

# DIGITAL /AUDIO-VISUAL MEDIA FOR GUESTS WITH SPECIAL NEEDS – WHAT DO MUSEUM WEBSITES OFFER?

## EXAMPLES OF THE DEVELOPMENT IN GERMAN MUSEUMS



In 2008, the Convention of the Rights of Persons with Disabilities (CRPD) entered into force.

In 2009 it was ratified by the German Federal Government.

The Convention requires the right of full and effective participation and inclusion in society / the participation in public life.

This means: also in cultural life!



Article 21 of the CRPD postulates the right to freedom of expression.

This also includes the right to obtain opinions and information.



#### CRPD defines disability as including

those who have long-term

- physical
- mental
- intellectual
- or sensory impairments

which in interaction with various barriers my hinder their full and effective participation in society on an equal basis with others.



Museums, as public social institutions, are obliged to implement the CRPD guidelines.

The aspects and definitions mentioned above are the basis for all measures of barrier reduction.

I say: barrier <u>reduction</u>. Full accessibility will not be possible!



The "Web Content Accessibility Guidelines" (WCAG) of the World Wide Web Consortium in Cambridge (Massachusetts) provide recommendations for the barrier-free design of internet offers.

Since 2002 in Germany, the "Barrierefreie-Informationstechnik-Verordnung" (= Regulation of barrier-free internet technology / BITV) regulates the implementation of the WCAG by law.

#### Concerning:

- Perceptibility
- Usability
- Intelligibility
- Robustness



However, the BITV apply only to institutions of the Federal Government! Thus, they also apply to museums and other cultural institutions under the auspices of the Federal Government.

Later on, I will show you an example of a website controlled by the BITV.



### CRPD VS. MUSEUMS IN GERMANY

## WHAT HAS HAPPENED? WHAT HAPPENS?



#### 2015:

9,3 percent of the Germans were defined as "severely disabled" (= Disability more than 50 %)

This figure grows as a result of the increase in the average of the age.

However, the number of people in the post-working life phase grows - people with time for leisure and education activities!

We have more and more older visitors in the museums - and also visitors with disabilities.



#### 2015:

Severely disabled people:

2% Children and young people under 18 years

22% 18 – 54 years

44% 55 -74 years

32% 75 years and over



The German Museum Association ("Deutscher Museumsbund") has published a guide on accessibility and inclusion.



Das inklusive Museum – Ein Leitfaden zu Barrierefreiheit und Inklusion





#### For example: guidelines for the design of a website:

- -Clear menu navigation
- -Contrasting color design
- No running writing or other moving elements
- Ability to switch off moving pictures
- All illustrations (photos, graphics, logos ...) with the descriptive text, which can be read by Screenreader
- Only barrier-free documents for download



#### Guidelines for the design of a website:

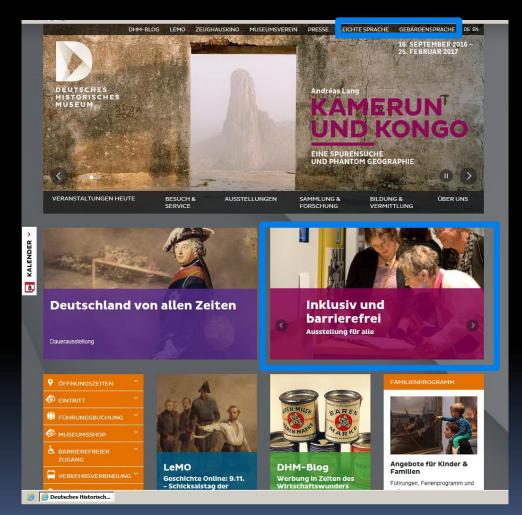
- Video information with subtitles and / or German sign language
- Audio information, if possible, in the Digital Accessible Information System (DAISY format) or at least MP3 format for download
- Verification of the representation on different browsers, because different representations are possible.



German Historical Museum Berlin

#### Informations in

- Easy language
- Sign language

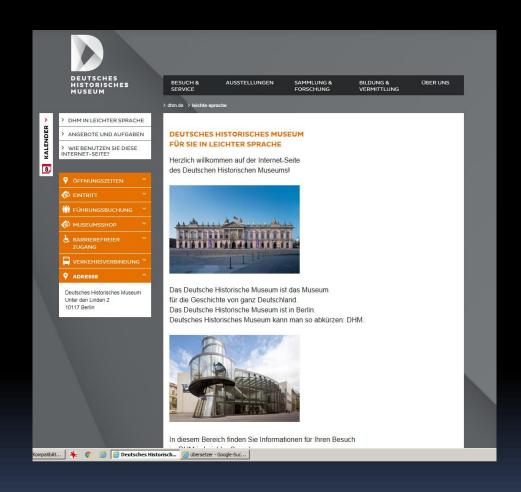




German Historical Museum Berlin

#### Informations in

- Easy language
- Sign language



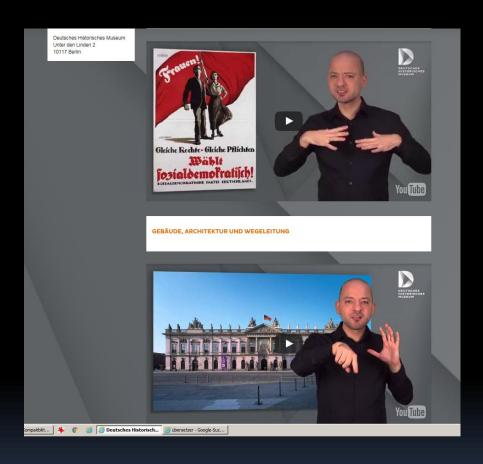


German Historical Museum Berlin

Informations in

- Easy language
- Sign language

Why sign language films on a website?



Many deaf are not able to understand regular syntax!

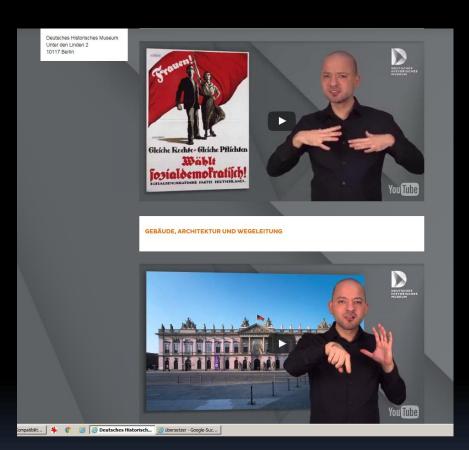


German Historical Museum Berlin

#### Informations in

- Easy language
- Sign language
  - 1) about the museum
  - 2) about the permanent exhibition
  - 3) hot to use the website
  - 4) guided tours in sign language All films also in youtube

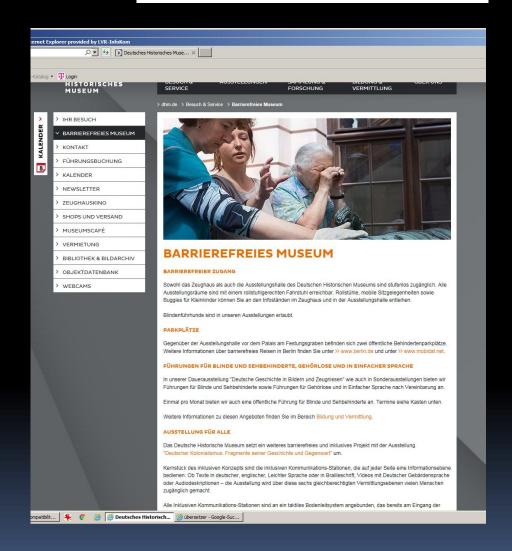
Presentation sign language films





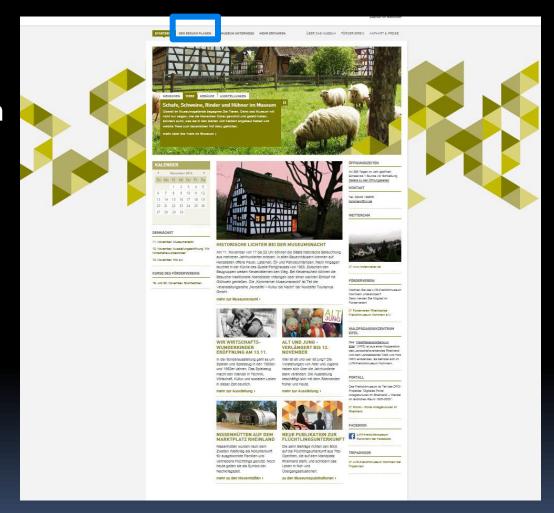
German Historical Museum Berlin

Information about barrier -free museum



LVR-Freilichtmuseum

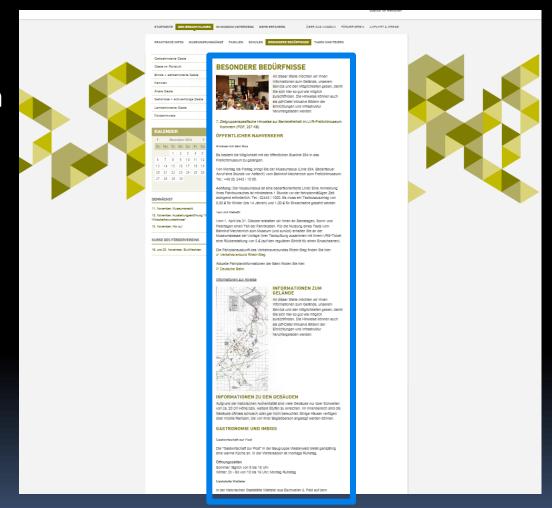
LVR Open-air Museum Kommern





LVR-Freilichtmuseum

LVR Open-air Museum Kommern



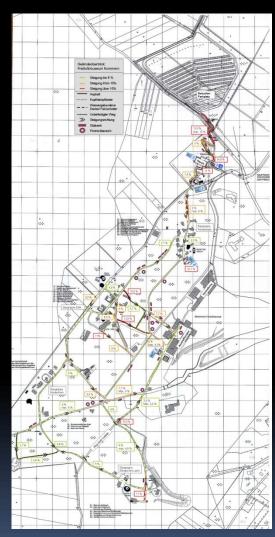


LVR-Freilichtmuseum

LVR Open-air museum Kommern

Map for guests hampered in walking and wheelchair drivers:

- -Texture of the paths
- Some paths: gradient of more than 6 %
- Location of seatbases, toilets for handicapped, baby rooms...





LVR-Freilichtmuseum Kommern

LVR Open-air Museum Kommern

Informations for

- Guests hampered in walking
- Guests in wheelchairs
- Blind + visually impaired guests
- Families (with little children/more generations)
- Older guests
- Deaf and cloth-eared guests
- Learning disabled guests

http://website Kommern

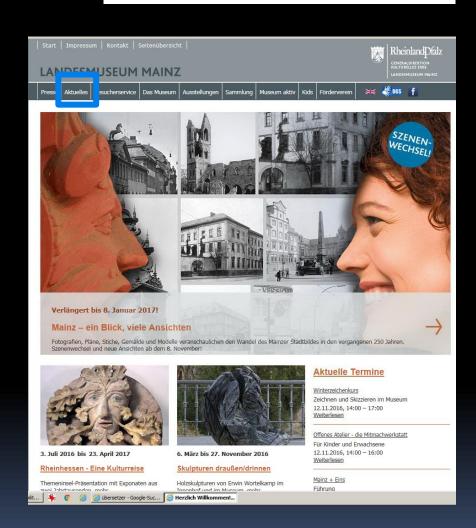




Landesmuseum Mainz

State Museum Mainz

similar informations on the website



Landesmuseum Mainz

State Museum Mainz

similar informations on the website





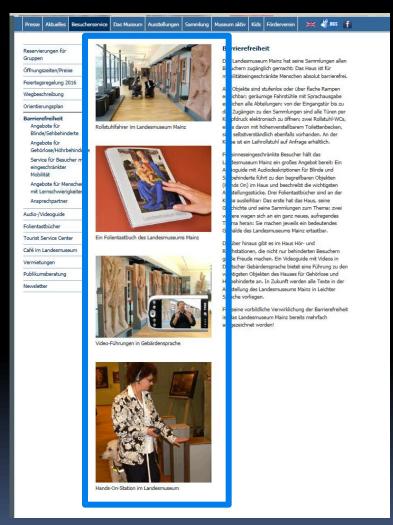
#### Landesmuseum Mainz

State Museum Mainz

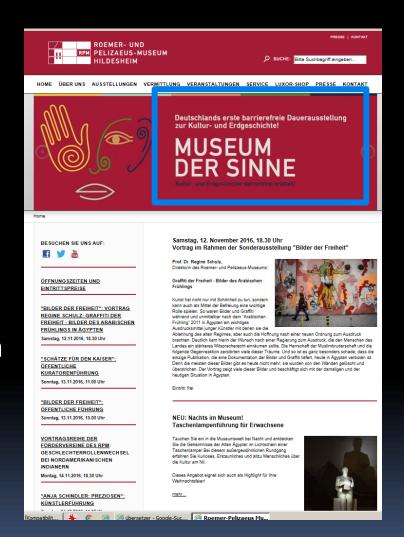
one of the best barrier-free museums in Germany

- All areas are barrier-free for wheelchair drivers
- Book (guide) with tasting foils
- Video guides in sign language
- Audio guide with audio description of hands-on objects

Landesmuseum Mainz website/



Permanent exhibition
"Museum of the Senses"
= first p. exhibition with inclusion
of all kind of guests





Permanent exhibition "Museum of the Senses"

- All installations are easy to use
- Free access to the objects
- Audio guide for blind guests with guidelines on the ground
- All written informations in large print and also in BrailleMonitors with videos in sign
- -Monitors with videos in sign language



Behinderung

Sonntag 04 12 2016 11 00 Uhr



Permanent exhibition "Museum of the Senses"

Guided tours for all kind of guests with special needs, also for mentally disabled guests



Permanent exhibition "Museum of the Senses"

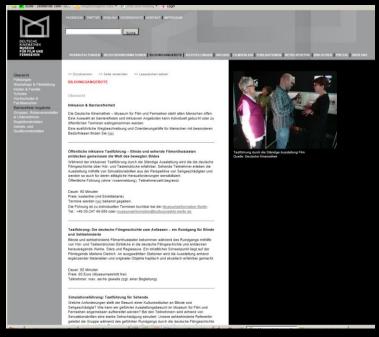
Special guided tours, f. e. in the dark! This is an experience for seeing guests, but for blind guests is it normality.





Deutsche Kinemathek Museum für Film und Fernsehen Berlin

German Cinematheque Museum of Movie and Television Berlin



- Inklusive offers vor seeing and blind guests / guests who have low vision
- A lot of movies in full lenght with audio-description



# AN EXAMPLE OF WEBSITE'S BEST PRACTICE AS RESULT OF CONTROLLING BY BITV:



Stiftung Preussischer Kulturbesitz Berlin

Prussian Cultural Heritage Foundation Berlin

An important player in the humanities, cultural and social sciences who includes many museums, libraries, archives and research institutes



## Website of the Foundation



# Profil der SPK Geschichte Preußisches Kulturerbe UNESCO-Welterbe Struktur Organe Einrichtungen Präsident und Hauptverwaltung Finanzierung und Haushalt Gesamtstaatliche Aufgaben Publikationen

#### Profil der Stiftung Preußischer Kulturbesitz



Allgemeiner Lesesaal der Staatsbibliothek im Haus Unter den Linden @ SPK / Pierre Adenis

Die Museen, Bibliotheken und Archive der Stiftung Preußischer Kulturbesitz bilden einen Kosmos der Kultur. Sie bewahren, erforschen und vermitteln einzigartige Zeugnisse der Geschichte der Menschheit.

Die Stiftung Preußischer Kulturbesitz ist eine weltweit renommierte Kultureinrichtung und ein bedeutender Akteur in den Geistes- und Sozialwissenschaften. Zu ihr gehören Museen, Bilbiotheken, Archive und Forschungsristitute. Ihre Sammlungen haben universalen Charakter. Sie dokumentieren die kulturelle Entwicklung der Menschheit von den Anfängen bis in die Gegenwart, in Europa wie in anderen Kontinenten. Sie sind in Brandenburg und Preußen entstanden und enzyklopadisch gewachsen. Heute wirkt die Stiftung an der Neugestaltung der historischen Mitte Berlins wesentlich mit.

Unter dem Dach der Stiffung sind fünf Einrichtungen vereint: die Staatlichen Museen zu Berlin, die Staatsichlichtek zu Berlin, das Geheime Staatsarchiv Preußischer Kulturbesitz, das Ibero-Amerikanische Institut und das Staatliche Institut für Musikforschung. Alle Sparten der kulturellen Überlieferung sind damit in der Stiftung vertreten.

Die Stiftung bewahrt, pflegt und ergänzt ihre umfangreichen Sammlungen. Sie vermittelt sie in der Öffentlichkeit durch Ausstellungen, Veröffentlichungen, Veranstaltungen und über vielfaltige Zugänge zu den Bibliotheks- und Archivbeständen. Alle Einrichtungen betreiben außerdem eigenständige Forschung. National und international sind sie in zahlreiche Netzwerke, Kooperationen und Projekte eingebunden.

Mit rund 2000 Mitarheiterinnen und Mitarheitern ist die Stiffund die arößte Arheitneherin

#### Dokument zum Herunterladen

 Leitbild der Stiftung Preußischer Kulturbesitz (PDF, 1,2 MB)

#### SPK-Magazin



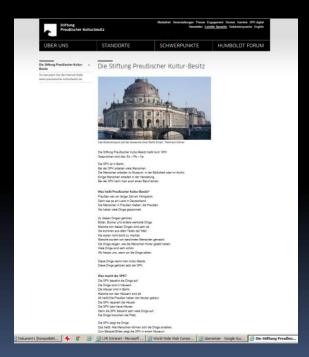
© SPK / Ina Niehoff, Gestaltung: StudioKrimm

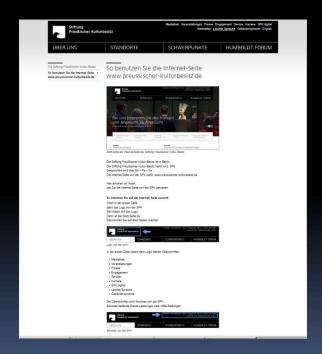
Das Magazin der Stiftung gibt Einblicke in die Vielfalt der Themen und Projekte der Stiftung. > Zum SPK-Magazin



#### In simple language:

- Description of the Foundation - How to use the website





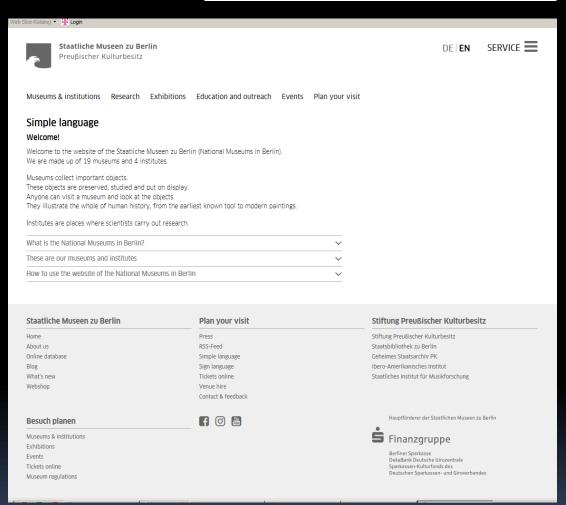


Website of the museums of the foundation:

"Staatliche Museen zu Berlin"

(National Museums in Berlin)

Simple language in English!



Simple language English

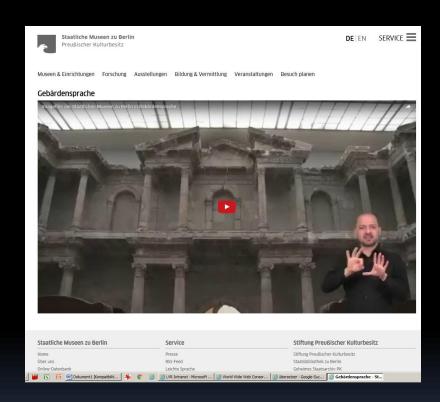


Website of the museums of the foundation:

"Staatliche Museen zu Berlin"

(National Museums in Berlin)

Image video with subtitles, sound (!) and in Sign language: that's inclusive!



Video Sign language



#### **LAST BUT NOT LEAST:**

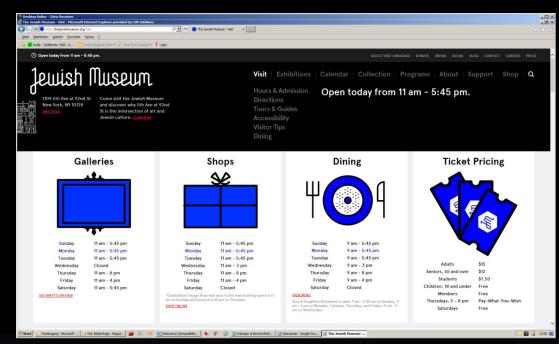
## ANOTHER EXAMPLE OF WEBSITE'S BEST PRACTICE: FROM THE USA...



## The Jewish Museum New York

#### The Web-design:

- Clear presentation
- Contrasts
- Large print
- Simple language and much more...



and a lot of offers for disabled

http://thejewishmuseum.org/visit





#### Thank you for your patience!

Dr. Michael H. Faber

4th MUZEUM@DIGIT Conference, Hungarian National Museum Budapest, 22.-23. November 2016