

Web Accessibility FOR Designers

Great web accessibility starts in the design.



Plan Heading Structure Early

Ensure all content and design fits into a logical heading structure.



Ensure Logical Reading Order

The reading order for screen reader users should align with the visual order.

Good
Bad

Provide Good Contrast

Be especially careful with shades of orange, yellow, and light gray.

Abc

Use True Text Instead of Images of Text
True text enlarges better, loads faster, and is easier to translate and customize.

AA

Use Adequate Font Size

Small text is difficult for all users to see.
Ensure text is optimally readable.



Remember Line Length

Don't make lines too long or too short.

Link

Make Sure Links are Recognizable

Distinguish links from body text using more than just color (e.g., underline).



Design Keyboard Focus Indicators

When navigating with the keyboard, the focused item must be visually distinctive.

Skip

Design a "Skip to Main Content" Link

A keyboard accessible link for users to skip navigation should be at the top of the page.

Click Here

Ensure Link Text Makes Sense on Its Own

Avoid "Click Here" or other ambiguous link text, such as "More" or "Continue".



Design Usable Widgets and Controls

Dialogs, tooltips, menus, carousels, etc. must be easy to use and accessible.



Use Animation, Video, and Audio Carefully

Provide play/pause buttons. Avoid distracting movement.



Don't Convey Content Using Only Color

Users may override or may not be able to see differences between colors.

First Name
Submit

Design Accessible Form Controls

Ensure form controls have descriptive labels, instructions, and error messages.

© WebAIM

Web Accessibility In Mind

Center for Persons with Disabilities

Utah State University

Twitter: @WebAIM

webaim.org

For a text version, visit

webaim.org/resources/designers