

Website Accessibility

Introduction to Digital Accessibility;
Creating and Maintaining Accessible Content

What is Digital Accessibility?

Overview and Definitions

Digital Accessibility Overview

Digital accessibility refers to the inclusive practice of removing barriers that prevent interaction with, or access to digital tools and technologies, by people with disabilities.

- **Accessibility**

Accessibility is proactive. It is the practice of providing access to resources in a manner that ensures content and products will work for users with a wide range of abilities and disabilities and a broad range of assistive technologies.

- **Accommodations**

Providing accommodations is reactive. It requires a user to reveal a disability and wait for the owner/manager of the resource to provide assistance or alternate access to the resource.

- **Equally Effective Alternative Access**

When a primary method of delivery cannot be made 100% compliant, **equally effective alternative access** should be developed and proactively communicated.

Types of Digital Resources

- Scope includes but is not limited to:
 - Websites, intranets, portals
 - Classroom technologies
 - Videos and audio content
 - Electronic documents
 - Desktop, mobile and cloud-based applications
 - Email
 - Calendars
 - Library resources and databases
 - Digital signage
 - Touchscreen kiosks and other types of self-service transaction machines

Why is Digital Accessibility Important?

Usability, Inclusiveness

Why is digital accessibility important?

- Demonstrates inclusiveness
- Improves usability of digital content for everyone, not just people with disabilities
- Improves overall user experience
- Improves SEO
- It is the law

Policy Statement 31

Digital Resources and Content Accessibility

PS-31

- Outlines scope of digital accessibility
- Training requirements
- Reporting
 - By July 1 of every year, each dean/director must collect and archive an Annual Digital Resources & Content Accessibility Report for their college/school/unit and send to the Director of Digital Resources & Content Accessibility
- Procurement of digital products and services, VPATs
- Exceptions
- Digital Resources & Content Accessibility

LSU Website Requirements

Privacy, Security, Non-discrimination, WCAG 2.0 Level AA, WAI ARIA 1.0

Requirements Defined in PS-31

- Annual accessibility training
All employees are required to take this awareness training each year.
- Web Developers, Digital Content Managers and anyone assigned a supervisory role are required to take training specific to the role(s) they perform
- Office for Civil Rights (OCR) Accessibility Requirements
 - All webpages must include a link to the university's Accessibility Statement at lsu.edu/accessibility
 - All webpages must provide users a way to report issues; we recommend linking to the “Provide Website Feedback” form at lsu.edu/feedback

Other Website Requirements

- LSU Non-discrimination Statement
All webpages must provide a link to the Non-discrimination Statement at lsu.edu/nondiscrimination
- LSU IT Security Requirements
 - All LSU webpages must link to the LSU Privacy Statement at lsu.edu/privacy
 - All websites using cookies and collecting user data must include a consent overlay
 - All forms must include [data consent acknowledgment language](#)
 - Questions about security-related requirements should be sent to LSU IT Security at privacy@lsu.edu

LSU Standards

- WCAG 2.1 Level AA
 - WCAG = Web Content Accessibility Guidelines
 - Specifies how to make content accessible on the web, primarily for people with disabilities
 - Principles
 - Perceivable
 - Operable
 - Understandable
 - Robust

Note: the university's OCR agreement requires documented compliance with WCAG 2.0 Level AA. The current legal standard is 2.1 AA.

Definitions of Principles

- Perceivable- Information and user interface components must be presentable to users in ways they can perceive.
 - This means that users must be able to perceive the information being presented (it can't be invisible to all of their senses)
- Operable - User interface components and navigation must be operable.
 - This means that users must be able to operate the interface (the interface cannot require interaction that a user cannot perform.

Principles (cont.)

- Understandable - Information and the operation of user interface must be understandable.
 - This means that users must be able to understand the information as well as the operation of the user interface (the content or operation cannot be beyond their understanding)
- Robust - Content must be robust enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies.
 - This means that users must be able to access the content as technologies advance (as technologies and user agents evolve, the content should remain accessible)

LSU Standards (cont.)

- WAI ARIA 1.0
 - Web Accessibility Initiative Accessible Rich Internet Application
 - Helps with dynamic content and advanced user interface controls developed with Ajax, HTML, JavaScript, and related technologies
 - Provides a framework for adding attributes to identify features for user interaction, how they relate to each other, and their current state

Equally Effective Alternate Access

- Ensures that, to the maximum extent possible, individuals with disabilities receive the same benefits or services as their non-disabled peers
- Alternates are not required to produce the identical result, but must afford persons with disabilities equal opportunity to obtain the same result, gain the same benefit, or reach the same level of achievement
- Exception, not the rule. Only occurs in rare instances.
- [ADA Exemption Requests](#) are reviewed by LSU's ADA/Title II Coordinator

Requirements and Documentation

- As of August 31, 2019 all digital content should be accessible prior to publishing or distributing.
- If digital content cannot be made accessible, an exception must be filed with the ADA Coordinator; an EEAA Plan should be included with the request for exception.
- Any digital products or services provided through a vendor must obtain a VPAT; EEAP Plans should be created, if needed
- All departments must complete an annual report identifying all digital content to ensure all content is accessible; the university will perform random audits to verify compliance

Page Properties & Parameters

Page Title, Description

Page Properties

- Page Title
 - Shown as title in tab
 - Shown in search engine results
 - Used for browser bookmarks
 - Read by screen readers
- Important for orientation
- Important for SEO
- Needs to adequately and briefly describe the page
- Meaningful titles

Page Properties & Parameters (cont)

The screenshot shows the OU Campus Content editor interface. The top navigation bar includes the OU Campus logo, Dashboard, Content (selected), Reports, Add-Ons, and various search and user icons. The left sidebar, titled 'PROPERTIES', has a 'Parameters' section selected, which contains 'Title and Metadata' and 'Custom Settings'. Other sections like 'Access', 'Reminders', and 'Log' are also listed. The main content area shows a file named 'index.pcf' with a PDF icon. Below it are tabs for Preview, Edit, Properties (selected), and Versions. A toolbar at the top right includes Save, Idea, Submit, and other options. The 'Title and Metadata' section contains fields for Title ('About Us | LSU Strategic Communications'), author ('Louisiana State University (LSU)'), description ('The LSU Division of Strategic Communications directs the communications strategy for the university, manages marketing and advertising efforts, handles media relations and communications between the university and its internal/external audiences, provides creative services to members of the'), and Tags ('Filter by Tag').

Semantic Headings

Conveys document structure to all users.

Overview of Semantic Headings

- Purpose of Headings (H1-H6)
 - Provides structure to a page
 - Enables all users to navigate a page quickly
 - Use headings to define the sections of a webpage; avoid bold, italics or underlines to define sections--using text styles does not provide assistive technology users with the page structure
- Do not apply additional styles or emphasis to semantic headings
 - Adding additional styles to headings can be distracting or create confusion
- Do not link semantic headings
 - Semantic headings are intended to define a section of content on a page, not to link to another webpage

Semantic Heading Levels

- H1 – Main topic of the page
 - All content pages must have one, and only one, H1
 - Omni - If a page contains a banner with caption, that counts as the h1
- H2 - Used to identify major sections of the page
- H3 - Subheads within a major section of content
- H4, H5, H6 - these will rarely be used; remember levels should never be skipped

Note: Due to its unique styling, the “Blockquote” tag in Omni CMS is occassionally misused to define sections; this tag should only be applied to quotations or citations.

Semantic Heading Rules

- Nest headings by their rank
- Do not skip headings
- Do not use headings to create large spacing
- Do not add additional styling or emphasis to semantic headings

Semantic Heading Nesting

Compliant

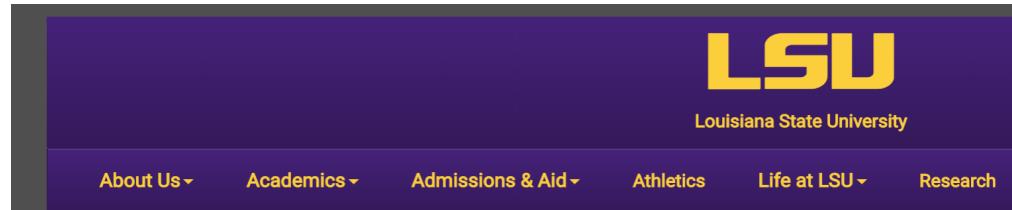
- h1
 - h2
 - h2
 - h3
- h2
 - h3
 - h3
 - h4
 - h4
- h2

Noncompliant

- h1
 - h3
 - h3
 - h4
 - h4
- h2
 - h4

Semantic Heading Samples

Sample of semantic heading styles and how to access from Omni CMS editing toolbar.



Page Title (h1)

Major Subsection Heading (h2)

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Minor Subjection Heading (h3)

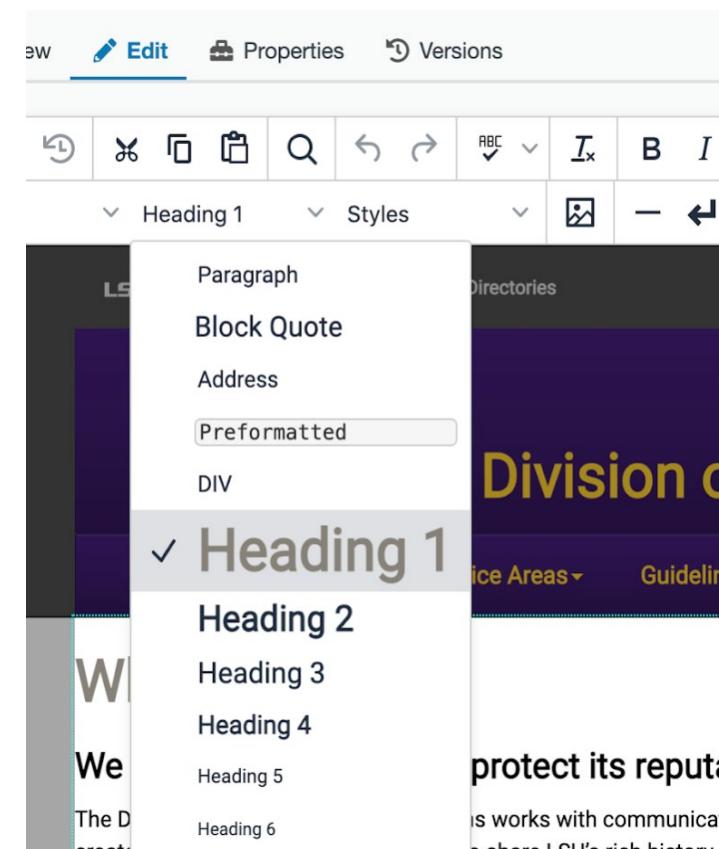
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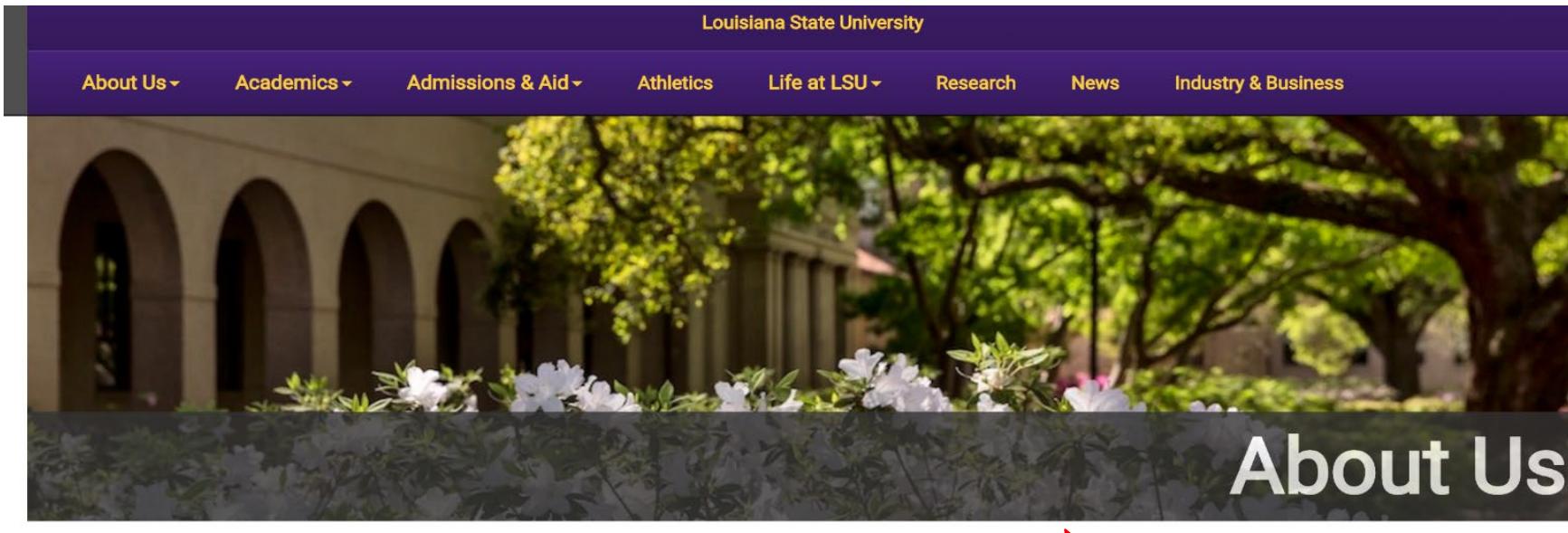
Major Subsection Heading (h2)

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Semantic Headings – H1 Examples

Example of page containing two H1 headings.



Page Title

Major Subsection

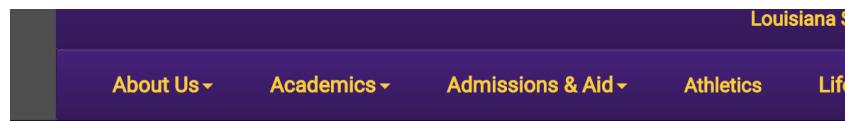
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Semantic Headings (cont)

Compliant



About Us

Major Subsection

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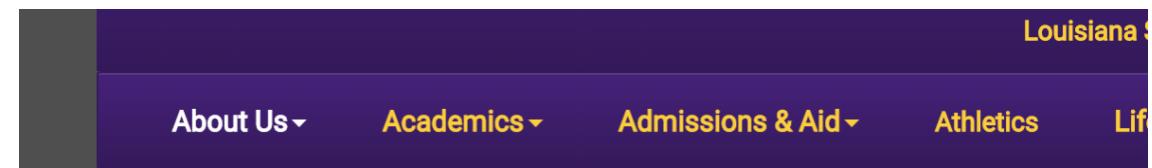
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Noncompliant



About Us

Major Subsection

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Semantic Headings – Blockquote

Compliant

When Darria decided to come to LSU, she knew that earning a degree in mechanical engineering could be tough. In her moments of doubt, she would reach out to her mentor Dean Lewis, chair of the National Society of Black Engineers, who always guided her back to the fact that she had the knowledge, drive, and spirit to thrive in engineering.

"You never know what can come from that connection, especially if you consistently communicate what you are interested in and what you want to do career-wise."

This is the foundation of Dean Lewis's relationships with students: knowing all students outside of the classroom and giving them the opportunity to do the same for her so that they can connect and find common ground.

Noncompliant

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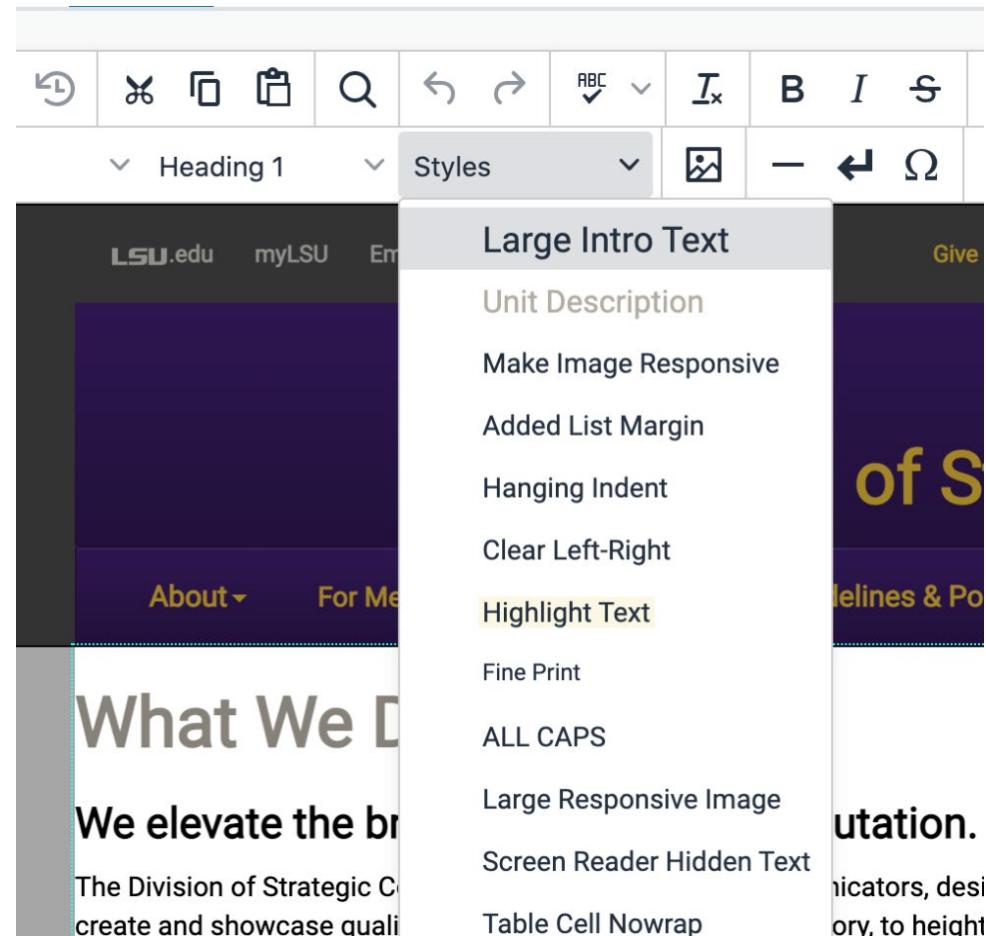
Text Formatting

Text Formatting Tips

- Only type in all caps when typing an acronym. Some screen readers will read “MUST REGISTER” as “M.U.S.T. R.E.G.I.S.T.E.R.”
- An “ALL CAPS” style is available; however, use this sparingly, users who choose to turn off styling, will not receive any queue that this text has been emphasized.
- Use bold or italics for emphasis
- Do not combine emphasis styles; combining can make text more difficult for all users to read
- Underlines should only be used for URLs

Text Styles

- Large Intro Text
- Highlight Text
- Fine Print
- Added list margin
- Hanging Indent
- All Caps
- Clear Left-Right



Text Formatting – Sample Style

- Large Intro Text Example



The image shows a group of students sitting on couches in a common area. A large banner overlay with the text "Live on Campus" is positioned in the foreground.

About Us ▾ Academics ▾ Admissions & Aid ▾ Athletics Life at LSU ▾ Research News Industry & Business

Live on Campus

Aside from the obvious perks, like easy access to classes, great food, good friends and a variety of activities, first-year students who live on campus at LSU consistently achieve higher grade point averages than those living off campus.



Dining

In Louisiana, eating is not just something you check off your daily to-do list; it's a chance to socialize, to experience our culinary culture and, of course, to satisfy your taste buds.

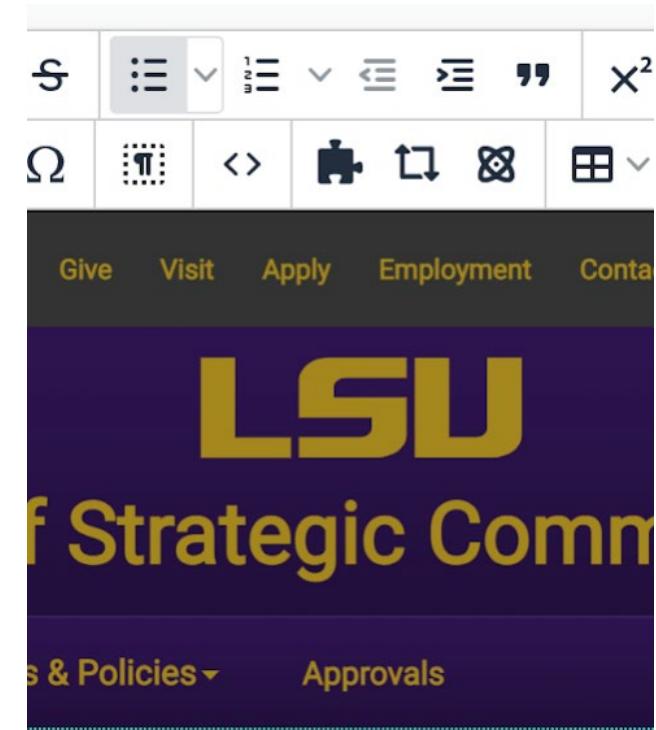
Want to learn more about the dining options at LSU? Visit [LSU Dining](#).

Lists

Unordered, Ordered

Unordered Lists

- Used when the order of items is not relevant
- Use "bulleted list" option from toolbar
- Example:
 - Corn
 - Tomatoes
 - Beans
 - Onion
 - Garlic



Unordered Lists (cont)

Compliant

Minor Subsection

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- Corn
- Tomatoes
- Beans
- Onion
- Garlic

Noncompliant

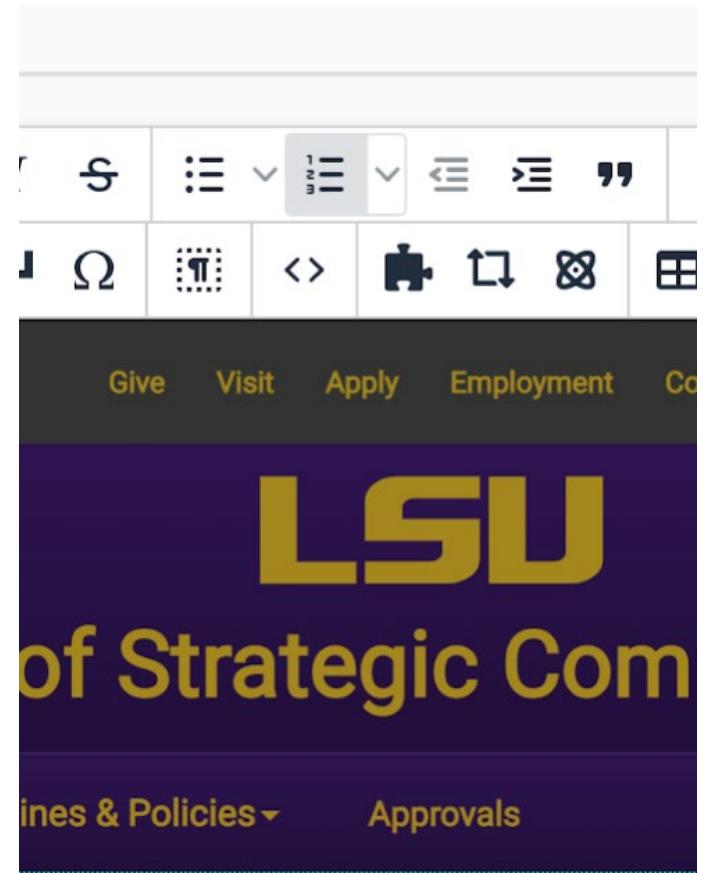
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- Corn
- Tomatoes
- Beans
- Onion
- Garlic

Ordered Lists

- Used when the order of the items is relevant, sequential
- Use the "numbered list" option from the toolbar
- Example:
 1. Cook beans for 45 minutes.
 2. Cut vegetables in small cubes.
 3. Sauté onions and garlic.
 4. Deglaze using the tomatoes.
 5. Add corn and beans.



Ordered Lists (cont)

Compliant

Minor Subsection

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1. Cook beans for 45 minutes.
2. Cut vegetables in small cubes.
3. Sauté onions and garlic.
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5. Add corn and beans.

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- 1.Cook beans for 45 minutes.
- 2.Cut vegetables in small cubes.
- 3.Sauté onions and garlic.
- 4.Deglaze using the tomatoes.
- 5.Add corn and beans.

Links

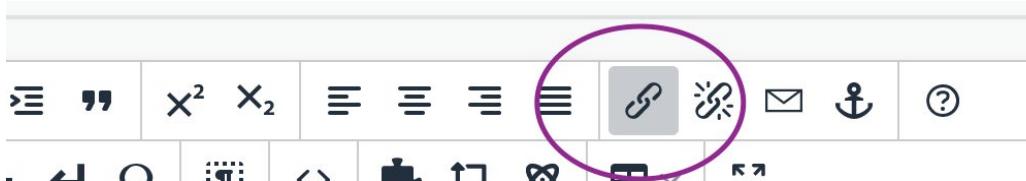
Link Text, Link Title, Link Target

Link Text

- Link text should make sense when read by itself; using generic labels like "click here" and "learn more" is inaccessible
 - Avoid: "[Click here](#) to register for campus tours."
 - Do use concise and meaningful: "[Register for campus tours.](#)"
- Redundant links to the same URL on a single webpage should be avoided:
 - Do not use both an image and text to link to the same URL, the preferred method is to use a text link
 - Do not restate the same call-to-action on the page in more than one location, chose a singular location on the page to point users to the desired URL

Adding Links to Pages

- Use the “Insert Link” tool to add URLs to pages.



The screenshot shows a web editor interface with a toolbar at the top containing various icons for text and media manipulation. A purple circle highlights the 'Insert Link' icon, which is a chain symbol inside a square. Below the toolbar, there is a preview area showing a photograph of a scientist in a lab coat and gloves using a microscope. To the left of the preview is a small thumbnail image. Below the preview, the text 'Research Works' is displayed in bold, followed by a paragraph about dynamic research at LSU. At the bottom of the preview area, there is a blue button labeled 'Research Accolades'. A second purple circle highlights this blue button.

nni

Research Works

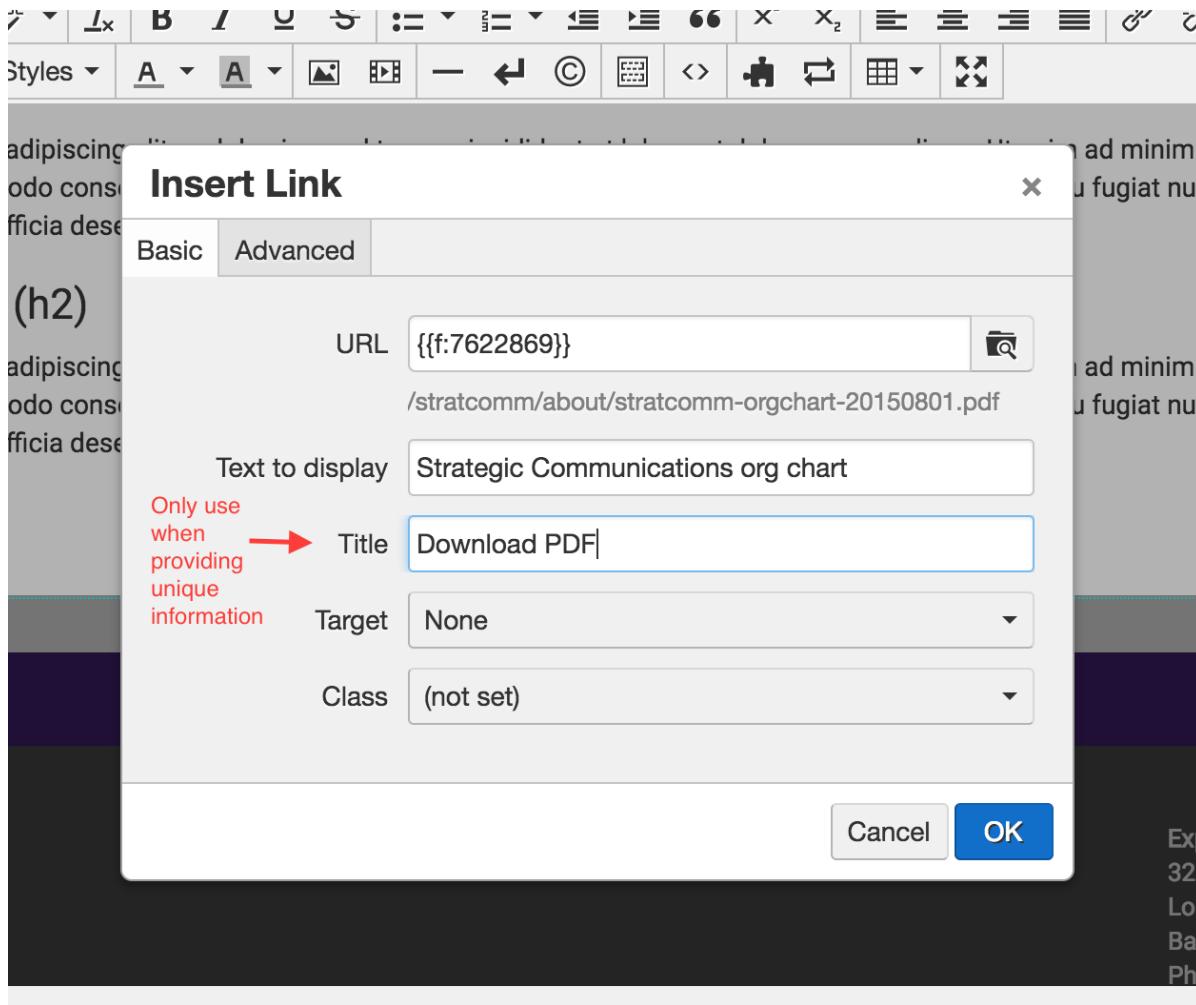
Dynamic research is conducted at LSU every day from the sciences to the arts and humanities. Our research faculty and students advance discovery and our understanding of the world.

[Research Accolades](#)

Link Titles

- Non-LSU websites
 - When linking to an external site, the link title should indicate that the user is “Leaving lsu.edu.”
 - If there is a logical reason to open the link in a new window or tab, the link title should state “Leaving lsu.edu, link opens in new window.”
- Documents and Files
 - When linking to documents, videos, larger versions of thumbnail images, the link title should identify the type of file being link to, for example “Download PDF,” “View larger image,” or “Watch YouTube video.”
- Avoid Redundancy
 - The link title should include unique information, do not duplicate the information used for the alternate text description.
- Leave blank if no additional, unique information needs to be provided

Sample Link Title



Links (cont)

- Link Target
 - Avoid forcing links to open in a new browser window or tab.
 - If there is logical reason so open a link in a new browser window/tab; the link title should state a new window will open
- Empty Links
 - Do not add empty links to manipulate text style
 - Use the "remove link" tool from the editing menu to delete links
- Common Mistakes to Avoid
 - Do not put empty spaces at the beginning or end of the URL
 - Do not link the empty spaces before or after the linked text
 - Do not copy and paste links directly from email, open links in a browser and copy/paste from a browser locator bar

Remove Link Tool

When removing a link from a page, do not highlight and delete or backspace over the link text. Instead, use the "Remove Link" tool from the editing menu; when the link is removed the associated text may be deleted.

The screenshot shows a WYSIWYG editor interface with a toolbar at the top. The toolbar includes standard file operations (Save, Publish), preview, source, properties, and versions. Below the toolbar is a rich text editor with various styling options like bold, italic, underline, and alignment. A purple circle highlights the 'Remove Link' icon in the toolbar, which is a key feature for managing links without deleting the text. The main content area contains three columns of images and text. The first column is titled 'Academics' and features an image of three students. The second column is titled 'Notable Alumni' and features an image of a bronze tiger statue. The third column is titled 'Research Works' and features an image of a scientist in a lab. Each column has a 'Read More' button at the bottom, which is also circled in purple to indicate it's another target for the remove link tool.

index.pcf

Preview Edit Source Properties Versions

SAVE PUBLISH

Click to add text

Robot, Helve... 14px Paragraph Styles

Academics

From our top-ranked landscape architecture program to our world-renowned Center for Internal Auditing, LSU holds a prominent position in American higher education.

Academic Accolades

Notable Alumni

From NBA all-stars to astronauts, LSU alumni have been making an impact on the world since 1860.

Alumni Accolades

Research Works

Dynamic research is conducted at LSU every day from the sciences to the arts and humanities. Our research faculty and students advance discovery and our understanding of the world.

Research Accolades

Asset Clear All cannot be shown in WYSIWYG

Images

Alt Text, Omni Sliders

Adding Images to Webpages

Images are inherently inaccessible to users unable to see them.

- Alternative text description:
 - Provides assistive technology users with a summary of the image or the context for why the image is used
 - Should not be more than 125 characters
 - This text is displayed if a browser fails to load the image or a user has images turned off
 - In Omni CMS, the alternative text field is labeled “Description”
 - Image alt text that support page content may improve webpage SEO
 - Avoid using images containing text

Sample Alt Text Description



Insert/Edit Image X

General Advanced

Source
`{{f:8642702}}` ↑
`/images/2015/LSU1859-research.jpg`

Alternative description
graduate student conducting biomedical resea...

Image title

Width Height 🔒

Class
Make Image Responsive ▼

Custom Class

ID

CANCEL SAVE

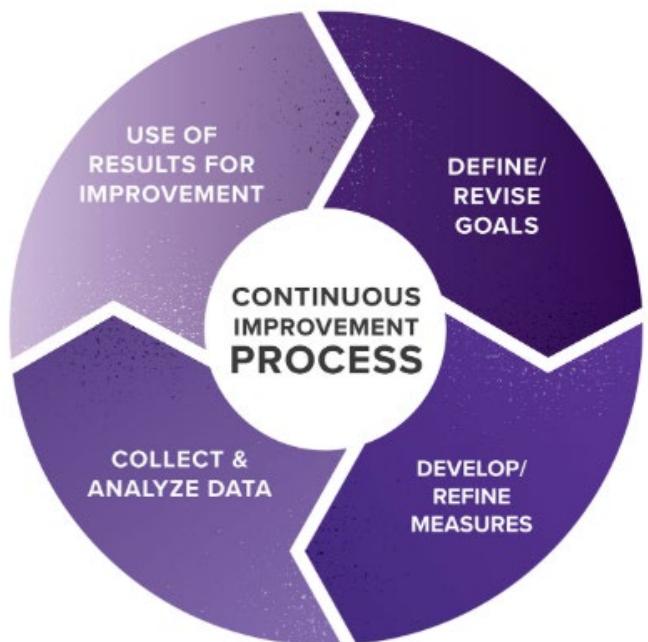
Complex Images

There are instances when it is necessary to use a complex image to aid some users in understanding complex information or processes (e.g., flowcharts, diagrams, scientific equations, etc.). In these instances, an equivalent explanation of the information must be conveyed to users unable to view the image.

- A separate text-only summary is required either on the webpage or linking to a secondary page containing the detailed explanation.
- The alt text description should describe the type of content and inform the user where the text-only content may be found.
- See W3's "[Complex Images](#)" Tutorial.

Sample Complex Image Description

- If using images of graphics, charts, diagrams, etc, the information must be adequately summarized elsewhere on the page.



Institutional effectiveness is based on the notion of continuous improvement, a process that consists of the following components:

- Defining and Revising Goals
- Developing and Refining Measures
- Collecting and Analyzing Data
- Using Results for Improvement

Image Types to Avoid

Non compliant



- Alt text description cannot adequately convey all information in the graphic
- Not enough color contrast between white text and diffused background

Images used in Omni CMS Carousels

- Individual Image Slides
 - Title - Text in purple box
Required
 - Description - Text in white box
Optional
 - Caption - brief description of the image, does not display
Required; this is the image alt text description
 - Link
Required
- Slide images should be photographs or simple artwork; avoid text

Non compliant Images in Carousels

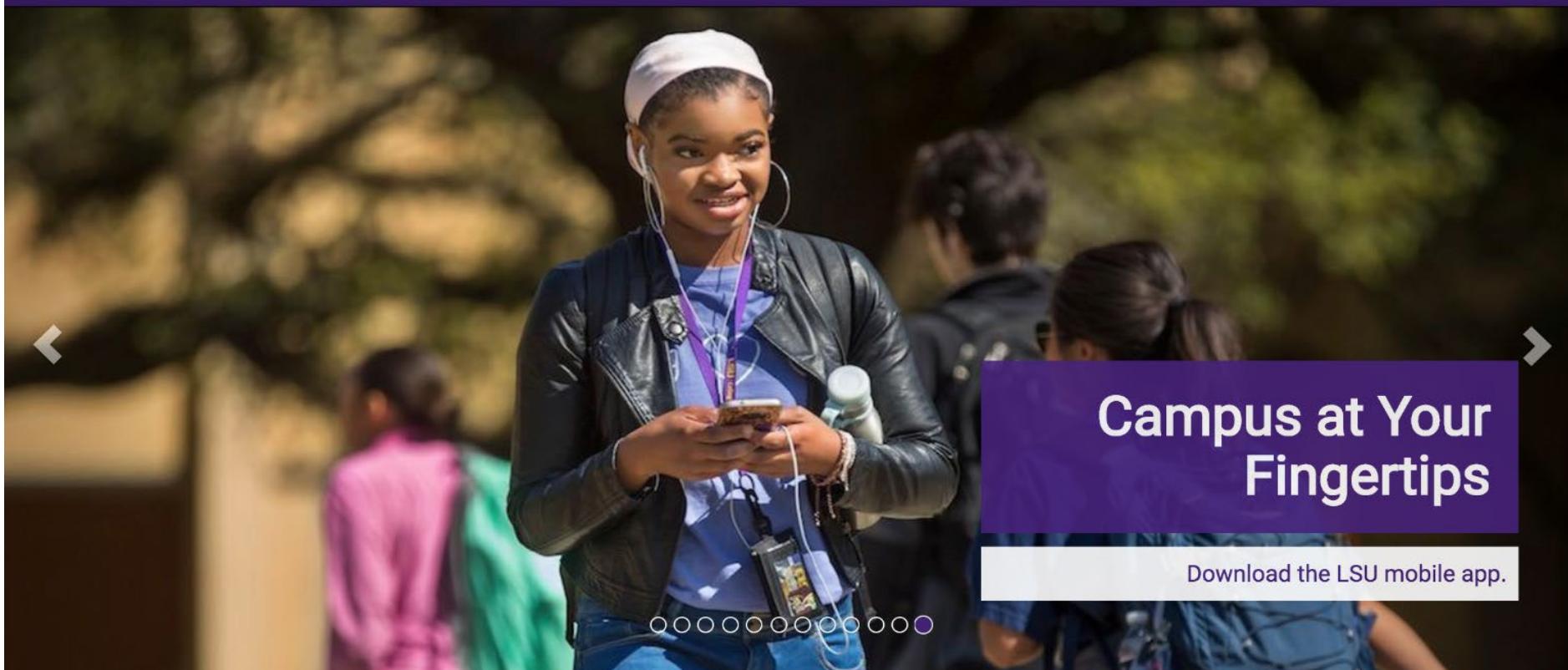
Avoid using text in carousel images



Compliant Images in Carousels

Choose campus imagery or artwork that does not contain text.

Remember to avoid photos with primary subject in right half of layout.



Text Requirements in Omni CMS Carousels



Title Campus at Your Fingertips

Description Download the LSU mobile app.

Caption student walking on campus

Link <http://lsu.edu/mobile/>

Tables

Data Tables, Layout Tables/Grids

Tables Displaying Tabular Data

- Data tables
 - Must have headings
 - Should not be used to layout tables
 - Do not nest tables
 - Do not use tables straight from toolbar
- Data tables in Omni CMS
 - Simple Table with Borders
 - Simple Table without Borders
 - Styled Table Columns with Gray Header
 - Styled Table Columns with Purple Header
 - Styled Table Rows with Gray Header
 - Styled Table Rows with Purple Header

Data Tables

Do not use the "Insert Table" tool.

Do use: Insert Snippet > Tables > choose the style

The pre-built Table Snippets contain accessible code and responsive styling. Columns and Rows can be adjusted after inserting into a webpage.

Choose Snippet

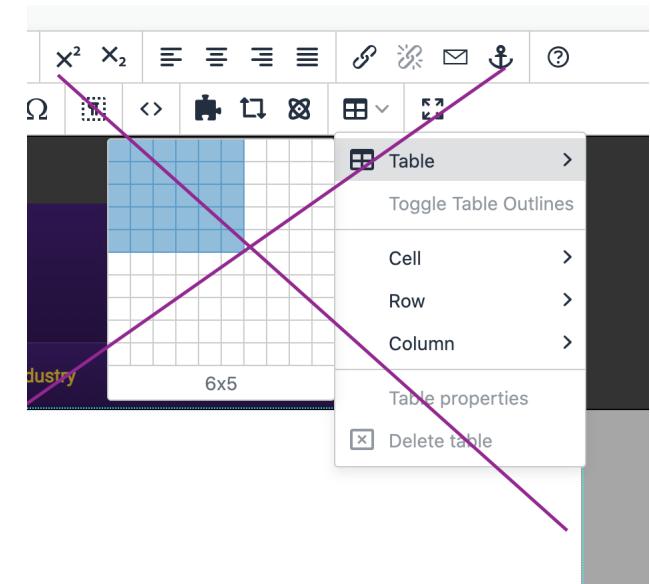
Tables

Filter by name

- [Fierce] Table Condensed
- [Fierce] Table Hover
- [Fierce] Table Striped
- Simple Table with Borders
- Simple Table without Borders
- Styled Table Columns with Gray Header**
- Styled Table Columns with Purple Header
- Styled Table Rows with Gray Header
- Styed Table Rows with Purple Header

Column 1 Heading	Column 2 Heading	Column 3 Heading	Column 4 Heading
Text	Text	Text	Text
Text	Text	Text	Text
Text	Text	Text	Text
Text	Text	Text	Text

CANCEL INSERT



Column 1 Heading	Column 2 Heading	Column 3 Heading	Column 4 Heading
Text	Text	Text	Text
Text	Text	Text	Text
Column 1 Heading	Column 2 Heading	Column 3 Heading	Column 4 Heading
Text	123	456	768
Text	insert text	insert text	insert text
Text	987	654	321

Layouts and Grids

- Layouts and Grids
 - Use to adjust page layout
 - Do not add rows or columns to layout tables
- Layouts and Grids in Omni CMS
 - Two Column Layout
 - Three Column Layout
 - Four Column Layout
 - Spoiler Content - Default Collapsed
 - Spoiler Content - Default Open
- If you need additional layout options, contact Strat Comm. Do not use a data table.

Using Layouts and Grids

Use layouts and grids to position content in columns for desktop views. After inserting:

- Do not adjust the content in the top two rows.
- Do not delete the top two rows; these rows do not remain when the page is published.
- Do not add columns; choose the appropriate number of columns needed for your layout.
- Do not add rows; if more than one row is needed, add a new instance of the layout grid.

Choose Snippet

Layout

Filter by name

Four Column Layout

Six Column Layout

Tab

Three Column Layout

Two Column Layout

Select a snippet to preview it here.

CANCEL INSERT

Four Column Layout

Column 1 Content	Column 2 Content	Column 3 Content	Column 4 Content
<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</p>	<p>Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.</p>	<p>Maecenas sagittis et libero vel lacinia. Suspendisse eleifend dapibus nibh ut feugiat. In accumsan imperdiet dui, at semper est sollicitudin nec.</p>	<p>Sed proident shoulder culpa. Sirloin excepteur eu pastrami biltong. Pork chop qui esse meatloaf brisket. Velit occaecat ribeye, chicken chuck bresaola pork belly do pariatur. Cupim exercitation incididunt ad.</p>

Three Column Layout

Column 1 Content	Column 2 Content	Column 3 Content
		

Two Column Layout

Column 1 Content	Column 2 Content
<p>"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</p>	<p>Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."</p>

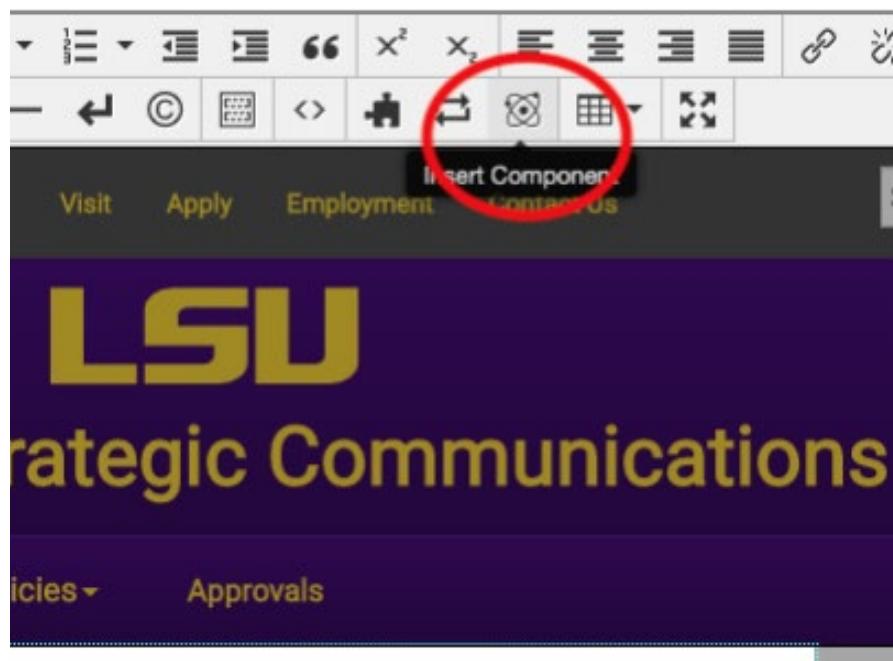
I-Frames

Components, Titles

When to Use I-Frames

- Often used for embedding forms, videos, Tableau and more
- Form tag must include a Title
- Components in Omni CMS
 - Video Embed: Responsive-Accessible (use for videos)
 - I-Frame Embed (use for all other embeds)
- If embedding a Tableau data table, provide an alternate accessible version

Adding an I-Frames



Choose Component

Filter by tag

Filter by name

- [Fierce] Gallery with Options
- [Fierce] [News] News Listing
- iFrame Embed** (highlighted with a purple oval)
- Image Rollover
- Perkins Loan
- Photos with Cutlines
- Staff List - Two Column, No Photo
- Two Column
- Video Embed: Responsive-Accessible** (highlighted with a purple oval)

Select a component to preview it here.

CANCEL INSERT

Formatting Omni CMS I-Frame Component

Edit Component - iFrame Embed

Prior to embedding, verify that the form is ADA compliant.

Form Title

Required for accessibility.

Form Source
Example: <https://app.smartsheet.com/b/form/3ceb10342cc741628530cde63>
To find the video source, navigate to the video on YouTube. Select "share" and then "embed". Copy and paste the url following "src" from YouTube or Vimeo's embed feature. Do not include the quotation marks around the url.

Form Width

Recommend Max Width of 1140px

Form Height Element is required

Value will depend upon length of form.

Frameborder
 0
 1

CANCEL SAVE

Formatting Omni CMS Video Embed Component

Edit Component - Video Embed: Responsive-Accessible

Close captioning is required for accessibility. Prior to embedding the video, please ensure the video is closed captioned.

Video Title

Required for accessibility.

Video Source
Example: `https://www.youtube.com/embed/T9J0Elh6S-s?controls=0`
To find the video source, navigate to the video on YouTube or Vimeo. Select "share" and then "embed". Copy and paste the url following "src" from YouTube or Vimeo's embed feature. Do not include the quotation marks around the url.

CANCEL **SAVE**

Title is required; may be the same as the title used for the video in YouTube.

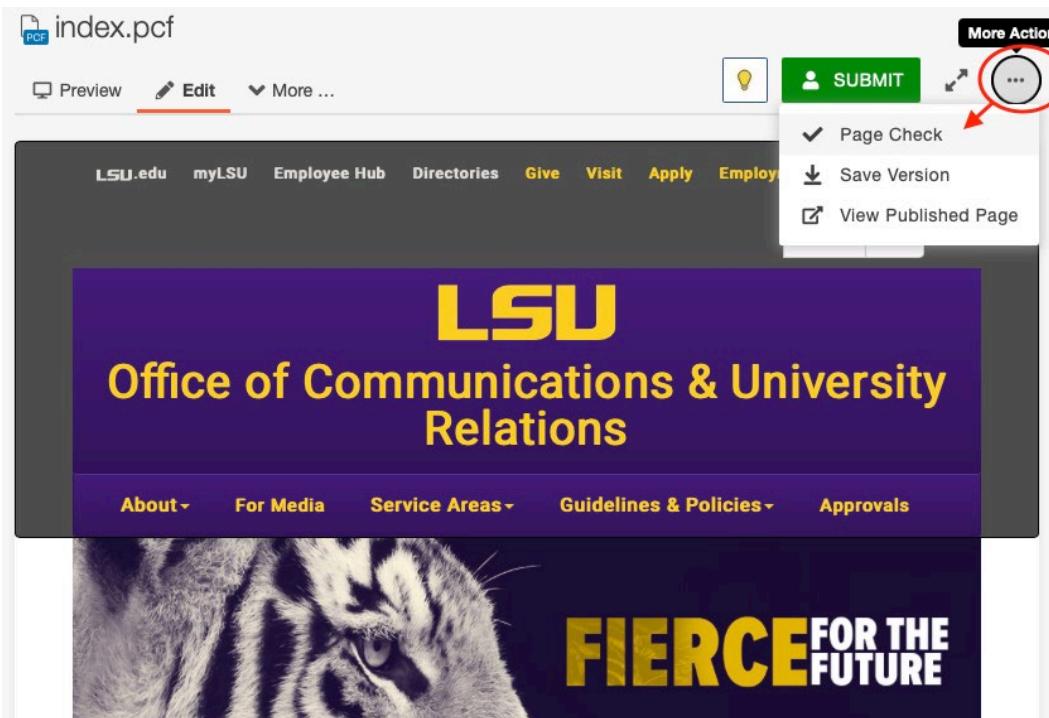
When adding a YouTube video, use the "embed" version of the URL; use only the URL not the full I-frame code.

Publishing & Maintenance

Publishing tools, Site Improve

How to Run Page Check

Before submitting to publish in Omni CMS, run spell check, link check and accessibility check



The screenshot shows the 'Page Check - index.pcf' results page. At the top, it says 'Scan your page for spelling, link, W3C validation, or accessibility issues.' with dropdown menus for 'php' and 'RUN ALL CHECKS'. Below that, there are four sections: 'Spelling' (1 error), 'Links' (1 error), 'W3C Valid', and 'Accessibility' (Problems: 1 known). Each section has a status icon (red for errors, green for valid), the count, the category, and a 'View Details' button. A 'DONE' button is at the bottom right.

Category	Count	Description
Spelling	1	error
Links	1	error
W3C Valid	1	Valid
Accessibility	1	known

Page Check Reports

Link Check Results - /index.pcf

[Open in New Window](#)

Link URL	Staging	Production	Status
/index.php	✓	✓	OK (200)
/accolades/index.php	✓	✓	OK (200)
http://sites01.lsu.edu/wp/admissions/become-a-tiger-2/apply/	⚠	⚠	Found (302)
/images/2016/animation/Value_16_D2.gif	✓	✓	OK (200)
/mediacenter/news/2018/01/29LSUCenterForRiverStudies.php	✓	✓	OK (200)
/innovationpark/student-services/venturechallenge.php	✓	✓	OK (200)
/images/2015/uppertierpages/venture-challenge-resized.jpg	✓	✓	OK (200)

[Close](#)

Accessibility Check Results - /stratcomm/index.pcf

[Open in New Window](#)

Guideline: WCAG2-AA

Known Problems (1)

Line: 253 Column: 22

Cause: Header nesting - header following `h2` is incorrect.

Source Code: `<h2>News</h2>`

[CLOSE](#)

Other Accessibility Check Tools

- SitelImprove
 - University license
 - Checks entire directory, including pdfs
 - Checks for misspellings, broken links, and other quality assurance concerns
 - Can help users improve search engine optimization
 - Learn more at [Digital Accessibility: Resources and How-to's](#)
- WAVE Evaluation Tool
 - This is a free tool that may be added as a browser extension to Chrome, Firefox and Edge. Learn more about the [WAVE Browser Extensions](#)

Making Documents Accessible

PDFs, OCR

Features of an Accessible Document

Accessible documents have the following characteristics:

- A logical structure and reading order; includes proper structure of tables
- Alternative text for figures, form fields, and links
- Navigational aids such as lists, bookmarks, and links
- Restrictions for security that do not interfere with assistive technology (limiting printing, copying, editing)
- No color contrast issues ([WebAIM: Contrast Checker](#))

Keys to Document Accessibility

Core steps to make a compliant document are same regardless of the format (HTML, Microsoft Word, Microsoft Powerpoint, Adobe PDF, etc.)

Common issues to manually inspect:

- Document Title (verify in the "Properties" tab of most products)
- Document Language (verify in the "Properties" tab of most products)
- When converting a file to PDF:
 - Avoid using "Save as PDF" or "Print to PDF"
 - In Microsoft Office products, use the "Acrobat" tab in the editing ribbon to convert the document to PDF
 - After conversion, use the "Accessibility" tools in Adobe Acrobat Pro to ensure the converted document is accessible

Media Accessibility

Videos, Social Media, Broadcast & Marketing Emails

Videos and Livestreaming Events

- Videos
 - Videos must provide closed captioning with accuracy of 95% or greater.
 - Text-only, timestamped transcripts should also be provided.
 - Panopto is available to faculty members for closed captioning.
 - [YouTube instructions to caption an on demand video](#)
 - [YouTube instructions to caption a live stream](#)
 - For more information, visit [Digital Resources > Multimedia and Video Captioning](#)
- Livestreaming Events
 - [Livestream events](#) must be captioned in real time through reliable auto-captioning or via a live transcribing service.
 - For more information, visit [Live Captioning Requirements](#)

Social Media

- Social Media
 - Images must have captions
 - Videos must have captions and a transcript
 - Audio files must have a transcript

For more information, see:

- [Social Media Accessibility](#)
- [Video and Live Captioning Requirements](#)
- [Resources and How-to's](#)

Media Accessibility: Email Communications

- Broadcast & Marketing Email
 - Descriptive subject lines
 - Use semantic headings
 - Eliminate color contrast issues ([WebAIM: Contrast Checker](#))
 - Avoid center aligned paragraph
 - Include plain text version when available; remember to remove or rewrite any text that refers to images included in the HTML version of the email
 - If a "View in Browser" option is available, website requirements must be included in the web-based view (i.e., Accessibility Notice, Feedback, and Privacy Statement links must be included)
 - For more information, see [Email Accessibility Requirements](#)

LSU Resources

LSU How-to Resources and Training

- [ADA and Accessibility](#)
Information and resources are available in the "Digital Accessibility" section.
- [Designing & Teaching Accessible Courses](#)
LSU Online course introduces the core concepts of Universal Design for Learning (UDL) and the laws and standards of accessibility in higher education.
- [Web Support Training Tuesdays](#)
Watch for opportunities to attend sessions on PDF accessibility, how to do Quality Assurance checks and more.
- [GROK Articles](#)
Information on accessibility legislation, accessible technology and tools, disability awareness and more

Additional Information

- Faculty, Lab & Research Sites
 - A separate instance of Omni CMS with a more neutral theme is available for faculty, lab and research group websites. (See faculty.lsu.edu)
- Fierce Templates
 - New Omni CMS templates are now available. For additional information visit the [LSU Web Support site](http://lsuwebsupport.lsu.edu).

Contact Information

LSU ADA/Title II:

- Buddy Ethridge, Director of Digital Resources and Content Accessibility - accessibility@lsu.edu

Communications & University Relations:

- Lori Martin, Director of Digital Communications - lkemp1@lsu.edu
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