of information
- Accessibility vs design vs broad audience needs

## Outcomes

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- Information design
- Audience group-specific pages linked from homepage
- High contrast design with reversed large text option
- Dictionary feature

- Site search and site map
- Advice section and simplified forum

Site split into two main areas, the first providing information on the organisation and it's work. The second providing a comprehensive resource on Down's syndrome.

Each of these pages contains specific content and a list of links to relevant content within the site.

When activated, the dictionary is accessed by hovering over the highlighted terms within the pages. The feature also degrades well in non-javascript environments; the link is visible at all times and takes the user to the corresponding dictionary entry.

The sitemap is updated automatically as new pages are added. It also lists downloadable documents such as PDFs and MS Word.

The forum has been reduced to a single discussion area. No user registration is necessary, however, posts are moderated by DS Scotland staff.

## Thank you

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- Any questions?

[www.the-graphics.co.uk](http://www.the-graphics.co.uk)

[www.dsscotland.org.uk](http://www.dsscotland.org.uk)

[www.scottishupa.org.uk](http://www.scottishupa.org.uk)

[info@the-graphics.co.uk](mailto:info@the-graphics.co.uk)