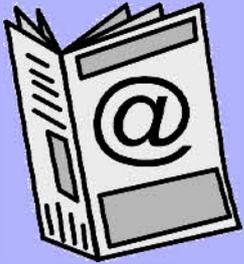


## News September 2009



Welcome to the September edition of the @inspired newsletter from all at Inspired Services.

Every three months we will share with you some news, comment and some top tips to make your information more accessible.



### News

- 📄 [New Directors at Inspired-  
Eve Rank, Richard West,  
and Darren Mather](#)
- 📄 [Legalese made EasyRead](#)
- 📄 [Keeping Adults Safe  
animation](#)
- 📄 [ClipArt's Next Top Model -  
2010 edition!](#)
- 📄 [Eve Rank's webchat with  
the Princess Royal Trust  
for Carers](#)

### Comment

- 📄 [What people say about  
our services - the latest  
comments](#)
- 📄 [Andrew's latest blogs](#)



### Top Tips

- 📄 [The Designer's Eye](#)



# News

## New Directors at Inspired



Inspired Services is very pleased to announce the appointment of 3 new directors to the company. These appointments rightly acknowledge their long standing involvement with Inspired over very many years in one form or another, working together to improve the rights of people with learning disabilities to proper information, choice and equality.

Eve Rank is an ex commissioner for the Disability Rights Commission.



Richard West chairs the National Advisory Group on Learning Disability and Ethnicity and co-chairs the CQC learning disability improvement board.

Both have worked with Inspired to change and comment on learning disability policy and practice through long standing involvement on Valuing People policy groups, helping us set up and run the National Forum of people with learning difficulties and very many other initiatives.

As people with a learning disability themselves, Eve and Richard are well placed to help shape the future direction of the company including how we continue to involve and employ people with learning disabilities in our work.



They join the third new director Darren Mather who, as a project manager for Inspired, has led the way in the continued development and design of accessible EasyRead material.

Witness



Work on the UK's first EasyRead dictionary progresses apace. The first list of words have been chosen and translated and we're now working on the illustrations.

These images are a sneak peek at what we're working on.



Arrest

If you would like to keep up with the dictionary and be the first to receive the copyright-free finished product, send an email to [andrew@inspiredservices.org.uk](mailto:andrew@inspiredservices.org.uk) with "LEGAL DICTIONARY mailing list" in the subject line.

 Keeping adults safe animation



In the works is an animated DVD about abuse aimed at adults with learning disabilities.



Commissioned by the Suffolk Safeguarding Board, it is definitely one to watch out for. We hope to make it more widely available soon.



Here are some preview images of what you will find on the DVD.

## ClipArt's Next Top Model Competition 2010- COMING SOON!



After the success at the Learning Disability Today event last November, Inspired Services are launching another ClipArt competition later this year.

This is your chance to have a picture of yourself in a particular pose or expression turned into a ClipArt image and become part of our 2010 Valuing People ClipArt Collection!



5 winning entries will have a ClipArt image made of them - winners will receive a framed portrait of their picture alongside the clipart version and also receive the new 2010 Valuing People ClipArt Collection, that will include their picture.

More information soon on how to enter. Watch this space!

## Eve's Webchat with the Princess Royal Trust for Carers

Eve Rank recently participated in a webchat hosted by the Princess Royal Trust for Carers.



Who Cares for Us? was the subject of the webchat, which focused on Eve's experiences as a carer with a learning disability.

A podcast of the chat is [available online here](#).

Or you can read a [transcript of the chat here](#).

# Comment

## What people say about our services



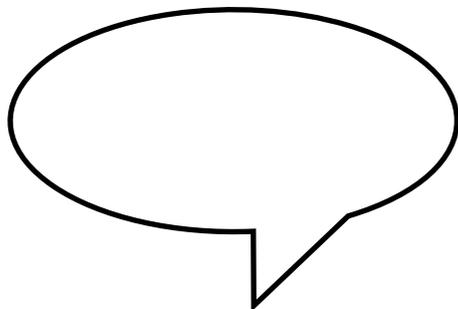
“Very speedy and friendly service. I will tell colleagues about Inspired Services!”

- Ofcom



“We were happy with the service provided... We would use your company again if we had something that needed translating.”

- County Durham LINK



To read more comments from our satisfied customers, [click here](#).

## Andrew's Latest Blogs



Andrew's latest blog talks about the employment strategy for people with learning disabilities.

**‘I wasn't invited to any press or launch event, so waited eagerly to read all about it on the DWP web site this morning, only to see – nothing!’**

[Read more here](#)



## Top Tips

### The Designer's Eye

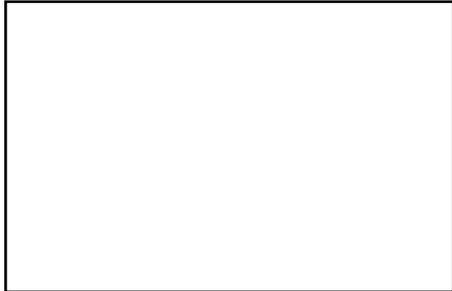
#### This Month's Tip: Colour, line, and spacing

It's an old joke, I know... but it raises a point; if a picture isn't clear, you need to rely on words to figure out what it means.

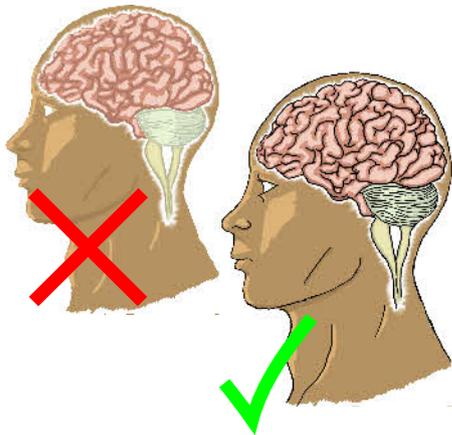
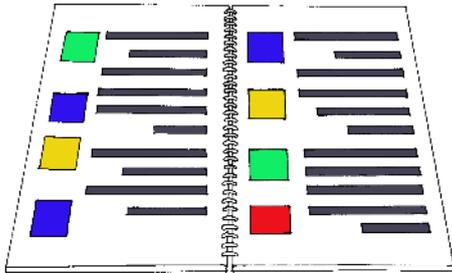
This can't work in EasyRead. In EasyRead, the pictures are supposed to make the words more clear, not the other way around.

This means that clear pictures are at least as important as clear words, if not more important.

Here are some tips to make your pictures clearer and easier to understand:

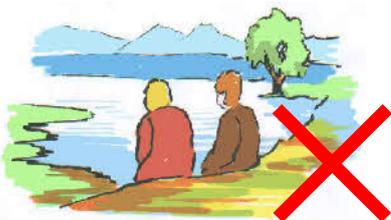


A polar bear walking through a blizzard.



#### 1) Strong lines

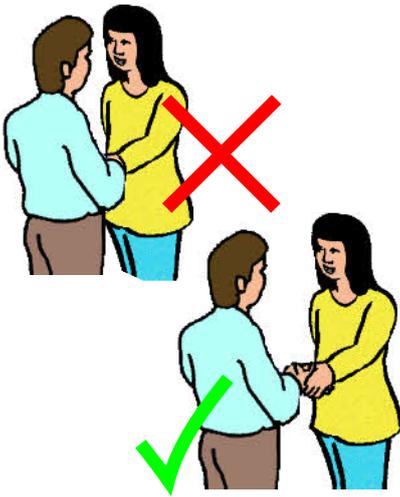
Pictures in EasyRead aren't decorations. They are part of making the information clear. If it isn't clear what a picture is showing, then it fails at its job. Strong, well-defined lines make good pictures. They make it easier to pick out the central shapes of an image.



#### 2) Good use of colour and contrast

If you use too many colours that are similar and rely on the lines to define the picture, it ruins the effect of those strong lines. Use contrasting colours, and it will make your pictures stronger.





### 3) Proper spacing

Strong lines and contrasting colour are good, but if the subjects of the picture aren't spaced properly, the effect is lost.

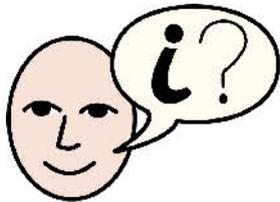
Make sure you give each idea in a picture enough room to stand out, otherwise it can add to the confusion, rather than clearing things up.



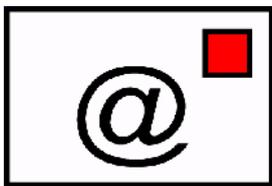
And I thought using Acrobat was hard!

In short, don't think of them as pictures, think of them as hieroglyphs- a visual way to express an idea. Remember, when you put pictures into EasyRead, you're not just decorating the document, you're helping to write it!

### *Want to know more about Inspired Services?*

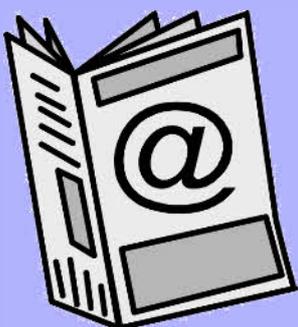


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