

# Not a designer? You can make your website more accessible

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I'm Georgie 

Sydney, AUS. User interface engineer.

*not a designer*

# Accessibility

What is it, and why is it important?

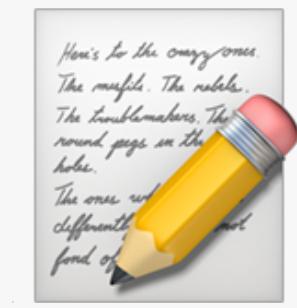
Making the internet  
accessible to everyone.

# Temporary impairments

- broken arm
- pregnant woman
- someone recovering from eye surgery

# Situational impairments

- someone driving
- construction worker on a noisy site
- someone standing on the train



# Typography

a comfortable experience reading text

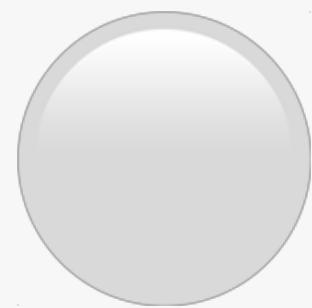
# Font size

# use relative units for font size

don't use **px**, use **rem** instead

**~50–60 characters per line**

maximum length for comfort i.e., **50rem**



# **Whitespace**

**an even more comfortable experience reading text**

**You were diagnosed with a vascular disorder at what many people would consider the young age of 22. Life threw you this curveball, but post-surgery, you were able to remain positive. Can you sum up how your perspective and outlook on life changed?**

I was diagnosed with a very rare vascular disorder called Arteriovenous Malformation when I was 22. I've written about it a lot on my blog, like on [accepting my mortality](#) at the young age of 22 and finding myself surrounded by EMT in my bathroom [after a grand mal seizure](#).

Half a year after my diagnosis, and 3 [grand mal seizures](#) later, I had brain surgery (craniotomy). Through the 7 hour surgery, they removed 3 AVMs from my brain.

As a result of the brain surgery, I am AVM and seizure free, but sustained acquired brain injury. I had to relearn how to move my fingers, sit up, walk... Basically everything except talking ;) I was later diagnosed with executive function disorder, generalised anxiety disorder, idiosyncratic hypersomnolence, and a few other random conditions.

**You were diagnosed with a vascular disorder at what many people would consider the young age of 22. Life threw you this curveball, but post-surgery, you were able to remain positive. Can you sum up how your perspective and outlook on life changed?**

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I also became slightly aphasic, which means I have some issues with language expression – word retrieval and the such. This really put a dampener in my life-long hobby of reading and writing. Coupled with the executive function disorder which made my task management and prioritisation essentially

there were some really  
lovely views



---

Me taking a photo of  
the skyline on my  
phone



Don't be afraid to be  
generous with whitespace.



# Colour contrast

it's not all just black and white

# **Web Content Accessibility Guidelines (WCAG)**

# Web Content Accessibility Guidelines (WCAG)

# contrast ratio

Background:

#7cd7d7

2.67

Text color:

#777777

Fails WCAG 2.0 :-(

How to use

As you type, the contrast ratio indicated will update.  
Hover over the circle to get more detailed information.

When semi-transparent colors are involved as backgrounds, the contrast ratio will have an error margin, to account for the different colors they may be over.

This sample text attempts to visually demonstrate how readable this color combination is, for normal or **bold** text of various sizes and font styles.

Good design does not just look  
good. Good design should feel  
good to use.



# Semantic HTML

accessibility considerations from the get-go

Accessibility starts from having  
universally acknowledged,  
semantic markup.



@georgiecel

# semantic elements

there is more than just `div`

# Some semantic elements

- **article**
- **section**
- **footer**
- **button**
- **time**
- **menu**

# mark up forms correctly

**inputs need labels!**

## Leave a Comment

Name

Email (will not be published)

Website (optional)

## Leave a Comment

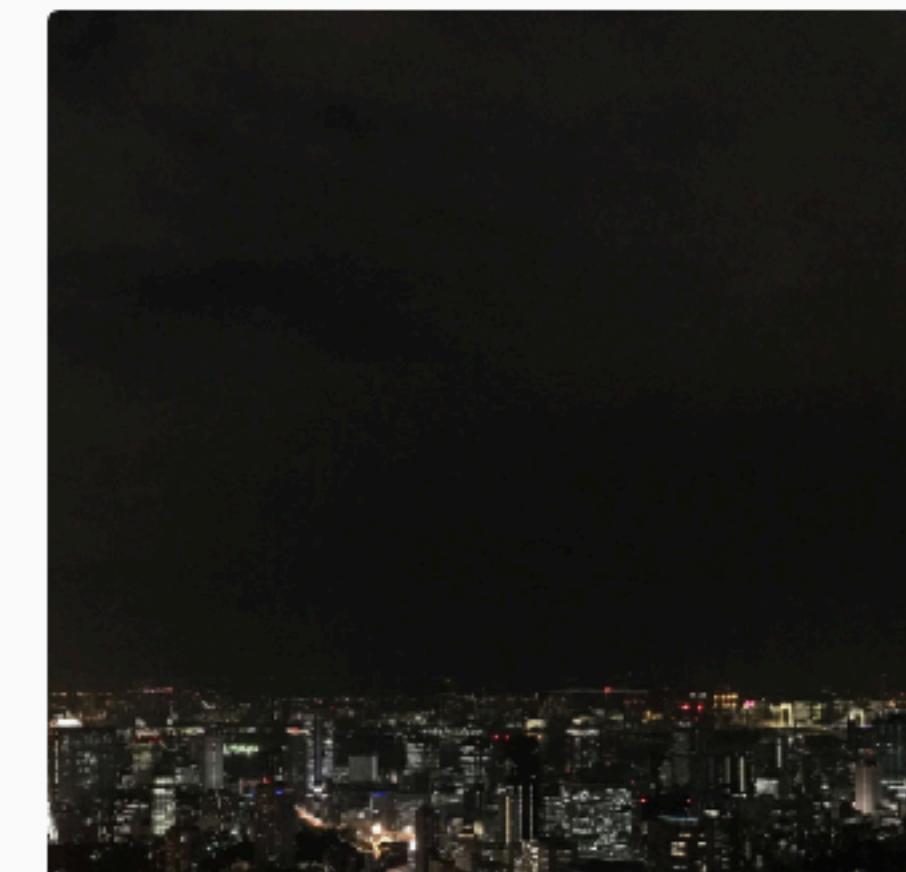
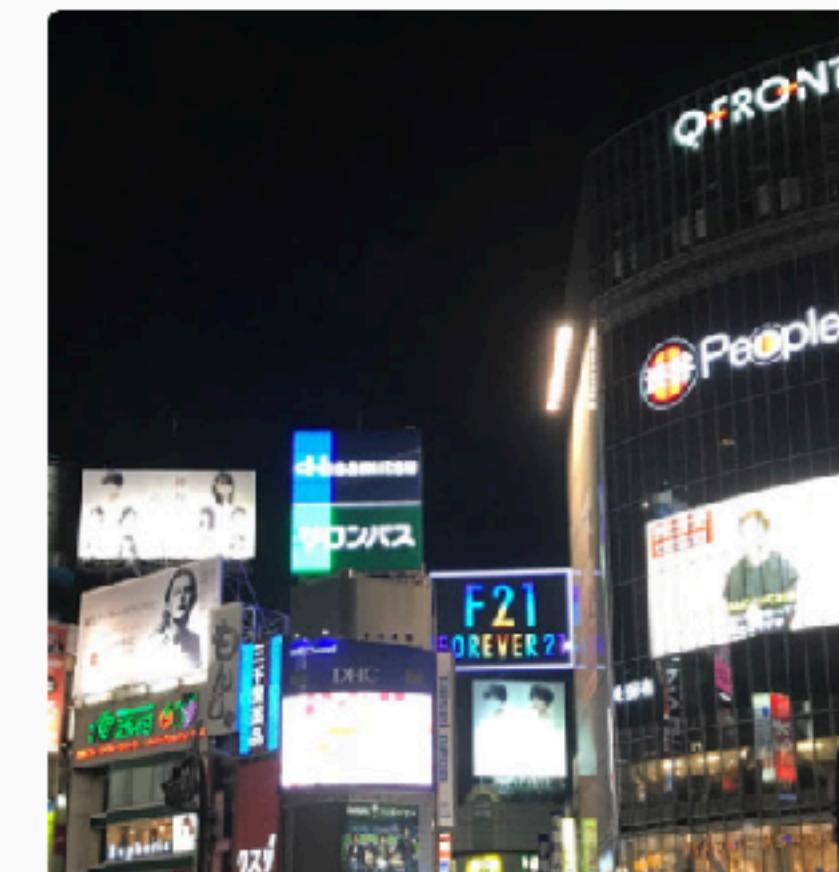
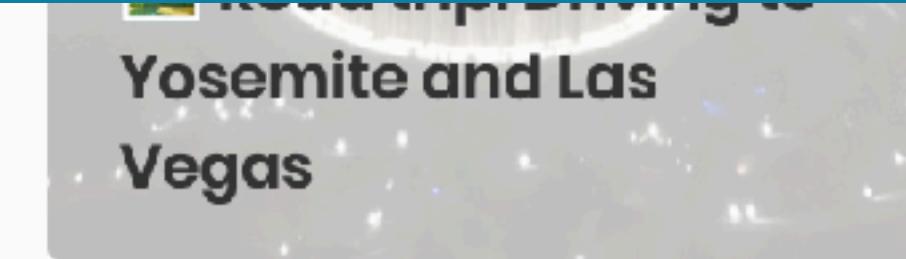
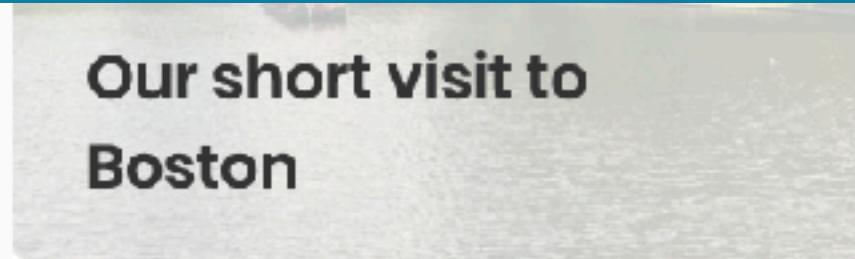
Marty McFly

marty

Website (optional)

# logical order of elements

regardless of design



Read and write HTML like you  
would a regular document from  
top to bottom, then consider the  
design and the CSS.



# Interactivity

clicking on interacting with stuff

# hover & focus states

visibly different from regular state

“click here”

# More descriptive anchor text and non-device-specific copy

- Select one of the following
- Visit Bob's website
- Choose your favourite ice cream flavour
- In an article written by Time Magazine
- You may like to read Nick's post
- Feel free to email me

# tap targets

make them larger for touchscreen devices

Screen real estate becomes  
smaller with each device, but a  
user's fingers and thumbs do not.

**44 pixels is the minimum size for  
tap targets on the web.**

# avoid using hover to reveal things

megamenus, tooltips, other critical information



# Web performance

not everyone has Hong Kong's internet

- 1 custom fonts
- 2 scripts for fancy effects
- 3 large (filesize) images
- 4 that autoplaying video is a bad idea

Form and function come  
first. Bells and whistles  
are secondary.



# Default functionality

it might not look great, but it has a purpose

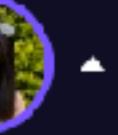
We should not block users  
from using features that exist  
by default.



# Bonus round

# visually hidden instructions

(my personal favourite)

& subscribers      Insights      App store      Help      Georgie Luhur 

ons

now easy it is  
iful emails



Account settings

Billing

Manage team

---

App store

My templates

---

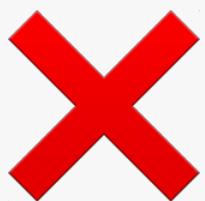
Help

Log out

*“Account settings dropdown menu.*

*Press Enter to open the menu and  
use the arrow keys to navigate.*

*Press Escape to close the menu.”*

 **display: none**

(hides element from screen readers)



**clip: rect(0, 0, 0, 0)**

(content is clipped out of view)

Approach our work with more  
consideration and a different  
perspective.

# The web for everyone.



# Thank you! 😎

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