
Business Communication for THE DIGITAL WORKPLACE

EAC 594
Summer 2022



Creating Accessible Documents

AODA Compliance

Agenda



- Purpose and AODA Standards
- Creating Accessible Documents
- Creating Accessible Slide / PowerPoint
- Accessibility Checker
- AODA Factsheet - Practice and Example

AODA

- The Accessibility for Ontarians with Disabilities Act, 2005 (AODA) became law on June 13th 2005.
- The purpose of the AODA is to make Ontario accessible to people with disabilities by January 1st 2025



AODA Compliance



The Accessibility for Ontarians with Disabilities Act (AODA) is a law that sets out a process for developing and enforcing accessibility standards



AODA Standards

AODA incorporates five (5) standards:

- 1) Customer Service Standard
- 2) Information and Communications
- 3) Employment
- 4) Transportation
- 5) Built Environment Standard (BES)

AODA Standards

AODA incorporates five (5) standards:

- 1) Customer Service Standard
- 2) Information and Communications**
- 3) Employment
- 4) Transportation
- 5) Built Environment Standard (BES)

AODA Compliance



Creating
Accessible Documents

— AODA Purpose

- Readability is the first step in making documents accessible to everyone.
- Accessible communication doesn't mean more work
- By making small but important changes in how we produce communications materials, we can make them accessible to people (with disabilities) with very little effort.
- This presentation will outline key aspects to be incorporated into communications, increasing readability for all customers.

AODA Purpose

What is considered as disability?

Under AODA, there is broad definition of what is considered disability:

“visible and invisible conditions that may have been present from birth, caused by an accident, or developed over time” (Greg Thomson, 2018)

— Why does it matter to you?

“Accessible Formats and Communication Supports

12. (1) Except as otherwise provided, every obligated organization shall upon request provide or arrange for the provision of accessible formats and communication supports for persons with disabilities,

12.(1)(a) in a timely manner that takes into account the person’s accessibility needs due to disability; and

12.(1)(b) at a cost that is no more than the regular cost charged to other persons.”

– Why does it matter to you?

- Every organization (i.e. business) that operates in Ontario* must abide by AODA
- Most large organizations will have a dedicated Accessibility - Communications team but they often rely on individual teams/departments to handle their own communications products



Accessible Documents

AODA Compliance

Enhance Readability

- Understand document design.
- Know how to use white space, margins, typefaces, and fonts.
- Include numbered lists, bulleted items, and headings.



Key Design Elements

Colour

Foreground designs
and artwork

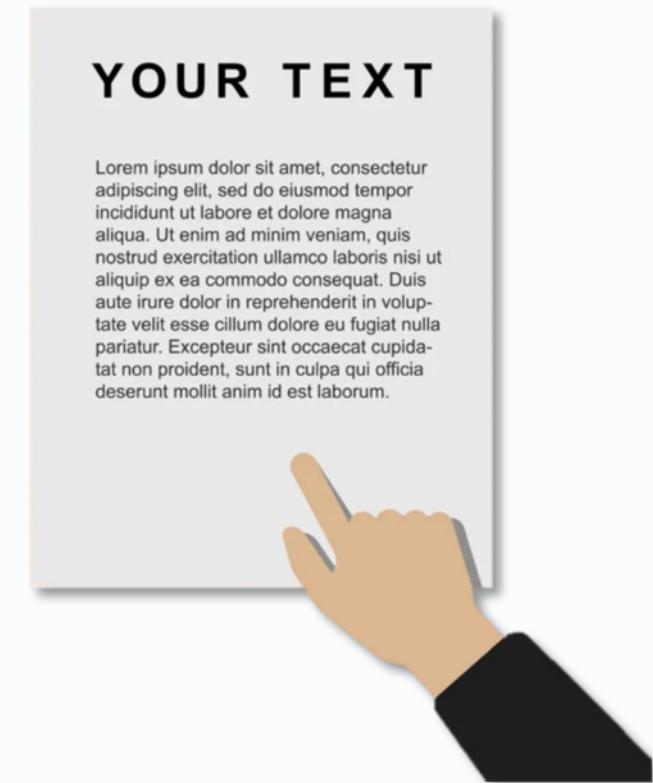
Background designs
and artwork

Fonts and type styles

Enhancing Readability Through Document Design

Layout: Employ white space by

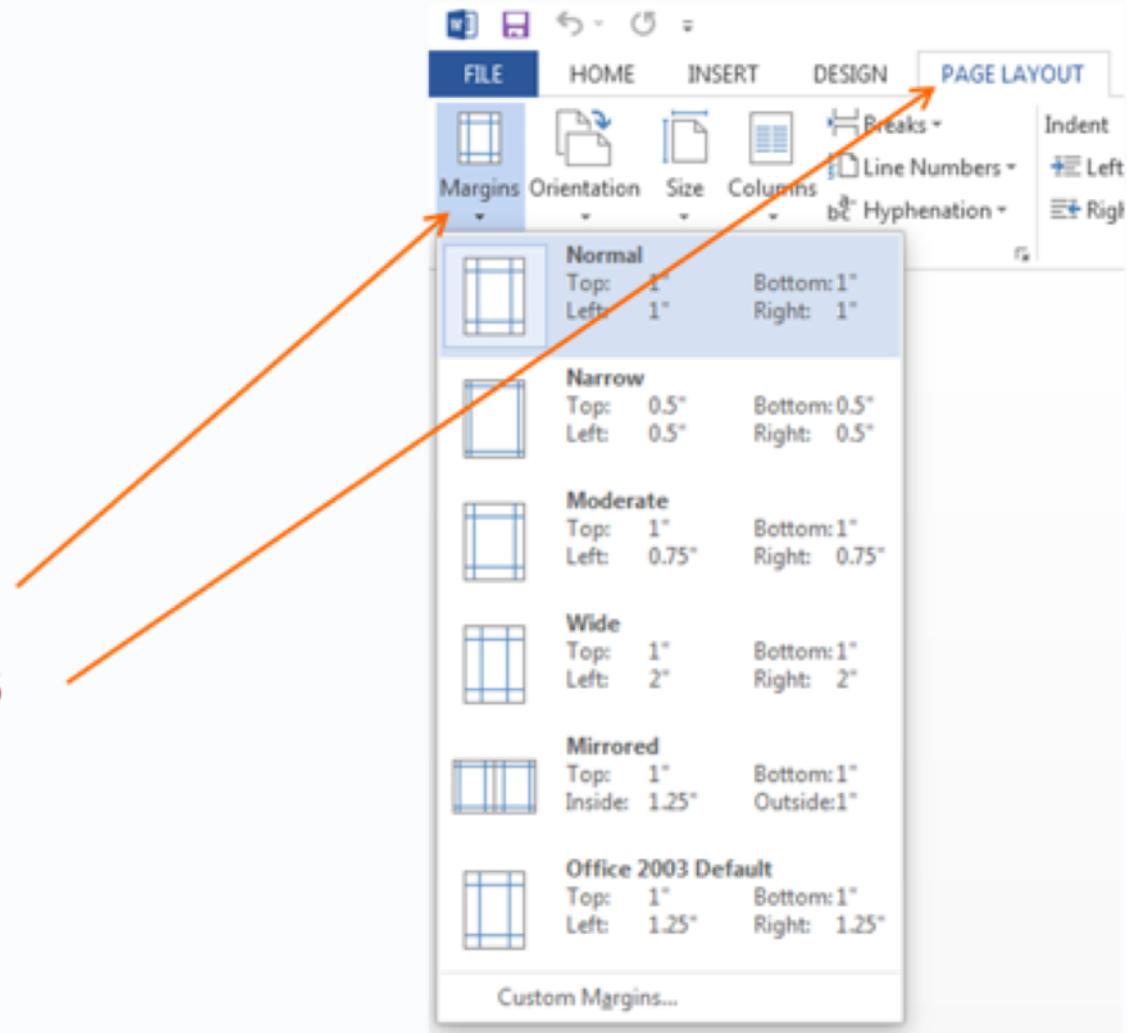
- Adding headings
- Including bulleted or numbered lists
- Using short sentences
- Writing short paragraphs
- Setting effective margins
- Avoid complicated background designs or watermarks.



Enhancing Readability Through Document Design

Setting margins:
Use 1 to 1 ½ inch margins

How to set margins



Fonts and Styles

A list of font styles:

Times New Roman

Garamond

Arial

Verdana

Comic Sans

Papyrus

COPPERPLATE

Enhancing Readability Through Document Design

Helvetica – 28

Consider **sans serif** (such as Arial, Helvetica) for headings, signs, and material that does not require continuous reading.

Cochin - 28

Consider **serif** (such as Cochin) for body font. Notice that serif typefaces have small features at the end of strokes.

Typographic Legibility

X-height is determined by the height of the lowercase “x” in a typeface. Larger x-heights appear more legible, especially at smaller sizes.

Baskerville

The x-height of a type face plays a key role in it's legibility. For example, this is 24 point Baskerville.

Helvetica Neue

This is 24 point Helvetica Neue. Looks bigger, doesn't it? That's because it has a taller x-height.

Cochin

24 point Cochin! Now that's a small x-height!

— Typographic Legibility

X-height is determined by the height of the lowercase “x” in a typeface. Larger x-heights appear more legible, especially at smaller sizes.

Baskerville

The x-height of a type face plays a key role in it's legibility. For example, this is 14 point Baskerville.

Helvetica Neue

This is 14 point Helvetica Neue. Looks bigger, doesn't it? That's because it has a taller x-height.

Cochin

14 point Cochin! Now that's a small x-height!

Typographic Legibility

Rosewood and Ziggurat may be emotive but are designed as display faces.

Gotham was designed to be legible at smaller sizes when set as text.

.....
ROSEWOOD
Ziggurat
Gotham
.....

Typographic Legibility

Rosewood and Ziggurat
may be emotive but are
designed as display faces.

Gotham was designed to
be legible at smaller sizes
when set as text.

ROSEWOOD
Ziggurat
Gotham

Fonts and Styles

Arial

This font is accessible

Garamond

This font is not accessible

Monotype Corsiva

This font is not accessible

Sy

Serif font

Sy

Sans-Serif font

Fonts and Styles

FIGURE 6.2 Typefaces With Different Personalities for Different Purposes

All-Purpose Sans Serif	Traditional Serif	Happy, Creative Script/Funny	Assertive, Bold Modern Display	Plain Monospaced
Arial	Century	<i>Brush Script</i>	Britannic Bold	Courier
Calibri	Garamond	Comic Sans	Broadway	Letter Gothic
Helvetica	Georgia	<i>Gigi</i>	Elephant	Monaco
Tahoma	Goudy	<i>Jokerman</i>	Impact	Prestige Elite
Univers	Palatino	Lucinda	Bauhaus 93	
Verdana	Times New Roman	Kristen	SHOWCARD	

Text Alignment affects readability

Flush left text is **easier to read** for long periods, as the axis provides an easily located starting point for each line, and the **“rivers of white”** (spots of negative space between words) found in justified text are **eliminated**.

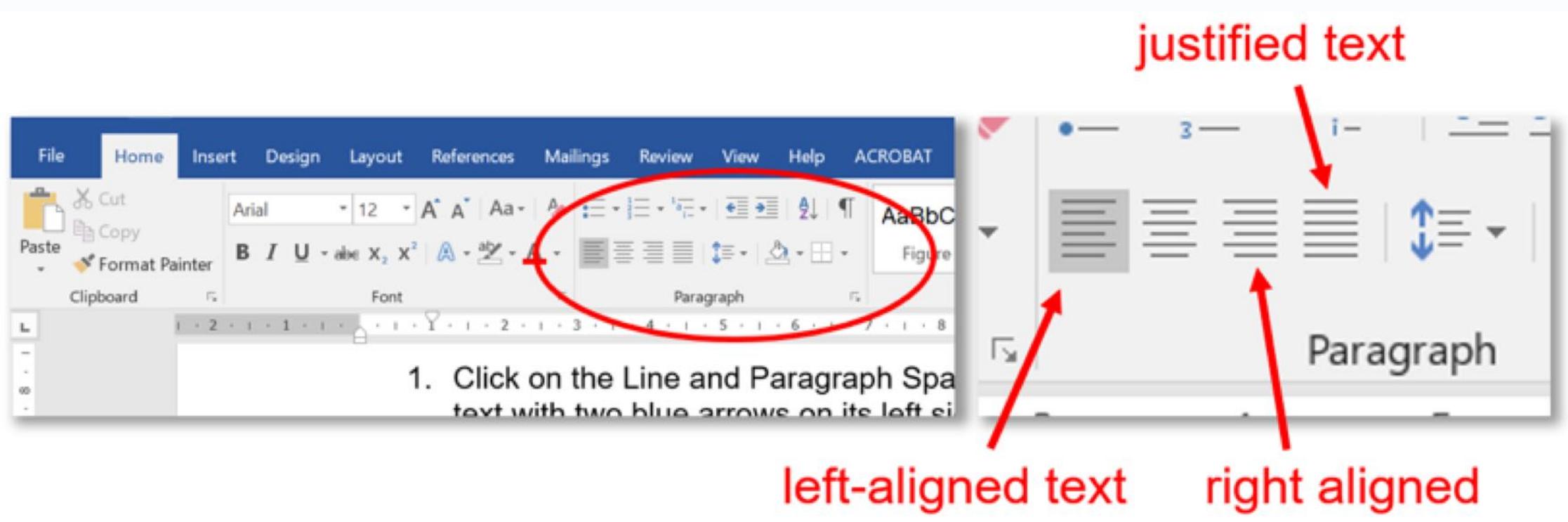
Flush Left/Rag Right

Paragraphs of type can be aligned in several different ways. The axis can be central, left or right. Text can also be set so that both sides of the column are aligned or justified. The unaligned side of the paragraph that creates a more jagged shape is called the “rag.”

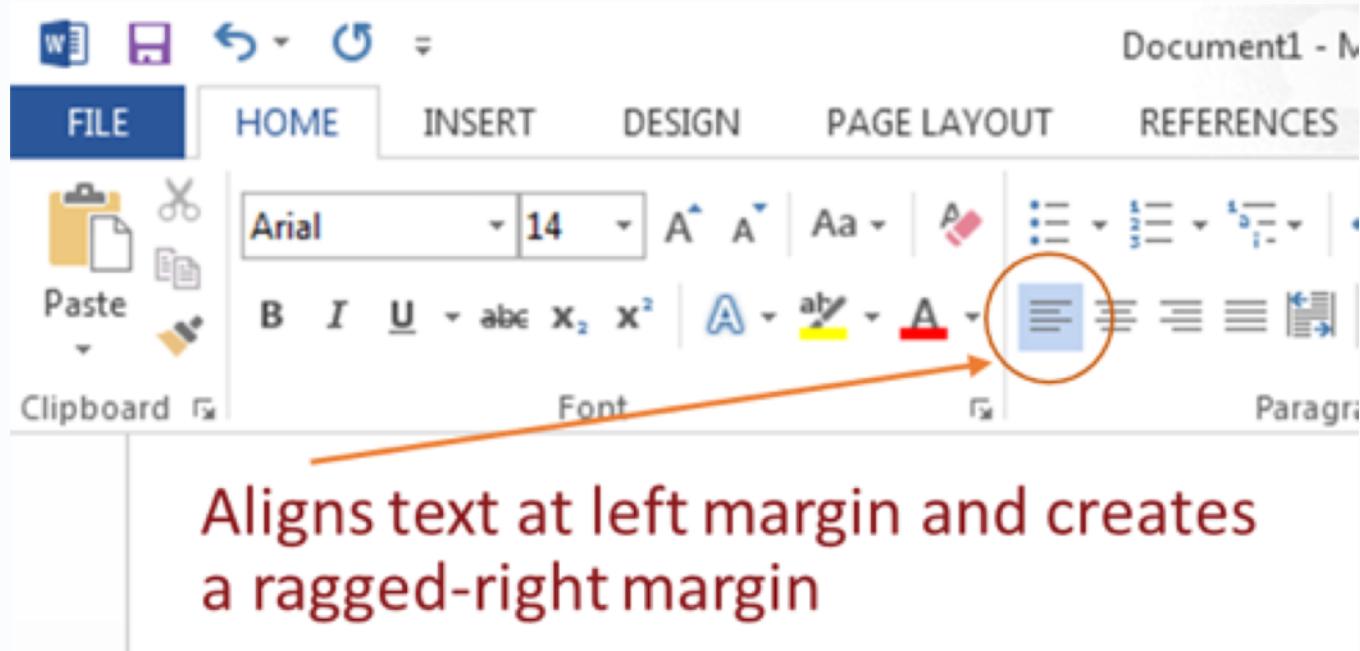
Justified

Paragraphs of type can be aligned in several different ways. The axis can be central, left or right. Text can also be set so that both sides of the column are aligned or justified. The unaligned side of the paragraph that creates a more jagged shape is called the “rag.”

Enhancing Readability Through Document Design



Enhancing Readability Through Document Design



Result

Lorem ipsum dolor sit amet

Pro ipsum inermis ut, et pri solet nostrum complectitur, sed cu libris
constituto. Omnis aeterno eam et, te porro aliquip pro. An possim feugait
vix, minimum aperian necessitatibus in usu. Pro tamquam accumsan eu,
est movet interpretaris ne.

Possit consulatu reprehendunt eos ne, eam eu quot vidit, justo quando
neglegentur pri no. Ad sonet utamur mei, dicam affert albucius ea his. Mel
ne elit dolorum, sed commune elaboraret cu. Eam id tale accusam
maluisse, usu ei soleat legendos indoctum, nec an latine inermis
interessel. Mei cu decore convenire reformidans, facete efficiendi vix ne.

Est case soluta eripuit et, quo vocibus offendit ea. Ornatus fastidi
democritum mea eu, amet veritus salutandi vel ex, pri postulant appellantur
ut. Pro voluptatibus vituperatoribus id, eos at noster facilis principes, movet
intelligam sit ne. Per ei diam cibo. Cu his choro suavitate, bonorum
eleifend no ius. Qui ea ubique intelligam.

Qui cetero efficiantur id, vel ne quis tincidunt philosophia. Eum te tritani
commune philosophia, id sit timeam officiis deterruisset. Usu an tractatos
maluisse, doming causae eu has. Nec ut ludico nemore epicuri, ei omittam
aliquando est, mutat aperiri his ut. Sea dico dicam aliquam no.

Enhancing Readability Through Document Design

Headings and Sub-headings

For special effects consider:

CAPITALIZATION

SMALL CAPS

Boldface

Italics

Underline

- ✓ Be consistent with format and design.
- ✓ Avoid using more than two types of fonts (type face) and font size.

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Tips for creating Accessible Documents

Layout

- Divide your information into short sections.
- Majority of your document should be black and white.
- Colour elements in your document should not overwhelm or distract from the legibility of your text.
- Use descriptive headers and sub-headers to break documents into manageable chunks.

—

Tips for creating Accessible Documents

Layout

- Write functional or descriptive heading
- *Headings like “general” or “background” are not very helpful.*
- Heading example:
 - Annual General Meeting
 - Budget
 - Hiring
 - Staffing

—

Tips for creating Accessible Documents

Layout

- Group related material. This helps you eliminate repetitious information.
- Use numbered lists or bulleted items to identify important material.

Tips for creating Accessible Documents

Numbered lists (1, 2, 3) for items that show a sequence

Bulleted lists for items that do not show a chronology

Numbered List

Follow these steps:

1. Write a business plan.
2. Locate venture capital.
3. Prepare a feasibility study.

Bulleted List

Consider the following:

- Environmental regulations
- Employee benefit plans
- Licensing requirements

Tips for creating Accessible Documents

Images and Tables

- Provide concise text alternatives for images and graphics.
- Provide a separate text description for charts and graphs.
- Use simple table structures (avoid merged cells, nested tables).
- If the table continues on more than one page, ensure the header rows repeat at the top of the next page.
- Include a text description for long or complicated tables.

Example: Multiple errors

CHECKLIST WHEN STARTING IN WORD

- *Choose accessible fonts*
 1. Use built-in List options (e.g. bullets or numbers)
- **Add Alt Text for all images**
- IDENTIFY THE DOCUMENT LANGUAGE
- *Define Table Headers And Simplified Tables As Much As Possible*
- Export to PDF while preserving accessibility

Example: Multiple errors

CHECKLIST WHEN STARTING IN WORD

- *Choose accessible fonts*
 1. Use built-in List options (e.g. bullets or numbers)
- **Add Alt Text for all images**
- IDENTIFY THE DOCUMENT LANGUAGE
- *Define Table Headers And Simplified Tables As Much As Possible*
- Export to PDF while preserving accessibility

Avoid

- Low contrast font colours
- Multiple font colours
- Different font styles
- All caps

Example: **Multiple errors**

Checklist When Starting In Word

- Choose accessible fonts
- Use built-in list options (e.g. bullets or numbers)
- Add alt text for all images
- Identify the document language
- Define table headers and simplified tables as much as possible
- Export to PDF while preserving accessibility

Revised Version

- High contrast font colours
- Two types of font colours
- Consistent font styles
- Sentence case

—

Tips for creating Accessible Documents

Text

- Use a sans serif (Arial, Verdana, Tahoma, Calibri) font
- Use at least 12-point type for text.
- Do not use more than two typefaces (fonts) in a document.
- Do not use all capitals in headings.
- Use left alignment and ragged on the right.
- Use medium-length sentences of about 20 words.
- Keep paragraphs under 8 lines.

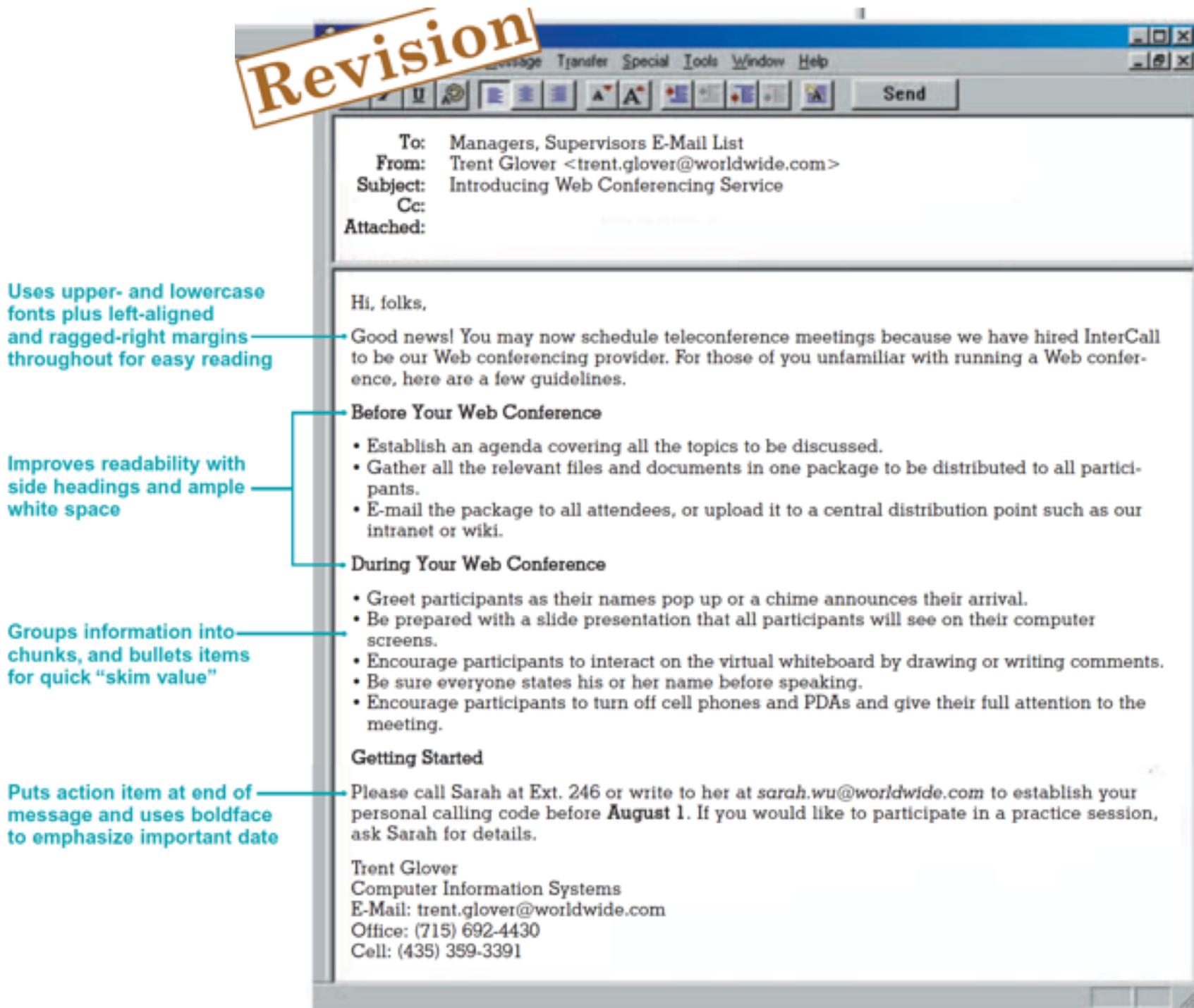
Improve Readability

FIGURE 6.3 Using Document Design to Improve E-Mail Readability

The figure displays an e-mail draft with a large orange 'Draft' stamp in the top-left corner. The body of the e-mail contains several readability issues:

- Hi, folks,** (Reduces readability with all-caps font and justified margins)
- GOOD NEWS! YOU MAY NOW SCHEDULE TELECONFERENCES BECAUSE WE HAVE HIRED INTERCALL TO BE OUR WEB CONFERENCING PROVIDER!** (Reduces readability with all-caps font and justified margins)
- To get started, please call or write Sarah at Ext. 246 to establish your personal calling code. Do this before August 1. We have also arranged a practice session, and if you would like to participate to gain practice, ask Sarah for details.** (Puts action items in wrong place)
- For those of you unfamiliar with running a Web conference, here are a few guidelines. Before your Web conference, establish an agenda. You can e-mail the package to all attendees, or you can upload it to a central distribution point, such as our intranet or wiki. During your conference you should greet participants as their names pop up or a chime announces their arrival. It's a good idea to be prepared with a slide presentation that everyone will see on their computer screens. However, you will also want to encourage participants to interact on the virtual whiteboard by drawing or writing comments. It is important that everyone state his or her name before speaking. Finally, I've seen a lot of conferences ruined by ringing cell phones or inattentive people who are multitasking during the meeting and not paying attention.** (Groups too much information without white space; fails to organize for quick comprehension)
- Trent** (Does not end with action request and details)

Improve Readability



Accessible Presentation Slides

AODA Compliance

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AODA Slide Presentation

- Font type needs to be large enough to be read
(recommended 28-point type, a minimum of 18 points)
- Use sans-serif fonts (Arial, Calibri, Helvetica or Verdana)
- Make sure there is a high contrast between the background and the text

-

AODA Slide Presentation

- Use simple transitions (*complex animations can cause issues for screen readers*)
- Use simple language
- Don't overcrowd slides with text (*6 x 6 rule*)

- AODA Slide Presentation

- Any videos used need to be captioned
- If you are using audio, make sure there is a transcript
- Hyperlinks require a descriptive title
- Any pictures or graphs within a document must be given alternative text.

Accessibility Checker

SEL Symposium Agenda [Read-Only] Search in Document Share

Home Insert Design References Mailings Review View Table Design Layout

Paste **B I U** abc X₂ X² A A A Styles Styles Pane

Main Room: K2100A (Keynote and Lunch)
8:30am – 9:00am: Welcome & Registration
9:00am–9:10am: Land Acknowledgement; Welcome Remarks; Introduction of Keynote
9:10am –10:10am: Keynote Nora Young

Breakout One: 10:30am - 11:45am

Marc Menard (K2100 B)
Political Intelligence - From Student to Responsible Citizen

Ksenia Jourova (K2100 C)
Aesthetic Intelligence

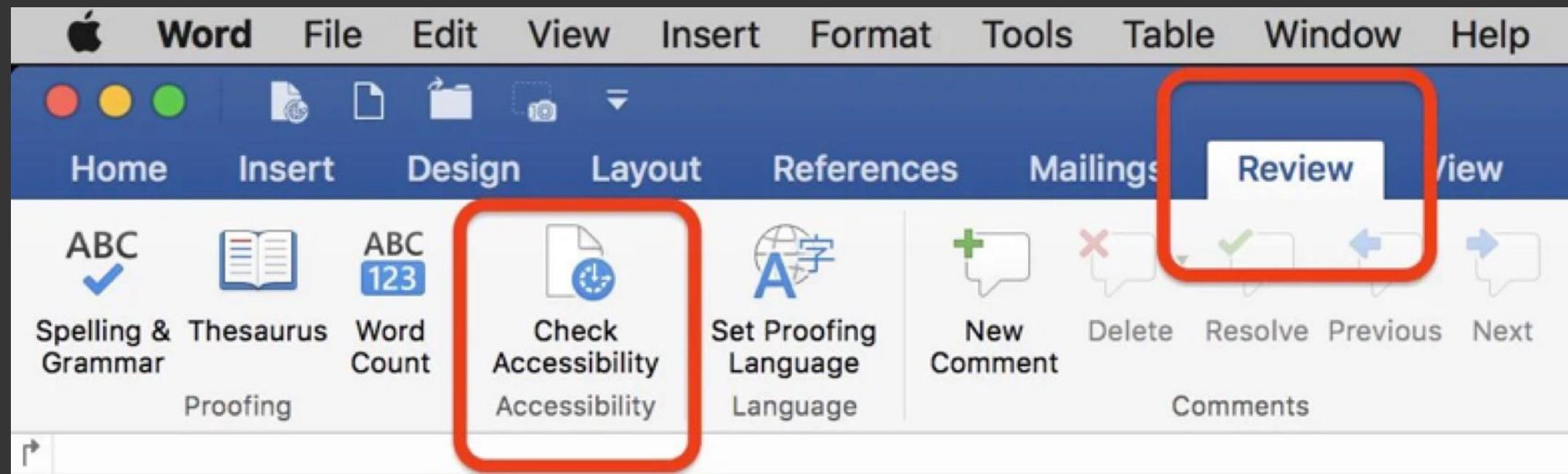
VR Demo (K2241)

Lunch: 11:45am – 12:45pm (K2100A)

Breakout Two: 12:45pm - 2:00pm

Dr. Carmen Schlamb (K2100 B)

Accessibility Checker



-

Accessibility Checker

Each issue is classified as an error, a warning or a tip.

- An **Error** is for content that makes a file very difficult or impossible for people with disabilities to understand.
- A **Warning** is for content that in most cases, but not all, makes a file difficult for people with disabilities to understand.
- A **Tip** is for content that people with disabilities can understand, but that might be better organized or presented in a way that would improve their experience.

Accessibility Checker

The screenshot shows a Microsoft Word document titled "SELS Symposium Agenda [Read-Only]". The ribbon menu is visible with the "Review" tab selected (number 1). On the far left of the review ribbon, there is a "Check Accessibility" button (number 2), which is also highlighted with a red box. A callout box labeled "1" points to the "Review" tab. A callout box labeled "2" points to the "Check Accessibility" button. To the right of the ribbon, the main content area displays the "SELS Symposium Agenda" document. In the bottom right corner of the document area, there is a callout box labeled "4" containing the following text:

Why Fix?
Screen readers might read the text in a layout in an unexpected order. Test the reading order in a layout table to be sure that it makes sense.

Steps To Fix:
Use the tab key to navigate through table cells one at a time, and verify that reading order makes sense for the information.

The "Accessibility Checker" sidebar is open on the right side of the screen, showing the "Inspection Results" section. It lists "Warnings" and "Check reading order" under "Table". A callout box labeled "3" points to this sidebar.

Main Room: K2100A (Keynote and Lunch)
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Accessibility Checker

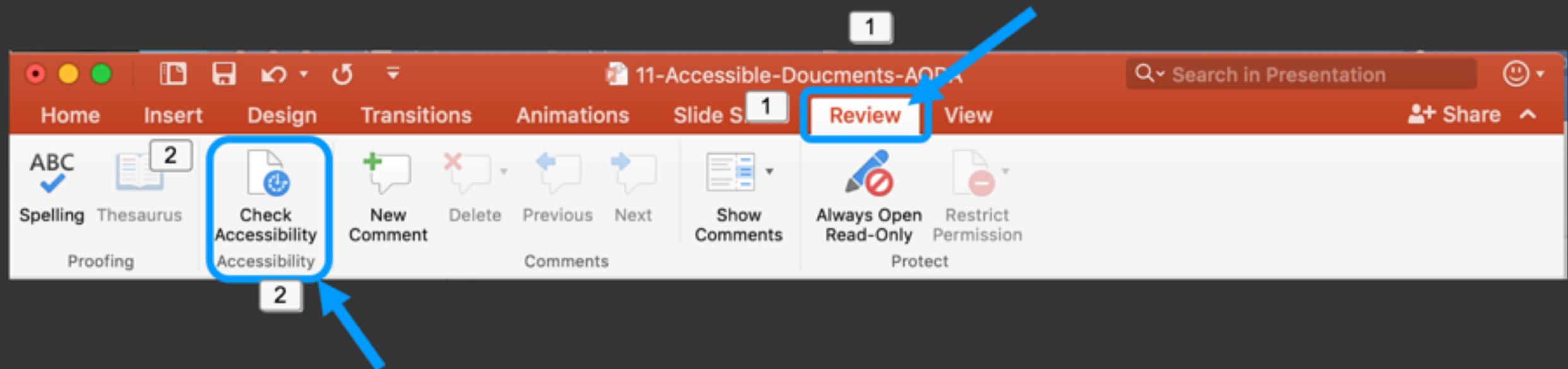
The screenshot shows a Microsoft Word document titled "11-Accessible-Documents-AO". The ribbon is visible at the top, with the "Review" tab highlighted by a green arrow. On the far left of the ribbon, the "Check Accessibility" button is also highlighted with a green circle and a green arrow pointing to it. The main content area displays four slides, each titled "AODA SLIDE PRESENTATION".

- Slide 5: "Font type needs to be large enough to be read (recommended 30-point type)."
 - Use sans-serif fonts (Arial, Calibri, Helvetica or Verdana).
 - Make sure there is a high contrast between the background and the text.
- Slide 6: "Use simple transitions (complex animations can cause issues for screen readers)."
 - Use simple language.
 - Don't overcrowd slides with text (no more than seven bullet points).
- Slide 7: "Any videos used need to be captioned."
 - If you are using audio, make sure there is a transcript.
 - Hyperlinks require a descriptive title.
 - Any pictures or graphs within a document must be given alternative text.
- Slide 8: "TIPS for creating ACCESSIBLE DOCUMENTS"

TEXT

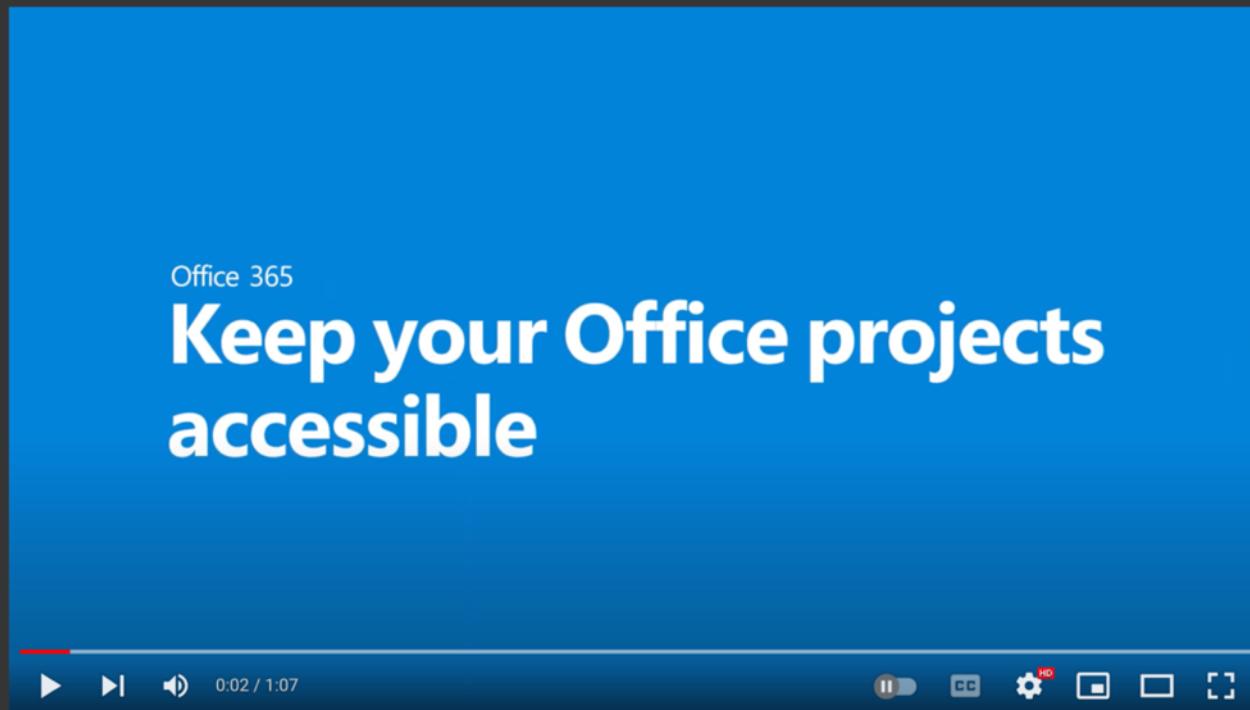
 - Use a sans serif (Arial, Verdana, Tahoma, Calibri) typeface (font) for general text.
 - Use at least 12-point type for text.
 - Do not use more than two typefaces (fonts) in a document.
 - Use between 32 and 70 characters per line of text. Any longer and readers will lose their place when they read from line to line.

Accessibility Checker



Accessibility Checker

[How to use the Office 365 Accessibility Checker | Microsoft](#)



REVIEW

- What is the recommended font size for slide presentation?
- Name the types of fonts that are recommended for creating accessible documents and slide presentations?
- What type of alignment is suitable for creating accessible documents?
- What type of margin is recommended for most documents?

SOURCES

Guffey, L. R. (2013). Business Communication : Process & Product. Nelson. pp.125-137

How to use the Office 365 Accessibility Checker | Microsoft https://youtu.be/0sC_JVgCtJU

RGD Ontario. (2010). ACCESS ABILITY – A Practical Handbook for Accessible Graphic Design.
<https://www.rgd.ca/resources/accessibility/access>

Seneca College. (2012). A Guide for Creating Accessible Documents-2012.
https://inside.senecacollege.ca/hr/documents/AODA_Creating_Accessible_Docs2015.pdf.

<https://aoda.ca/what-is-the-aoda/> (optional)

<https://www.aoda.ca/integrated/#iacs> (optional)

Factsheets

What is a factsheet?

Upcoming Assignment

Factsheets – What, Who & Why

- **What:** both a paper and a digital “infographic”
- **Who:** given to either general or interested (select) audiences
- **Why:** To provide the target audience a summary of key points on a specific topic

Factsheets - Content

- Explains the highlights of a new project, product, or facility; summarize benefits of a service
- Provides historical context on the organization's history
- Offers an overview of a team, unit or department
- Usually part of a series of other factsheets

Factsheets - Content

- Usually meant to be read in an upright (i.e. letter) format
- Usually meant to be unfolded (otherwise it becomes a brochure or a pamphlet)
- May include pictures, tables or graphs

Factsheets - Content

- Always has a ‘contact us for more information’ section
- Always presents itself as informative (factual) and never uses an argumentative/persuasive tone (even when it is designed to persuade)

Factsheets - Layout

- Templatized for the corporate ‘look and feel’
- Can be either single or double-sided, but is never more than 1 piece of paper
- Despite the relatively small size, it is written in the same formal tone and is given the same ‘level of respect’ as an annual report

Creating Accessible Factsheets

- Despite their importance, many factsheets are **not** AODA compliant
- Large companies may have both regular and AODA compliant versions

What is a factsheet?

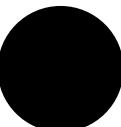
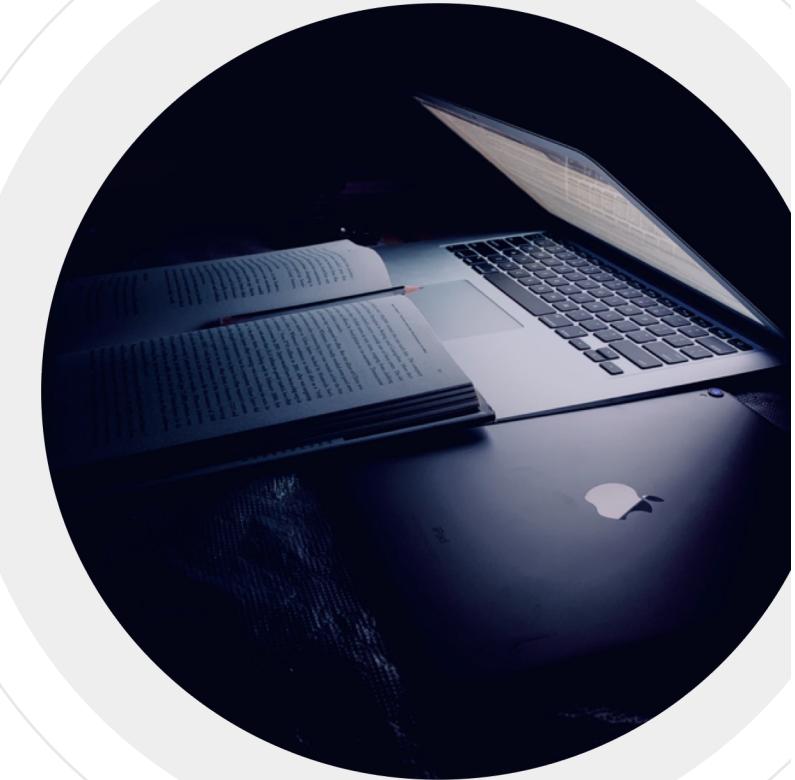
Examples

- Avalon Advanced Material
- Red flags of investment fraud
- What is the Accessibility for Ontarians with Disabilities Act (AODA)?

AODA Assignments

Your Task:
Create Accessible Factsheet

Worth: 15%
Date: July 15, 2022



AODA Assignments

Your Task: Create Accessible Factsheet

- 1. Read** the AODA readings from the Weekly Lectures folder (also Assignment folder) and the class presentation
- 2. Search** the internet and find a website that describes a facility, product, service, or organization that interests you.
- 3. Prepare** a factsheet that summarizes the key information from that website, while ensuring that it follows the AODA rules (e.g. font selection, sentence length, writing style, paragraph length requirements).

AODA Assignments

Example and Practice

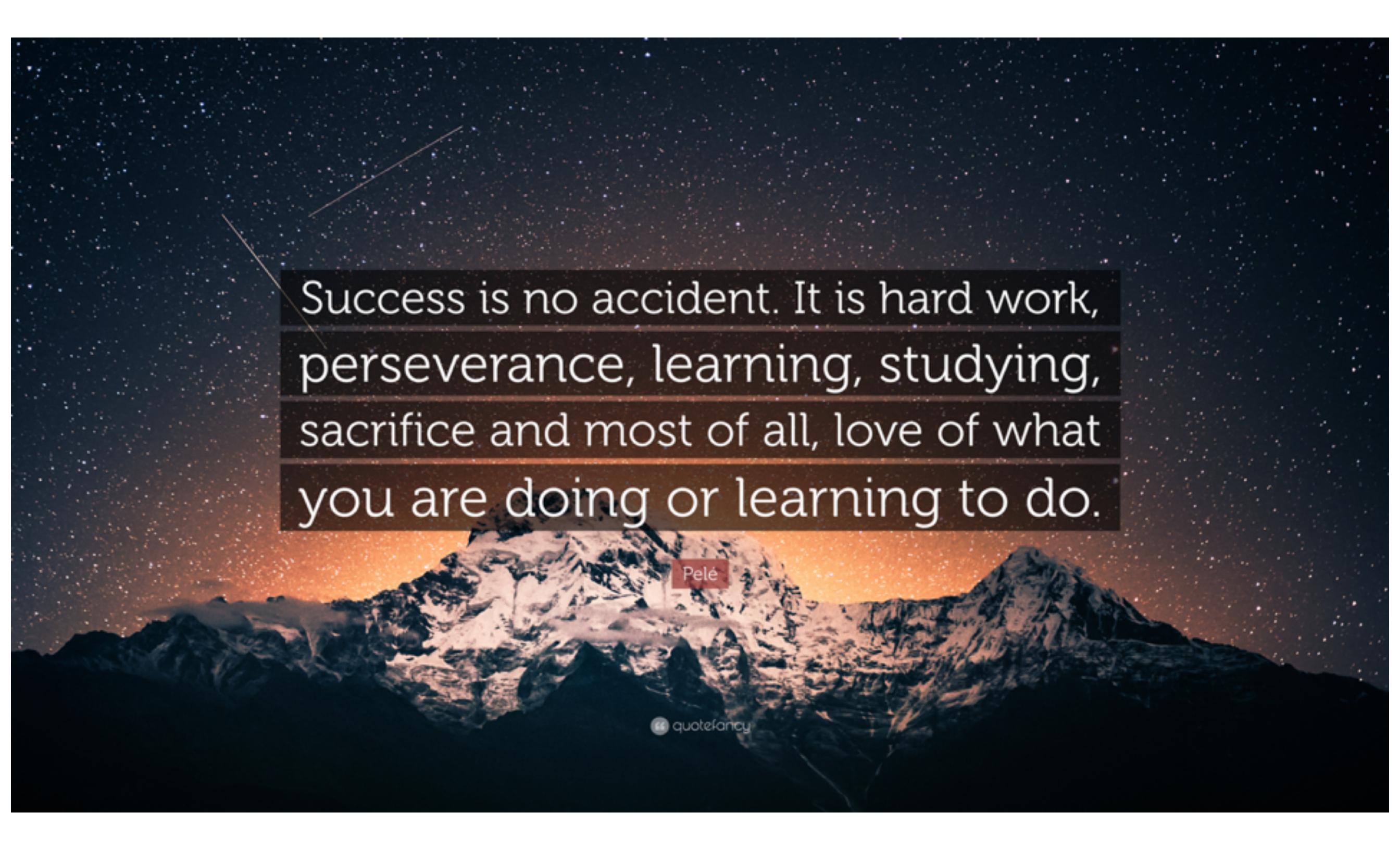
- Look at the practice document and example of a factsheet.
- You can replicate it, but it has to meet all the elements stated in grading rubric below.
- However, you must design it yourself.
- **Do not copy and paste contents from an already created document.**

AODA Assignments

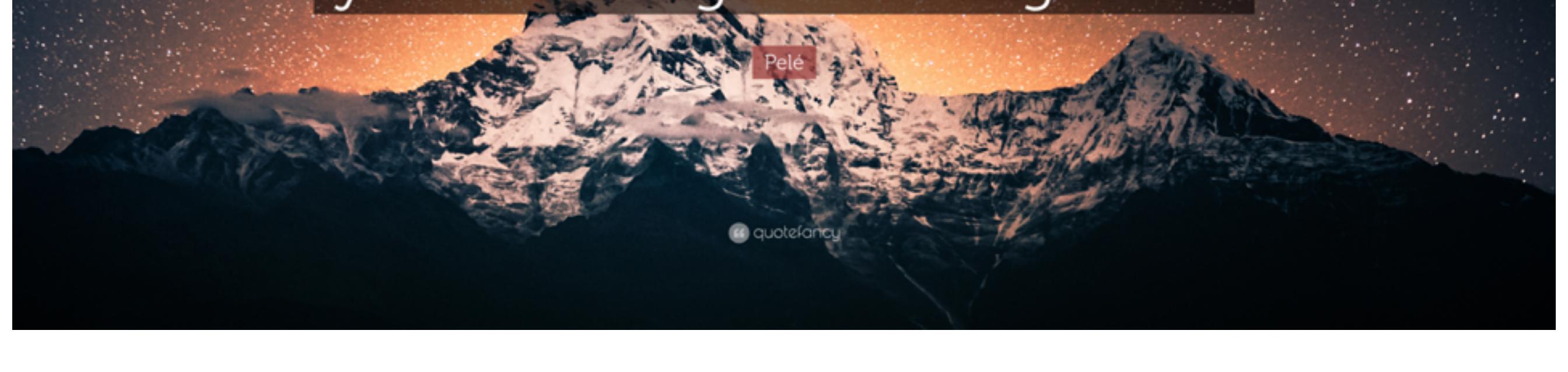
Instructions for Submission:

- Read the **Assignment Instructions & Rubric** carefully.
- The factsheet must be one page (preferably A4)
- It can be single or double-spaced.
- Submit it as either a Word or a PDF document.

Weekly Inspiration



Success is no accident. It is hard work,
perseverance, learning, studying,
sacrifice and most of all, love of what
you are doing or learning to do.



Pelé