

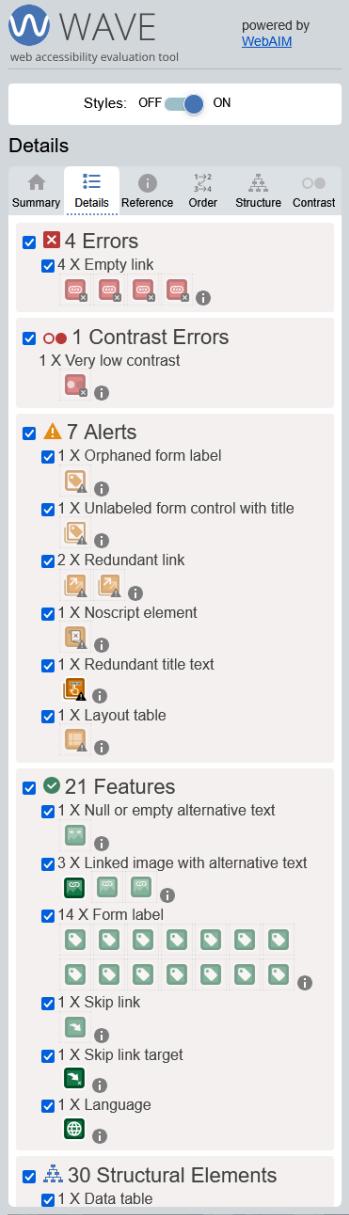
Pros:

- Alternative Text: All images, including the Pepsi logo and the hero image, include descriptive alt attributes.
- Single Column Layout: The 600px table layout ensures top to bottom reading, which is the most accessible way to structure an email.

Accessibility cons (Areas for Improvement):

- Contrast False Positive: WAVE flagged a Very low contrast error because it cannot see the dark background image. While the text is readable to the human eye.
- Missing Page Title: The report shows an error for a "Missing or uninformative page title." This means the <title> tag doesn't exist. (fixed)
- Layout Table Alert: The tool flagged my use of a table for layout.Which is necessary for email layout but is quite old if used for other scenarios.

The screenshot shows the WAVE web accessibility evaluation tool interface. On the left, the 'Details' panel lists findings categorized by severity: Errors, Alerts, Features, and Structural Elements. Under 'Errors', there is 1 Error: 'Missing or uninformative page title'. Under 'Alerts', there are 2 Alerts: 'Very low contrast' (1 instance) and 'No page regions' (1 instance). Under 'Features', there are 2 X Alternative text and 1 X Language. Under 'Structural Elements', there is 1 X Heading level 1. The main content area displays a screenshot of a Pepsi promotional email. The email features several cans of Pepsi in different flavors (regular, zero sugar, wild cherry) against a dark background. The headline reads 'The flavor takeover is here!'. A call-to-action button at the bottom says 'Click now to buy!'. The WAVE toolbar at the top indicates the following apply to the entire page: WCAG 2.0 AA, ARIA, and AEM.



Details

Styles: OFF ON

- 4 Errors**
 - 4 X Empty link
- 1 Contrast Errors**
 - 1 X Very low contrast
- 7 Alerts**
 - 1 X Orphaned form label
 - 1 X Unlabeled form control with title
 - 2 X Redundant link
 - 1 X Noscript element
 - 1 X Redundant title text
 - 1 X Layout table
- 21 Features**
 - 1 X Null or empty alternative text
 - 3 X Linked image with alternative text
 - 14 X Form label
 - 1 X Skip link
 - 1 X Skip link target
 - 1 X Language
- 30 Structural Elements**
 - 1 X Data table

COMP 584-16044-SP2026 > Assignments

HW3 Applying Responsiveness and Table Based Design to Email with HTML and CSS

*aria-label="breadcrumbs"

Spring 2026

HW3

Applying Responsiveness and Table Based Design to Email with HTML and CSS

Start Assignment

Home

Assignments

Discussions

Grades

People

Pages

Files

Syllabus

BigBlueButton

Collaborations

Chat

Canvas Insights

Due Friday by 7pm

Points 100

Submitting a website url

• Create a copy of your hw2. Rename it to comp-584-hw3-yourinitials.

• Add a button(s) to your email. Explore the different approaches and see which fits best for your design.

◦ Make sure the button(s) aligns to the center of your page. aria *

◦ Add some additional spacing around the button to make it easier for people to click on. aria *

aria *

Code

