A solid blue vertical bar is located on the left side of the slide, extending from the top to the bottom.

Helpful tips for creating  
accessible content,  
communications, and events

- 01 Accessible design
- 02 Accessible writing
- 03 Accessible live events
- 04 Accessibility resources

# Accessible Design

# Accessible design is inclusive

## Every user accesses content differently

Some users may need to use assistive technology like a screen reader to help with visual impairments. Others might have challenges distinguishing between colors.

Websites should meet all A and AA guidelines of the Web Content Accessibility Guidelines (WCAG) – the industry standard for accessibility.

# Accessible color

## Rely on more than color

Colors aren't the only way to convey critical info. Relying too heavily on visual formatting excludes anyone who is color blind or unable to see the screen.

Having a sufficient balance of color & contrast and meeting our accessibility standards can help people better engage with your content.

### Description

Let me only say that it fared with him as with the storm-tossed ship, that miserably drives along the leeward land. The port would fain g

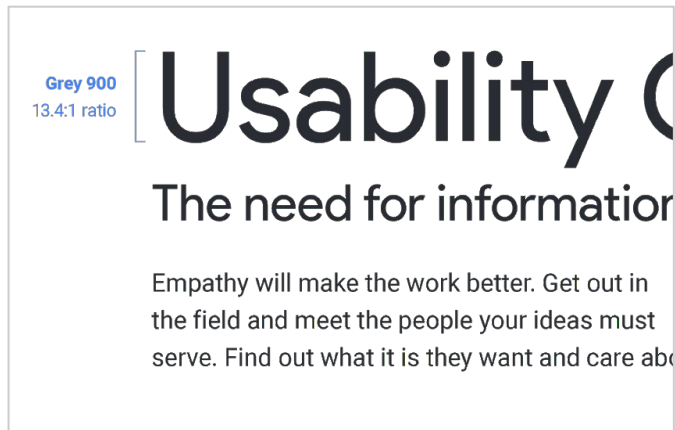
exceeded the maximum characters 130 / 120

# Accessible contrast

## Contrast matters

Sufficient contrast ratio can help people who have vision challenges (such as astigmatism, blindness or color blindness) see and understand your visuals.

- The difference between text and its background color (or between different parts of an image) is called contrast ratio.
- Use WCAG's AA standards as the standard, and strive to pass AAA standards when possible.



# Accessible typography (text)

## Use larger text, buttons & fields

Recommendations for text size vary. Depending on the size of the screen or printed material. A good rule of thumb is a body copy of 14-16pt. Smaller texts should never be smaller than 10pt.

**Presentation tip:** Before your presentation begins, go to the back of the room or step back from the screen and make sure you can read your slides. If available, ask another person to try as well.

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# Accessible typography (text)

## Avoid using all caps

The use of all capital letters (e.g., ALL CAPS) makes reading text more difficult for some people, such as people with dyslexia. When possible, avoid using all caps.

## Avoid static images of text

Informative text on an image needs to be captured in alt text (see next slide)

*Hint: In most cases, if you can't select the text with your cursor, it can't be read by a screen reader.*

BECAUSE WE SEE WORDS AS SHAPES,  
BIG RECTANGULAR BLOCKS OF ALL  
CAPS TAKE US MUCH LONGER TO  
PROCESS. IN AN EMERGENCY, THAT  
EXTRA TIME TO DECIPHER AN URGENT  
MESSAGE MAY COME AT A COST.

Because we see words as shapes, big  
rectangular blocks of all caps take us  
much longer to process. In an emergency,  
that extra time to decipher an urgent  
message may come at a cost.

Text set in ALL CAPS is much harder to read than mixed-case.

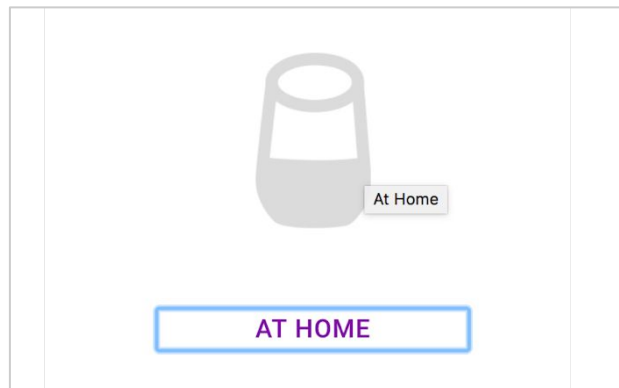


# Accessible images and infographics

## Always use alt text on non-decorational imagery

Screen readers “read” images via “alt text” (alternative text) added in the code or CMS

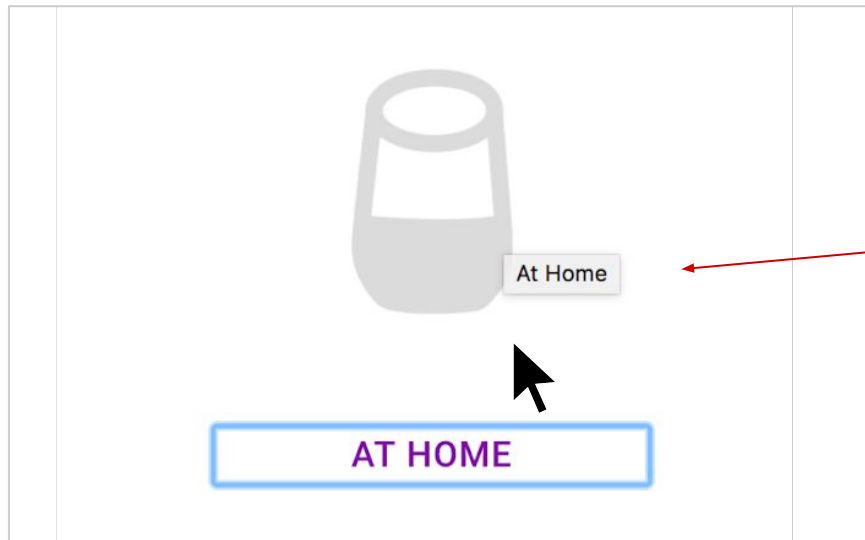
- To add alt text, right-click on the image, click on “alt text...” and write your description of the image to be read by the screen reader
- Charts and diagrams can be difficult to decipher, especially in small fonts. If your design includes data-heavy charts or graphs, summarize in alt text



# Accessible images and infographics

**Tip:** To quickly check for alt text, hover over the image with your mouse to see if the alt text appears. If it's on a webpage, you can also right-click and select *Inspect* to view the HTML and confirm if the alt section of the `img` element has been filled.

**Note:** Decorative images do not need alt text.



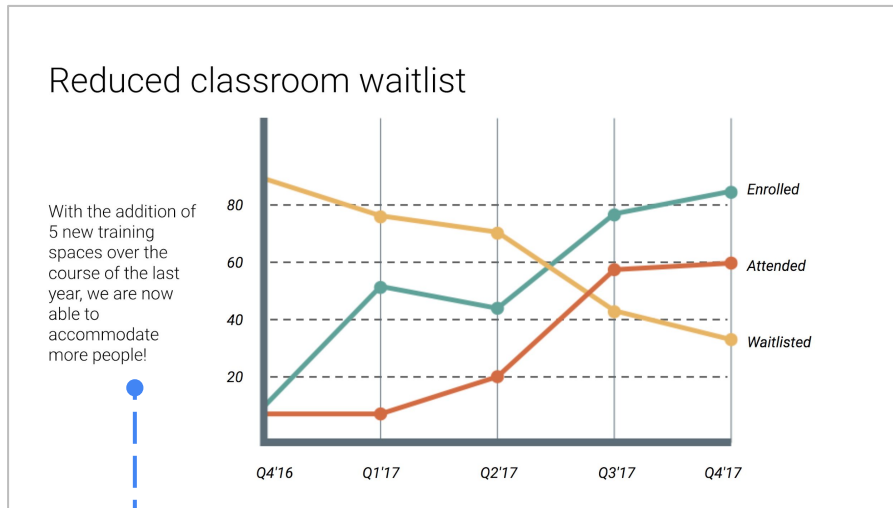
Alt text appears  
when mouse hovers  
over image

# Accessible images and infographics

## Charts and graphs

Write alt text with a short description image summary, followed by a longer description of the key information and trends as the caption.

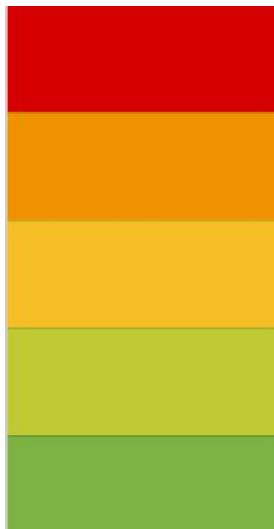
For very complex data, you may also provide the information in tabular format (ie Sheets)



Caption

# Accessible images and infographics

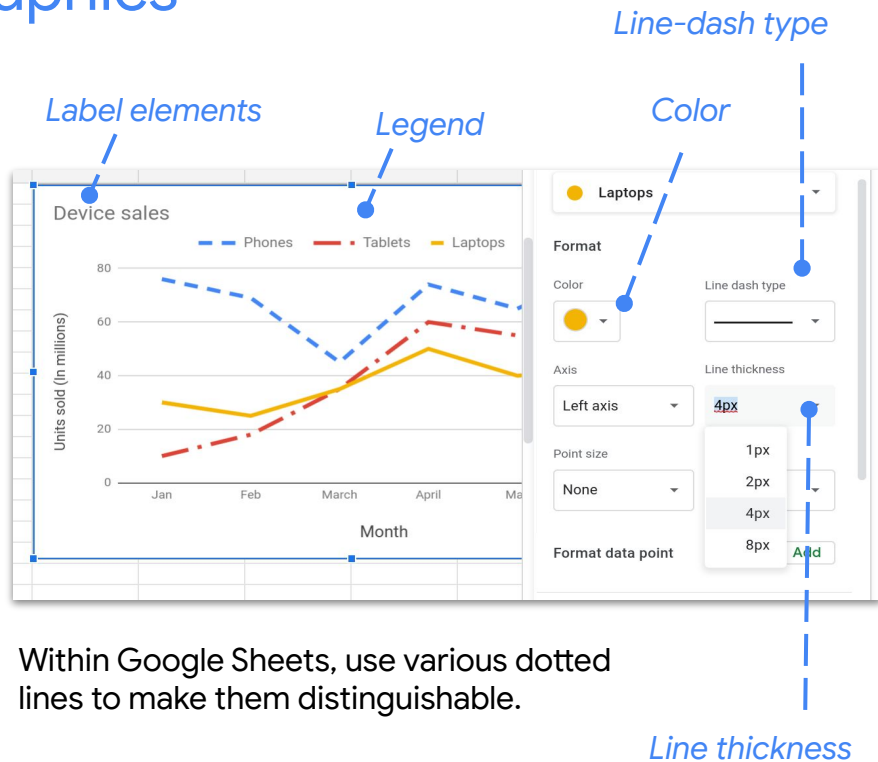
## Charts



Intended experience



Are the colors distinguishable when viewed in grayscale?



# Accessible images and infographics

## A note on creating and sharing PDFs

PDF documents often require more thought and effort to make accessible.

- Complex PDFs with images and diagrams are generally NOT accessible by default. Even text-only PDFs aren't a great experience by default.
- If at all possible, share content in Google Sites, Docs (published as HTML version), Slides, etc. and follow the recommendations in this course.
- If you do need to use PDFs, then mark up your PDFs to be accessible with tagging / remediation software, included from Adobe

# Accessible Writing

# Create clear, simple slides and pages

- Avoid using too many graphics, too much text, or too much animation
  - Visual complexity can make it harder for folks to focus on your message
- If you use slide animations, don't make the important content disappear or fade from the presentation
- Avoid animations or gifs that continue on a loop since these can be distracting and trigger seizures

## Use text for critical information

- The main points of your presentation or page should appear as text
  - Screen readers won't read images of text (without alt text)
  - Restate the summary of information in text if you want to use an image like a graph
- Never rely on color or other visual formatting to convey critical information
  - Do: "Click 'get started' to sign up."
  - Don't: "Click the green button in the bottom right-hand corner to sign up."



## Include captions in videos

- Captions enable everyone to understand your video, include people who are deaf or hard-of-hearing, or people watching in environments that make it hard to hear audio
- Make sure automatic captions are enabled for YouTube videos

## Avoid embedding

- Do not embed documents, spreadsheets, or decks on a page, as screen readers cannot access that information
- Instead, provide that information as text on the page itself or provide a link to the file itself
- If embedding is truly necessary, you must also provide a direct link to the file underneath the embedded element

## Write descriptive hyperlinks

- Screen readers often read links out of context from the surrounding text. That means users rely on the link text alone to clearly explain where the user will be taken or what action it triggers.
- Do not use “click here” or text that is not clear when read out of context.
  - Do: “It’s important to meet WCAG standards.”
  - Don’t: “It’s important to meet WCAG standards. Learn more.”
- A good test is to read the link by itself and pretend the surrounding text does not exist. Would you know where it goes?

# Accessible Live Events

## In advance: check for needed accommodations

- Check with your audience to see if any accommodations will be needed
- For presentations or meetings of more than 50 people, it's best practice to request live Communication Access Realtime Translation (CART) captioning in advance
- Provide the link to the live captions in your meeting invitation

## In advance: share content

- This is helpful for captioners and sign language interpreters so they are more prepared to transcribe or interpret the content
- It's also helpful for audience members with visual impairments, as they may need to review slides or documents with a screen reader or using enlarged view
- It's also a great way to make sure your audience is prepared for your talk

## Day-of: check your physical space

Get to your presentation location early or in advance  
and scope it out with your audience in mind

- **Captioning:** If a captioner is attending the event live rather than dialing in, make sure they are set up in the space early and have the power sources and wifi needed
- **Sound:** Are there functioning microphones for both speakers and audience?
- **Clear paths:** Is the room easy to navigate, particularly for those with visual impairments and wheelchair users? Are tools and interactive displays at an appropriate height for wheelchair users?
- **Visuals:** Are the screens (including caption display) and speaker in visible places and easy to see?

## During: Communicate clearly and accessibly

### Spell out acronyms and define obscure words

- This information is especially helpful for sign language interpreters and captioners - but is good practice in general!

### Say important points out loud

- Especially important if folks are having trouble seeing your projector, people are following along on their own copy, you're explaining the meaning of a chart/diagram, or you're showing a video that relies heavily on visual information (describe aloud, play, and summarize takeaways afterwards)



## During: Interact respectfully

- Always address the person with the disability, not a companion or interpreter
- Do not talk down to someone or address someone as if they are misfortunate or childlike because they have a disability
- Avoid asking questions about the person's disability beyond what you need to know to assist them
- Ask if they need help before stepping in to assist

Thank You!