

## PUB15 Commission and check the structural design, functionality and accessibility of digital publications

Overview	Knowledge & understanding	Performance criteria
<p>This Standard is about commissioning and overseeing the development of a digital publication and then checking that structural design instructions have been correctly carried out. It also involves functionality and accessibility testing, and fixing any issues that arise.</p>	<p><b>What you need to know</b></p> <p>K1 The audience for which the digital publication is intended</p> <p>K2 The required relationship between content and structure</p> <p>K3 The strategies and functionality for user-centred design, interface design and prototyping</p> <p>K4 Your company's quality and functionality requirements for the particular digital publication in question</p> <p>K5 The digital publication style, structural design elements and technical specification of the digital publication</p> <p>K6 The platforms on which the content can be accessed, and how these can change between different models</p> <p>K7 Interoperability of platforms with assistive technologies, and how to plan to support the accessibility features of different devices</p> <p>K8 Appropriate existing in-house hardware and software, and relevant expertise</p> <p>K9 The availability and suitability of a range of developers and freelancers and their particular specialisms, strengths and weaknesses</p> <p>K10 The development process and schedule, and key points at which to build in functionality, accessibility and usability testing</p> <p>K11 The budget, resources and constraints, and how to manage them</p> <p>K12 The terms on which development and freelance work is commissioned</p> <p>K13 Any particular restrictions on the use of developed elements which may give rise to difficulties at a later stage</p> <p>K14 Relevant guidelines, directives and legislation, including best practice and guidance on accessibility and usability, and where to go for advice</p> <p>K15 Other best-practice, professional and non-statutory</p>	<p><b>What you must be able to do</b></p> <p>P1 Incorporate functionality, accessibility and usability testing into the schedule at appropriate points</p> <p>P2 Select and brief appropriate developers and freelancers for the required work</p> <p>P3 Handle any contractual issues regarding ownership and rights which may arise from development work</p> <p>P4 Establish and keep to an agreed budget and schedule of work</p> <p>P5 Check the development work for suitability and conformance with agreed specification</p> <p>P6 Develop a consistent and logical design which correctly relates to structure and accessibility throughout the entire publication</p> <p>P7 Work with editorial colleagues and developers to ensure that all textual, visual and interactive elements are accommodated within the structure</p> <p>P8 Accommodate structural or other changes without disrupting the overall structural design</p> <p>P9 Achieve an agreed balance between structure, technical constraints, usability and aesthetic appeal</p> <p>P10 Check that the structural design instructions have been correctly carried out and that the navigation and structural elements are correct and functional</p> <p>P11 Conduct quality assurance, functionality, accessibility and user testing of the structural design prototype</p> <p>P12 Prioritise and alter or fix structural 'bugs'</p> <p>P13 Work within the cost and time consequences of all structural changes</p> <p>P14 Work within the technical limitations of navigational techniques and technology restrictions</p> <p>P15 Produce a digital publication that meets the appropriate criteria for interactivity, accessibility and usability</p>

	standards applicable to a particular project	
K16	The benefits of user testing with disabled users, and how to access them	
K17	Any contractual, legal, regulatory or other constraints on the structural design of the digital publication	
K18	How updates will be accessed by the user	
K19	The timetable and process for quality assurance, functionality and user testing, and the availability of time within the overall publication schedule for remapping and redeveloping	
K20	The cost and time implications of making changes to the structural design of a prototype	
K21	The limits of the structural design, and the extent to which changes that you wish to make are achievable	