

## B4: Recognition and compliance with equality and diversity in the workplace

### Overview of Experience

Throughout my degree and creative work, I have placed a strong emphasis on equality and diversity, not only as a requirement but as a core value in how I approach design and communication. From inclusive representation in AI avatars to accessible design choices, I've learned how to embed respect for diversity in both visual content and collaborative practice.

### Embedding Equality and Diversity in Creative Work

During Year 6, I used **Synthesia** to create AI avatar videos for e-learning aimed at healthcare apprentices. I recognised early on that representation matters, especially when delivering content to a diverse audience. I provided feedback to Synthesia, suggesting the inclusion of avatars that reflected wider demographics, including **younger males and individuals with visible disabilities**. Since then, the platform has introduced greater avatar customisation, enabling users to create AI presenters that mirror their target learners more accurately.

In UX design and immersive media projects, I also considered **gender-neutral language**, **inclusive imagery**, and **readability** to ensure that content could be accessed and understood by as wide an audience as possible. Tools like Figma, Adobe XD, and Articulate helped me incorporate best practices such as clear navigation, appropriate colour contrast, and alternative text options.

### Equality and Diversity in Collaboration

In group work, I have always respected others' contributions and communication styles. I make sure that all voices are heard and aim to foster a supportive and inclusive working environment. When planning user experiences or content, I ask myself: *Who might be excluded from this design?* and use that to guide decisions.

### Application in Practice

Going forward, I will continue to promote diversity and inclusion by:

- Choosing visuals that reflect a broad range of people and identities
- Adhering to accessibility standards (e.g. WCAG)
- Encouraging inclusive communication within teams and with stakeholders
- Advocating for user testing that includes diverse perspectives

Equality and diversity aren't just checkboxes — they're fundamental to ethical and effective design. My commitment to this ensures my work is both **respectful and representative** of the people it serves.

**Evidence by Academic Year**

| <b>Year</b>   | <b>Focus Areas</b>                              | <b>Tools &amp; Practices Used</b> | <b>Key Projects</b>  |
|---------------|---|-----------------------------------|--|
| <b>Year 5</b> | Accessibility and user inclusivity              | Figma, Adobe XD, Articulate       | UX200 – UX/UI Design   |
| <b>Year 6</b> | Inclusive representation in AI and brand design | Synthesia, social media content   | PRP300 – Personal Research Project, CRP300 – Critical Research Project |