

2015-2016 Instructional Material

Universal Design Learning (UDL) Questionnaire

Bid Number: 3052
ISBN Numbers: 978-1-63126-495-5 / 978-1-63126-483-2
Titles of Material: *Marketing Dynamics* – Online Student Center,
6yr Classroom Subscription
Fashion Marketing & Merchandising –
Online Student Center, 6yr Classroom Subscription
Publisher: Goodheart-Willcox Publisher

1. How are both flexibility and student choices provided for the following **presentation features** in the instructional materials:
 - Fonts:
 - Type and size.
 - **G-W:** Font types are imbedded and are not a tunable. Students may choose to select the zoom-in/zoom-out buttons on the page allowing the type to be made larger and/or smaller.
 - Colors and background colors can be adjusted.
 - **G-W:** Fonts and background colors may be adjusted via a third party browser plug-in. An example is the free extension from the Chrome web store which provides students with high contrast color filters. Once installed the extension can be easily enabled and disabled via the browser and/or a shortcut key.
 - Background: High contrast color settings are available.
 - **G-W:** Background colors may be adjusted via a third party browser plug-in. An example is the free extension from the Chrome web store which provides students with high contrast color filters. Once installed the extension can be easily enabled and disabled via the browser and/or a shortcut key.
 - Text-to-speech tools
 - **G-W:** Text-to-speech tools are not available in the instructional materials.
 - All images have alt tags.
 - **G-W:** Alt tags for images are not available in the instructional materials.
 - All videos are captioned.
 - **G-W:** All videos and animations include closed captions. Students may choose to show and/or hide closed captions on screen by selecting the CC button.
 - Text, image tags, and captioning sent to refreshable Braille displays.
 - **G-W:** NIMAS files are provided for Braille users.

2. How are the following **navigation features** provided in the instructional materials:

- Non-text navigation elements (buttons, icons, etc.) can be adjusted in size.
 - **G-W:** Yes, via the browser's zoom features and/or the computer's accessibility settings.
- All navigation elements and menu items have keyboard shortcuts.
 - **G-W:** Within the online textbook, students may use the following keyboard commands:
 - TAB: to move to the next control area on the page and/or in the dialog box
 - SHIFT+TAB: to move to the previous control area on the page and/or in the dialog box
 - ENTER: equivalent to clicking the selected button (the button with the outline)
 - RIGHT ARROW: within the online textbook goes to the next page
 - LEFT ARROW: within the online textbook goes to previous page
 - CONTROL + P: to print a page
 - ESC: equivalent to clicking the Cancel button
- All navigation information can be sent to refreshable Braille displays.
 - **G-W:** NIMAS files are provided for Braille users.

3. How are the following **study tools** provided in the instructional materials:

- Highlighters are provided in the four standard colors (yellow, rose, green, blue).
 - **G-W:** Highlighters are not available in the instructional materials.
- Highlighted text can be automatically extracted into another document.
 - **G-W:** Extraction functions for highlighted text are not available in the instructional materials.
- Note taking tools are available for students to write ideas online; as they are processing curriculum content.
 - **G-W:** Note taking tools are not available in the instructional materials.

4. Which of the following **assistive technology supports, by product name**, have you tested for use with the instructional materials:

- Assistive technology software can be run in the background. Examples include:

1. Magnification

- **G-W:** We have tested and recommend Microsoft Windows Magnifier and Apple Zoom.

2. Text-to-speech
 - **G-W:** Recommendations for text-to-speech supports are not available.
 3. Text-to-American Sign Language
 - **G-W:** Recommendations for text-to-American Sign Language supports are not available.
 4. On-screen keyboards
 - **G-W:** We have tested and recommend Microsoft on-Screen Keyboard and Apple onscreen keyboard.
 5. Switch scanning controls
 - **G-W:** Recommendations for switch scanning control supports are not available.
 6. Speech-to-text
 - **G-W:** Recommendations for speech-to-text supports are not available.
-
5. For students with special needs who require paper materials based upon the IEP, how are the materials provided for students currently not able to access digital materials?
 - **G-W:** A printed textbook is an option for students not able to access digital materials.