

WUNDERMAN

A11Y

# WEB CONTENT ACCESSIBILITY GUIDELINES 2.0

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# WHAT ARE THE WCAG?

**WCAG** are part of a series of web accessibility guidelines published by the **Web Accessibility Initiative** (WAI).

The WAI in turn is part of the **World Wide Web Consortium** (W3C), the main international standards organization for the Internet.

Current WCAG version is 2.0.

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They are a set of guidelines that specify how to make content **accessible**, primarily for people with **disabilities** — but also for all user agents, including **highly limited devices**, such as mobile phones.

# 4 PRINCIPLES

1. Perceivable
2. Operable
3. Understandable
4. Robust



# 1. PERCEIVABLE

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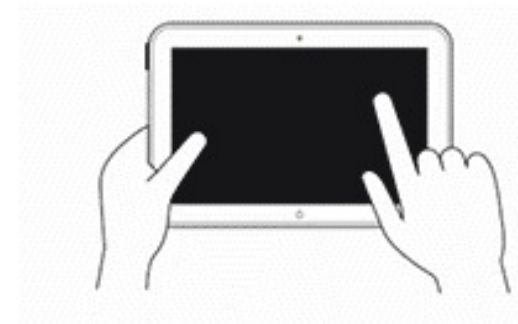
It can't be invisible to all of their senses.

## GUIDELINES THAT APPLY

- Guideline 1.1: Text Alternatives
- Guideline 1.2: Time-based Media
- Guideline 1.3: Adaptable
- Guideline 1.4: Distinguishable

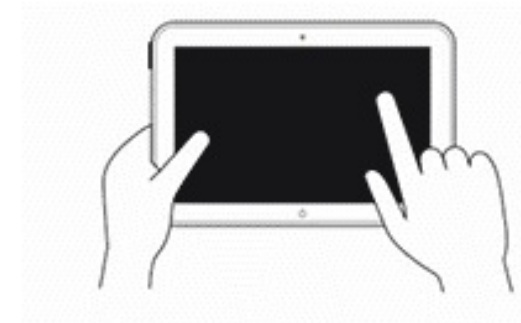
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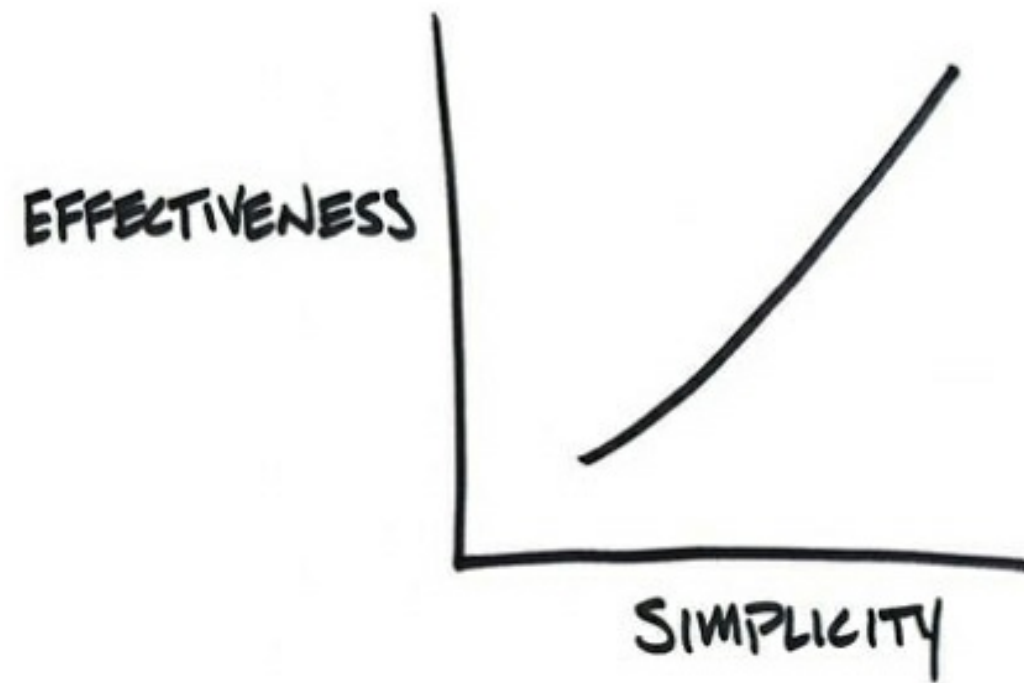
Web designers must be aware of the different devices the users can manage to use the website, so they must **make** the **user interface** components and **navigation** elements in a way that **everyone** can “operate” with it.

## GUIDELINES THAT APPLY

- Guideline 2.1: Keyboard Accessible
- Guideline 2.2: Enough Time
- Guideline 2.3: Seizures
- Guideline 2.4: Navigable

### 3. UNDERSTANDABLE

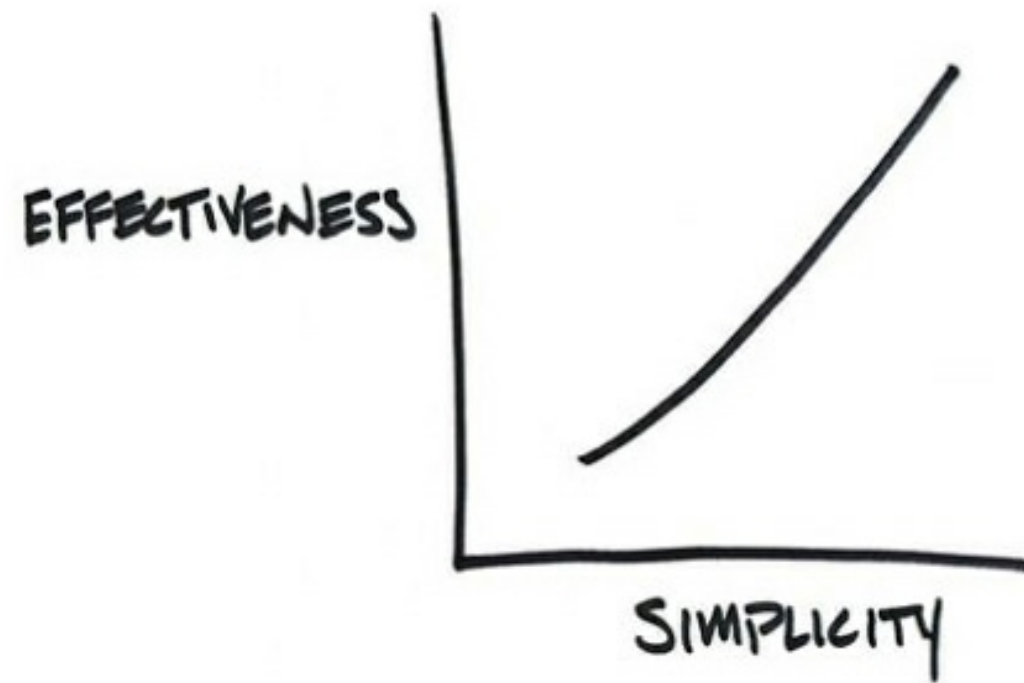
A perceivable and operable website means nothing if your users can't understand it.





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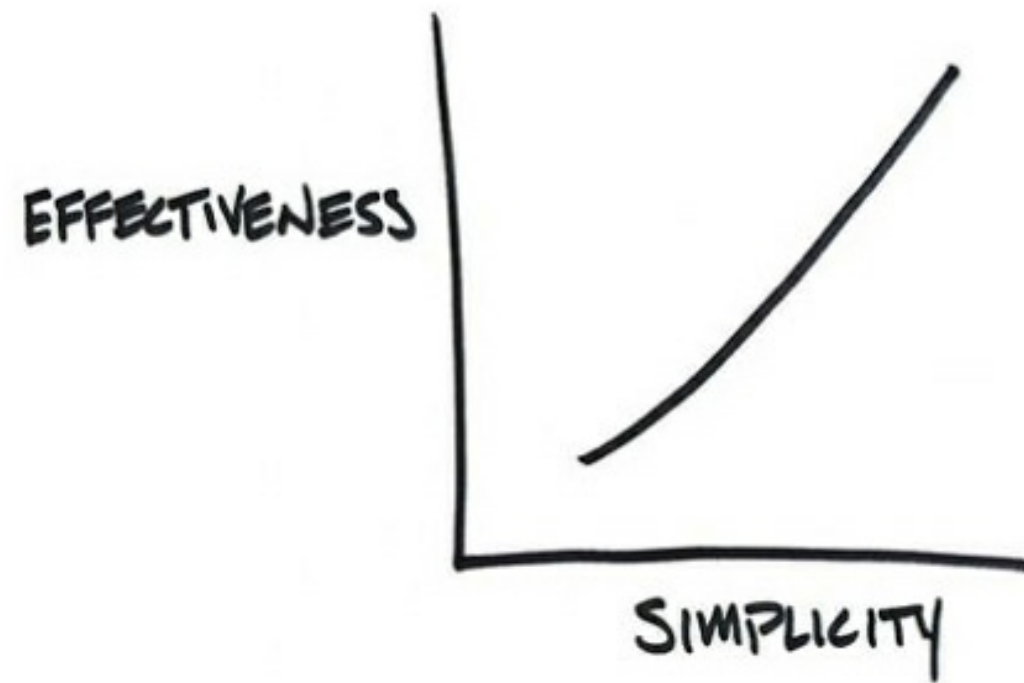
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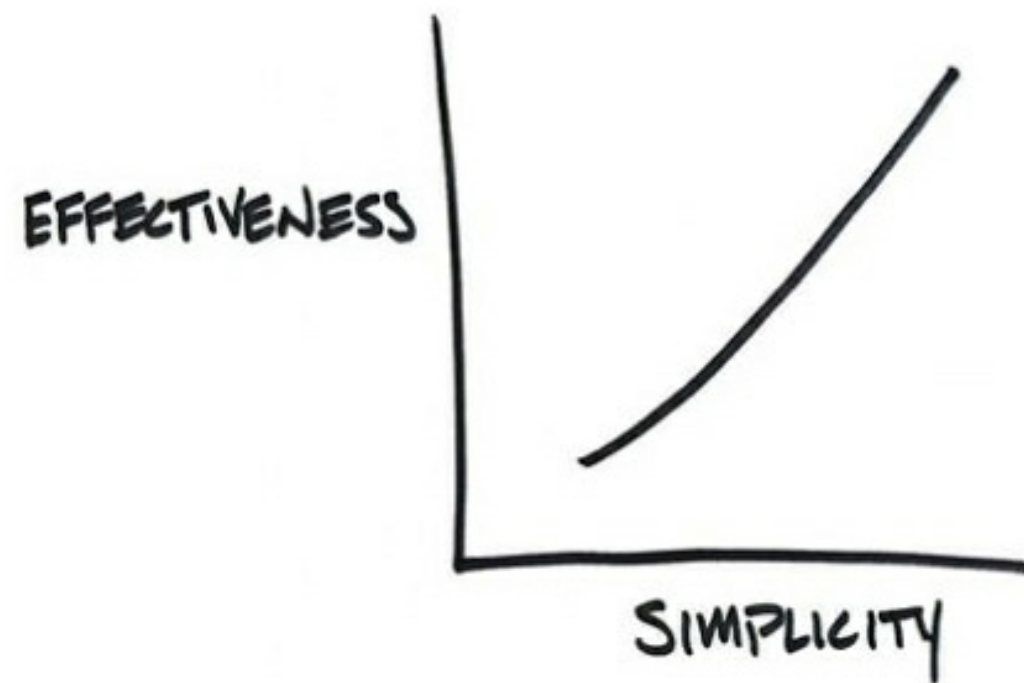
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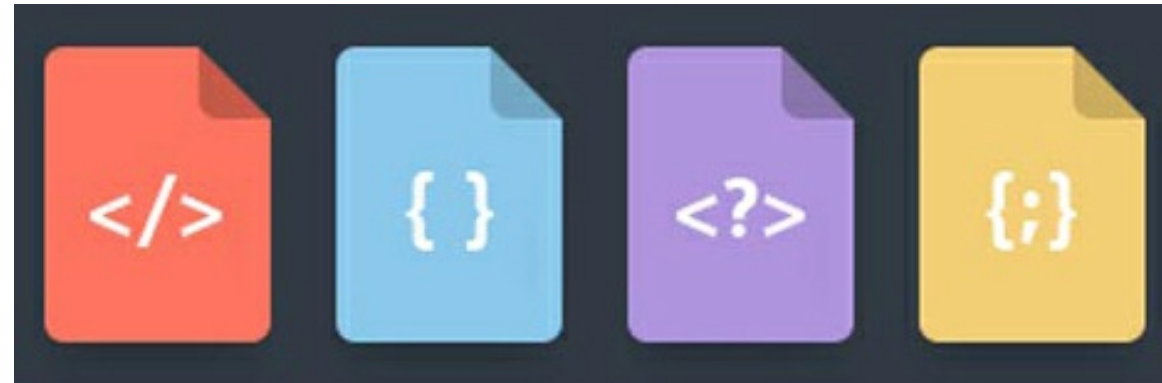


Your website must use **clear terms**, have **simple instructions** and **explain complex issues**.

## GUIDELINES THAT APPLY

- Guideline 3.1: Readable
- Guideline 3.2: Predictable
- Guideline 3.3: Input Assistance

## 4. ROBUST



Content must be interpreted **reliably** by a wide variety of user agents, including **assistive technologies**.

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Content must be interpreted **reliably** by a wide variety of user agents, including **assistive technologies**.

This is the **most-technology-dependant** principle of all. It relies on the capacity of the website to be transmitted and interpreted by the user agents.

## EXAMPLES OF USER AGENTS

- Browsers (Internet Explorer, Firefox, Safari...).
- Media players (Quicktime, Realplayer, Windows Media Player...).
- Plugins (e.g. those that help your browser perform specific functions).
- Other programs, including assistive technologies (pointers, magnifier, screen readers...).

## GUIDELINES THAT APPLY

- Guideline 4.1: Compatible



# 3 LEVELS OF CONFORMANCE

LEVEL A

LEVEL AA

LEVEL AAA

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A Web content developer **must** satisfy this checkpoint.

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## LEVEL A - "MUST"

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Achieve a **minimum level of accessibility** through **markup, scripting, or other technologies** that interact with or enable access through user agents, including assistive technologies.



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- **Lowest** impact on the **presentation** and **business logic** of the site.
- **Easiest** implementation.

## LEVEL AA - "SHOULD"

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Deals with the biggest and most common barriers for disabled users.

Achieve an **enhanced level of accessibility** through one or both of the following:

1. **Markup, scripting**, or other **technologies**.
2. The **design** of the content and presentation.

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- **High** and **important** impact for users.  
Sometimes only **specific user populations** will be impacted.
- May impose **changes** to a system's presentation or business **logic**.
- **Reasonably** easy implementation.

## LEVEL AAA - "MAY"

The highest (and **most complex**) level of web accessibility.

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The highest (and **most complex**) level of web accessibility.

Achieve **additional** accessibility **enhancements** for people with disabilities.

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- Focused on **improvements** for **specific** user populations.
- **Difficult** or expensive to **adhere to**, depending on **platform** limitations.
- Are **not applicable** to **all** web resources.



ANY QUESTIONS SO FAR?

EXTRAS

# SUGGESTED READING

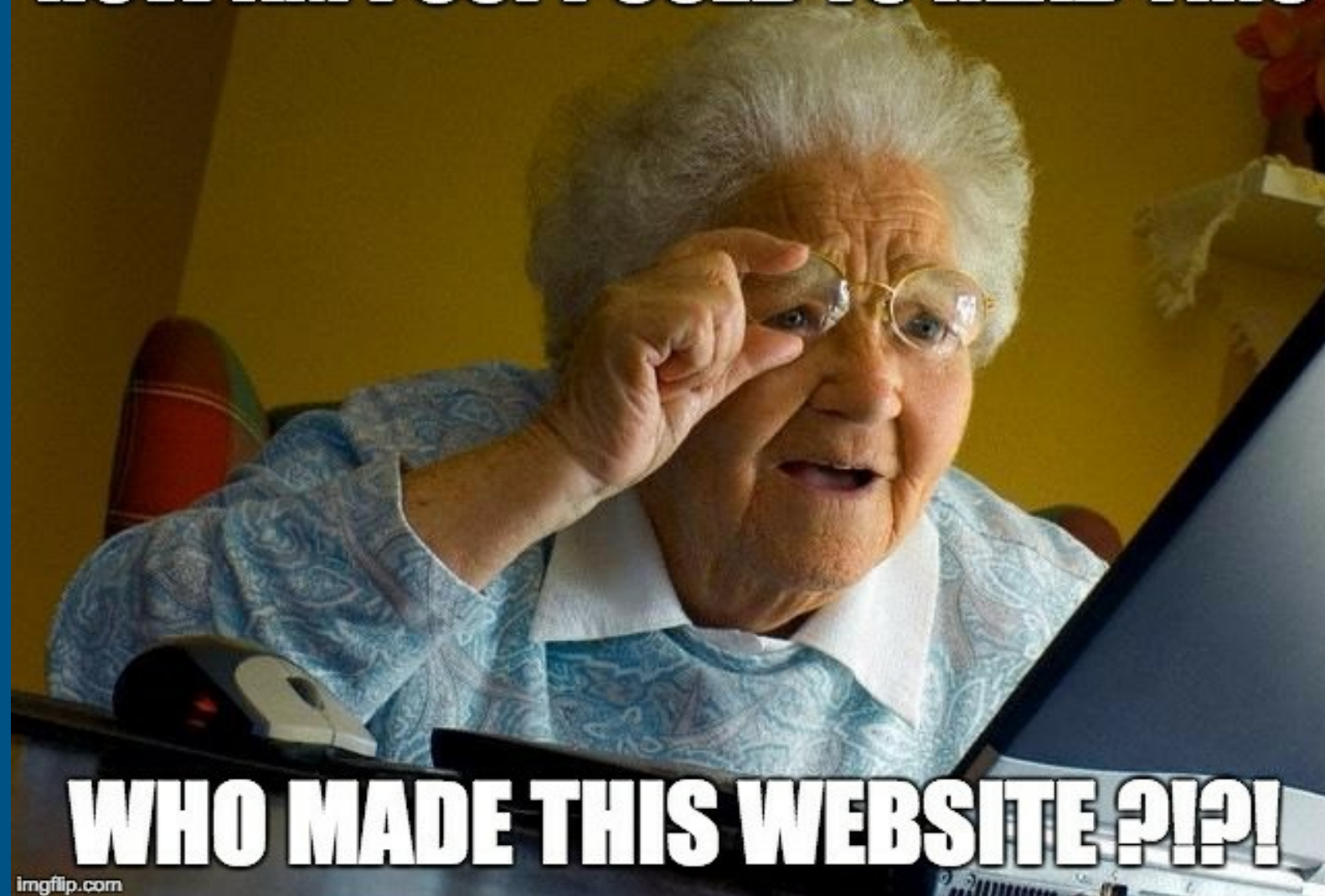
- [Introduction to Web Accessibility.](#)
- [WebAIM's WCAG 2.0 Checklist.](#)
- [How to Meet WCAG 2.0.](#)
- [Quick Reference: Web Accessibility Principles.](#)
- [Inclusive Design 24: 24 1 hour video presentations on accessibility.](#)
- [Constructing a POUR Website: Putting People at the Center of the Process.](#)
- [Designing for Screen Reader Compatibility.](#)
- [Accessible calendar example.](#)

- [Visual Disabilities.](#)
- [Web Accessibility for Designers.](#)
- [Screen Reader User Survey #6 Results.](#)
- [ARIA Examples.](#)
- [Periodic Table of ARIA 1.0 Roles.](#)
- [Google | Introduction to Web Accessibility. Video course.](#)
- [Accessibility Wins Showcase.](#)
- [WebAIM Blog.](#)
- [The Accessibility Cheatsheet.](#)
- [Aaron Cannon, Blind Web Developer.](#)
- [Jamaican Vacation Hoax.](#) About automatic captions fails.

# TOOLS

- WAVE: Web Accessibility evaluation tool (Chrome add-on).
- Colour Contrast Analyzer (PC / MAC).
- Colour Contrast Analyzer by [accessibility.oit.ncsu.edu](http://accessibility.oit.ncsu.edu) chrome add-on.
- NVDA: free screen reader
  - Extra Voices for NVDA

**HOW AM I SUPPOSED TO READ THIS**



**WHO MADE THIS WEBSITE ?!?!?**

imgflip.com

THANK YOU!  
QUESTIONS?



<http://bit.ly/2cGcgX4>