It is not a must, it is a should. In some cases, it is a legal requirement to meet accessibility standards. In others, it is just something smart to do.

This quote sums up our campaign goal, which is to educate designers on universal and accessible design and its importance. To do this, we've created a series of posters outlining each of the seven principles of universal design, and an accompanying website that further explains the principles and their relevance to both society and specific design practices.

Each poster focuses on a specific principle with relatable daily life examples that disregards that principle. Each poster is visually oriented to attract attention, and is consistent with its visual identity and style. Posters actively involve viewers by asking questions that are relatable.
Interactive Posters

We decided to put posters in various areas, from public spaces to design firms. The posters introduce the importance of universal design to designers and consumers. Our goal is to raise awareness in the lack of universal design applied today, as accessibility is extremely difficult for some users. Through these posters we are aiming to increase accessibility through universal design awareness.

Posters in and near design firms will be a constant reminder and alert for designers. As posters in public will not only be for designers but also for the public, reminding them that spaces and objects are for everyone. Allowing access to each and every single individual.
**Website Interface**

This screenshot shows the homepage of the website, with buttons that lead the user to the corresponding pages that describe the seven principles in greater detail. The page connects back to the poster campaign by using imagery directly taken from the posters and keeping consistent color schemes and identity.

The website URL is currently http://ttteam5.wix.com/universal-design, but given a budget we would buy up a URL and polish up the design more, as well as adding more accessibility options that the current host does not support.

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**Principle Page**

This is a more detailed page explaining one of the seven principles of universal design. It includes the basic guidelines of the principle, a more in-depth exploration, and common examples of designs that follow the principle.

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**Design Fields**

This page takes the user to more specific information targeted towards their professional field. It delivers more relevant content that makes universal design easier to understand in context to what the designer specializes in, as well as convincing them of its importance.

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**Specific Design Field**

The pages about universal design in the context to specific design disciplines explains why universal design is beneficial not only to society at large, but to the designers, as well. It also includes simple parameters they can use to incorporate universal design into their own work.
Our design concept is to spread awareness of Universal Design through modern media, in the form of a poster campaign and a website. Universal Design consists of a series of 7 principles that focus on designing spaces and products that can be used by the widest possible range of people, a huge part of which is accessible design. Our concept is to promote and spread awareness of universal design in order to enable a change for the better. Our campaign specifically targets designers, as they are the ones with the power to enact this change. It will re-engage designers’ understanding of accessible design and reinforce its importance. The posters and website not only include information about universal design, but are also made following universal design principles as a ‘practice what you preach’ approach and to make the campaign accessible to all. Each poster will consist of one of the seven principles, with an example that violates the principle to raise awareness and make accessibility issues more relatable and immediate. The website has further information explaining each of the principles in detail, and also includes a variety of ways to incorporate universal design into specific design disciplines such as Industrial design, Interior design & architecture, and Graphic design.