

為有不同需要人士 製作無障礙選舉廣告須知

選舉事務處呼籲候選人製作無障礙的選舉廣告，以顧及有不同需要的人士。例子包括：

- 提供電子選舉廣告的純文字版本或無障礙版的可攜式文件格式檔（即PDF檔），以便視障人士可透過輔助軟件閱讀其內容。製作無障礙版PDF檔時請留意下列各點：
 1. 視障人士無法閱讀經掃描器掃描製成的PDF檔；
 2. 無障礙版PDF檔必須是由其他文件檔（例如MS Word檔）轉換而成；及
 3. 在轉換成PDF檔後，您可以利用Adobe Reader的“尋找”功能，測試是否能夠在文件中搜尋字。如果能夠，這些便是無障礙版PDF檔。
- 在宣傳影片／視頻中加上字幕及／或手語傳譯。
- 為非華語人士提供英文選舉廣告。
- 圖像化及淺白化選舉廣告的內容，讓有溝通障礙或不熟識中文及英文的選民更易理解。
- 參考政府資訊科技總監辦公室在以下網址發布的《無障礙網頁手冊》，並設計符合殘疾人士需要的選舉網頁：
https://www.ogcio.gov.hk/tc/community/web_mobileapp_accessibility/promulgating_resources/handbook/

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Notes on Production of Accessible Election Advertisements for People with Different Needs

The Registration and Electoral Office appeals to candidates to produce accessible election advertisements for persons with different needs. Examples include:

- Providing text version or accessible Portable Document Format (“PDF”) version of electronic election advertisements so that persons with visual impairment can read them with assistive devices. When producing accessible PDF files, please pay attention to the following points:
 1. persons with visual impairment are unable to read PDF files produced by scanning;
 2. accessible PDF files must be produced by converting from other documents (e.g. MS Word files); and
 3. after conversion into PDF files, you can use the “Find” function of Adobe Reader to check whether you can search for words in these documents. If you can, these are accessible PDF files.
- Adding subtitles and/or sign language interpretation on promotional videos.
- Providing election advertisements in English to facilitate understanding by electors who do not read Chinese.
- Pictorialising and simplifying the content of election advertisements for easier understanding by electors with communication impairment or not proficient in Chinese and English.
- Making reference to the Web Accessibility Handbook issued by the Office of the Government Chief Information Officer at the following website, and designing election homepages that cater for the needs of persons with disabilities:
https://www.ogcio.gov.hk/en/community/web_mobileapp_accessibility/promulgating_resources/handbook/