BIP (Blended Innovative Programme): "Accessibility in Digital Communication"

- **Organizing Institution:** University of Strasbourg, Faculty of Languages, CAWEB Master's and TCLoc Master's
- **Program coordinator:** Marie-Aude Sourd Ramos: masourd@unistra.fr
- **Program assistant:** Indira Ramirez: i.ramirez@unistra.fr
- **Scientific supervisor:** Dr. Renate de la Paix : delapaix@unistra.fr
- **Period :** beginning of April – beginning of June
- **On-campus session:** April 22 to 26, 2025 (five days - 1,5 days dedicated to the "Usability and Design Symposium" on 24-25 April)
- **Credits:** 3 ECTS upon completion of the teaching unit "Inclusion in a Digital Environment"
- **Project partners:** 4 or 5 Erasmus+ universities (Spain, Romania, Germany and? + Lousiana Tech University and Centennial College (Toronto)

Objectives

This project aims to enhance international collaboration and promote inclusive practices in digital communication. Located near key institutions like ARTE and the European Parliament, our university integrates real-world examples into our courses, particularly in preparing for the 2025 European Accessibility Act. Through visits and hands-on experiences, participants will gain the skills needed to create accessible digital content that aligns with upcoming regulations.

Methods and Outcomes

Our approach includes interactive workshops, case studies, and collaborative projects, supported by visits to institutions like ARTE and the European Parliament. We expect participants to significantly improve their ability to create and assess accessible digital content and understand international regulations. The program concludes with creating digital content that documents the learning outcomes and showcases participants' expertise in accessible digital communication. The results (projects) will be presented during an online session and then be published on a dedicated website. Students will be awarded 3 ECTS upon completion of the program (= teaching unit "Inclusion in a Digital Environment")

Virtual Component

The program begins with a virtual kick-off meeting organized end of March to introduce participants and collaborative tools. After the on-campus session (April 22 to 26), online collaboration continues for 6 weeks as participants work on projects that apply their new knowledge. The program concludes with creating digital content that documents the learning outcomes and showcases participants' expertise in accessible digital communication. The results will be published on a dedicated website.

Program Logistics

- **Dates:** Arrival on April 21, 2025, with departure on April 27, totaling a 6-night stay in Strasbourg. Students book their own accommodation and benefit from Erasmus+ funding.
- **Pre- and Post-Program Work:** Participants are expected to complete preparatory work before the program begins and follow-up work afterward.
- **ECTS Credits:** The program awards 3 ECTS credits upon successful completion.

Accomodation and Travel Expenses

- For the instructors, accommodation in Strasbourg for the week (2-6 nights) is provided by the University of Strasbourg and travel expenses will be refunded
- **Erasmus+ Travel Grants:** We encourage you to contact your Erasmus+ office to obtain grants for your students.

What is expected from you?

- **Student Participation:** Please confirm the number of students who will attend (ideally 5 students per institution).
- **Teaching and workshop activities (optional):** Leading workshops on Tuesday and Wednesday or MasterClasses on Thursday morning (April 24, 2025) focusing on essential skills in digital accessibility.