



Accessibility

Big Smoke Corporation is committed to providing a website that is accessible to the widest possible audience, regardless of technology or ability.

To achieve this, Big Smoke Corporation strives for WCAG 2.0 Level A conformance. A set of guidelines to make web content as accessible as possible to users who require assistive technology because of a disability or impairment. As part of this commitment we reference the Web Content Accessibility Guidelines (WCAG) 2.0 requirements (success criteria) and techniques.

These follow four key principles:

Perceivable; information and user interface components must be presentable to users in ways they can perceive.

Operable; user interface components and navigation must be operable.

Understandable; information and the operation of user interface must be understandable and finally;

Robust; content must be robust enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies.

We regularly review these conformance guidelines and have recently formed a WCAG 2.0 working group to monitor and discuss ways in which we can improve our output. Users are encouraged to contact us with comments or suggestions.

This site has been constructed using modern, best practice web building techniques. The core framework of the site, herein referred to as Mishcon 4, is built using HTML5 markup, CSS 3.0 and Javascript. For grid and layout, the Mishcon 4 framework uses Bootstrap v4 alpha for grid and Bootstrap 3 for UI components. Bootstrap follows common web standards and is used to help create a site accessible to those using Assistive Technology.

The site is built to adapt to different size screens, e.g. smartphone, tablet and desktop computer following the principles of responsive web design. This means that content will display and behave differently dependent on browser, operation system and device. On smartphones and mobiles we strive to use the native controls. These native controls are governed by the operating system and have been designed and will only override them if there is cause.

The site stylesheets use relative font sizes on all text. We try never to use graphical text unless in exceptional instances (such as the cover of a magazine). Font reading may be controlled dependent on the capabilities of your reader. If you are using a standard web browser, the font size can be increased or decreased using the view options.

All inline images, where appropriate, have an alternative text attribute. This means that when an image is conveying important information its content is described with an alternative text. Where an image is used for a decorative purpose the alternative text attribute will be left blank. No information is exclusively conveyed using colour. We are endeavouring to extend our use of ARIA labelling on the site for any background imagery.

A site map exists to provide information about the layout of the website.

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Exceptions

Whilst Big Smoke Corporation strives to adhere to the accepted guidelines and standards for accessibility and usability, it is not always possible to do so in all areas of the website. We are continually seeking out solutions that will bring all areas of the site up to the same level of overall accessibility.

We regard our journey towards accessibility as just that, it is not a destination and we are on a path of continual improvement. We understand that technologies change. As part of our conformance WCAG we will strive to understand assistive technologies to ensure that everyone is treated with fairness and respect.

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