



7 Considerations for Accessibility in Course Development

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Siteimprove

A blurred background image showing a group of people, possibly in a meeting or workshop, with a red overlay on the left side.

--- 7 Steps for Accessibility

1. Know the rules
2. Determine the platform
3. Start with the end in mind
4. Think win/win
5. Understand user needs
6. Check for compliance
7. Continue learning



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Know the rules

7 Considerations for Digital Accessibility for Course Development



Focus on accessibility





Global Legislation



- ☉ **Australia** - The Disability Discrimination Act
- ☉ **Canada** - Canadian Human Rights Act of 1977 and The Canadian Charter of Rights and Freedoms
- ☉ **European Union** – Directive (EU) 2016/2102
- ☉ **United States of America** - Section 508 of the Rehabilitation Act of 1973 and Americans with Disabilities Act (ADA)



Web Content Accessibility Guidelines

WCAG 2.0

Principles	Guidelines	Level A	Level AA	Level AAA
1. Perceivable	1.1 Text Alternatives 1.2 Time-based Media 1.3 Adaptable 1.4 Distinguishable	9	5	8
2. Operable	2.1 Keyboard Accessible 2.2 Enough Time 2.3 Seizures 2.4 Navigable	9	3	8
3. Understandable	3.1 Readable 3.2 Predictable 3.3 Input Assistance	5	5	7
4. Robust	4.1 Compatible	2		



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Determine the platform

7 Considerations for Digital Accessibility for Course Development



**How will
you be
presenting
the content?**

- ⌚ Webpage
- ⌚ Document
- ⌚ Email
- ⌚ Social media



Technology

Docs

Email

HTML

Social

Documents

🕒 Scanned

🕒 Tagged

🕒 Versions





Email

- ⌚ Subject Line
- ⌚ Balance and Structure
- ⌚ Images and Color
- ⌚ Meaningful Link Text
- ⌚ Plain-Text vs HTML



HTML

- 🕒 Templates
- 🕒 User Interface
- 🕒 Internal vs External
- 🕒 Strengths and Weaknesses





Social Media





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Start with end in mind

7 Considerations for Digital Accessibility for Course Development



How does content affect users?

- ⌚ Language
- ⌚ Reading level
- ⌚ Defining words
- ⌚ Clear fonts
- ⌚ Headings add value
- ⌚ Using alignment



Apply Accessibility Principles

- ☐ Styles
- ☐ Lists
- ☐ Images
- ☐ Hyperlinks
- ☐ Colors
- ☐ Tables
- ☐ Structure
- ☐ Document Properties



Use Headings

Heading <1>

Heading <2>

Heading <2>

Heading <3>

Heading <1>

Heading <2>

Heading <3>

Heading <3>

Heading <1>

Heading <2>

Heading <2>

Heading <3>

Heading <1>

Heading <2>

Heading <2>

Heading <3>



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Think win/win

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Where can you add engaging elements?

- ⌚ Calls to action
- ⌚ Visual interest
- ⌚ Supporting data

Stand Out

Where should I click?

In this paragraph, **links** are identified only by color which can be hard for **users** to see if they have a color deficiency.

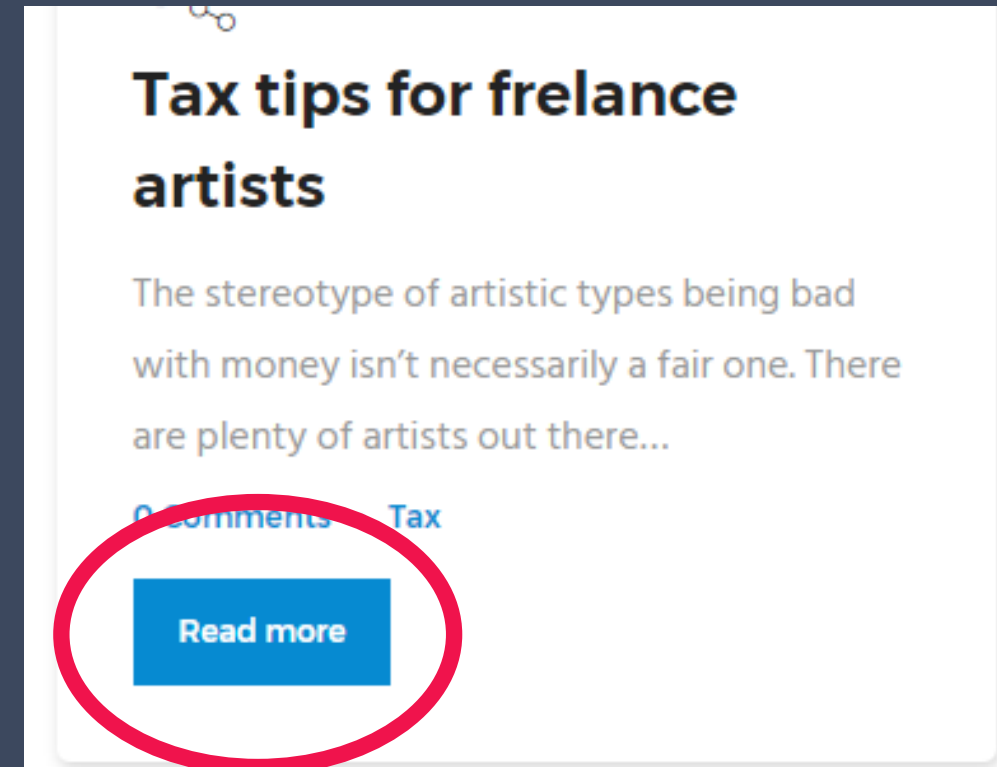
Where should I click?

In this paragraph, **links** are identified by color and underline to help **users** to easily scan the content for links.

Distinctive Links

“Nobody searches for ‘click here’ or ‘read more.’”

- Lucy Greco, University of California





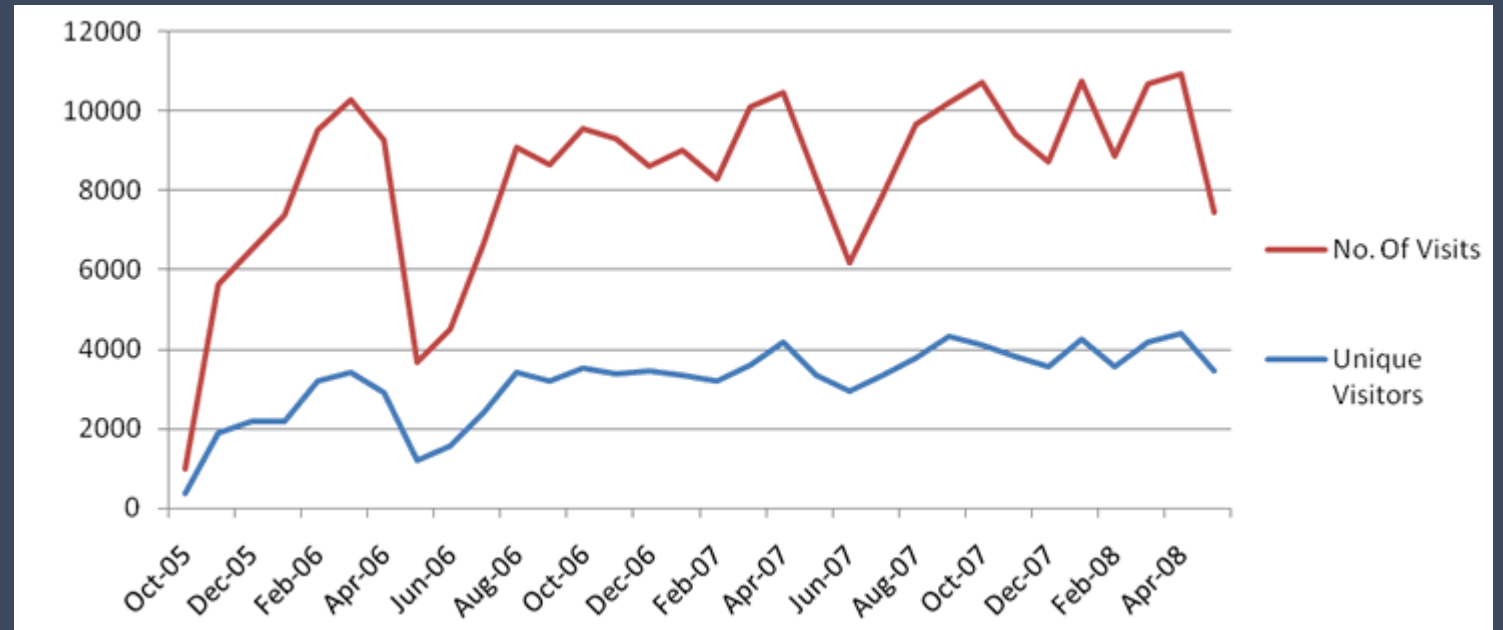
Describe the Image



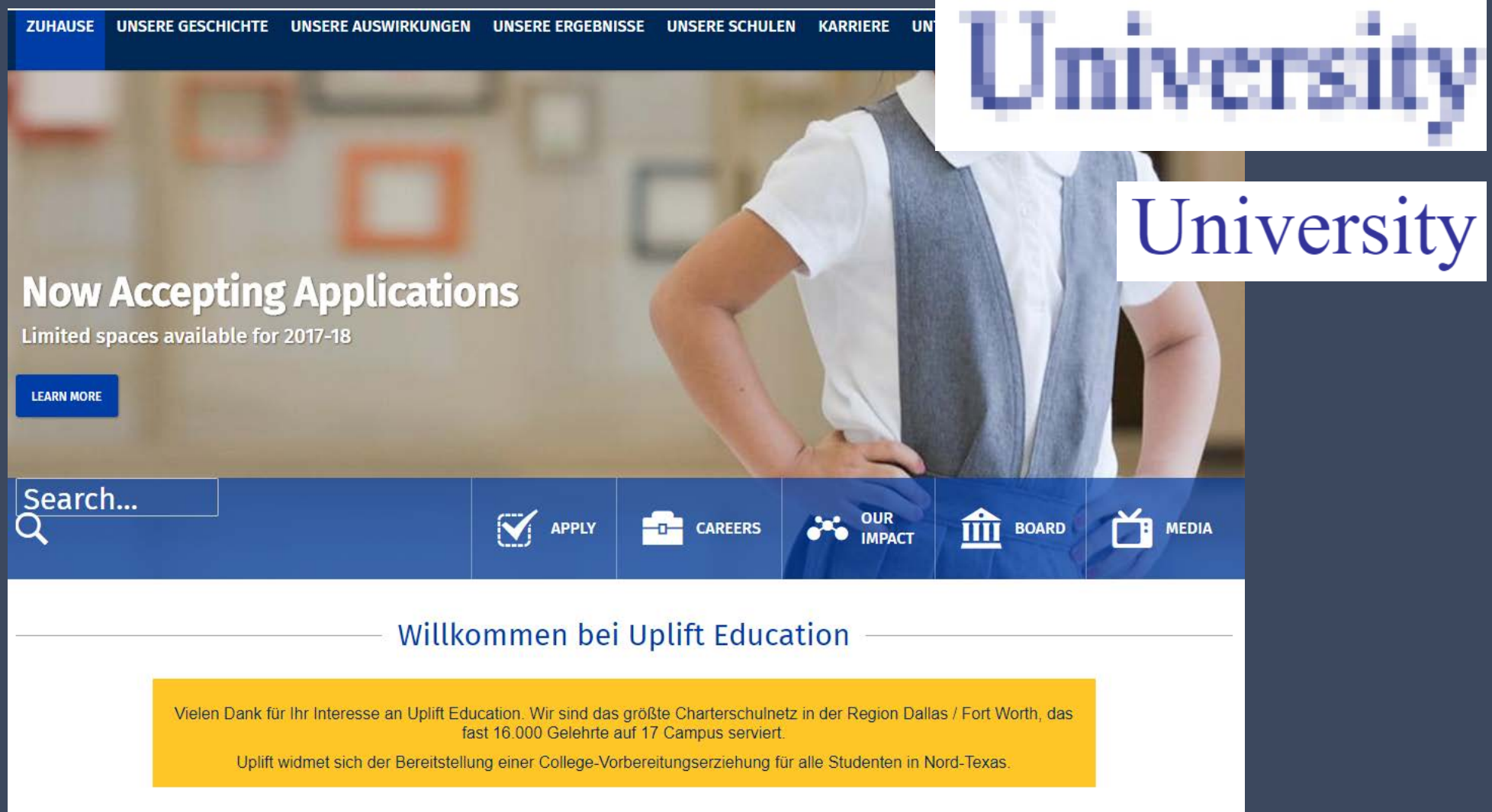
Informative Images



Ms. Lamar



Text Inside Images



The image is a screenshot of the Uplift Education website. At the top, a dark blue navigation bar contains the following menu items in white: ZUHAUSE, UNSERE GESCHICHTE, UNSERE AUSWIRKUNGEN, UNSERE ERGEBNISSE, UNSERE SCHULEN, KARRIERE, and UN. Below the navigation bar is a large hero section with a background image of a young boy in a white shirt and grey vest, standing with his hands on his hips. Overlaid on the left side of the hero section is the text 'Now Accepting Applications' in a large, bold, white font, followed by 'Limited spaces available for 2017-18' in a smaller white font. Below this text is a blue button with the white text 'LEARN MORE'. On the right side of the hero section, there are two white rectangular boxes, each containing the word 'University' in a blue serif font. Below the hero section is a dark blue footer bar. On the left of this bar is a search bar with the placeholder text 'Search...' and a magnifying glass icon. To the right of the search bar are five icons with corresponding labels: a checkmark icon for 'APPLY', a briefcase icon for 'CAREERS', a network icon for 'OUR IMPACT', a classical building icon for 'BOARD', and a television icon for 'MEDIA'. Below the footer bar is a white section with the heading 'Willkommen bei Uplift Education' in a dark blue font. Below the heading is a yellow rectangular box containing the following text in a dark blue font: 'Vielen Dank für Ihr Interesse an Uplift Education. Wir sind das größte Charterschulnetz in der Region Dallas / Fort Worth, das fast 16.000 Gelehrte auf 17 Campus serviert. Uplift widmet sich der Bereitstellung einer College-Vorbereitungserziehung für alle Studenten in Nord-Texas.'

ZUHAUSE UNSERE GESCHICHTE UNSERE AUSWIRKUNGEN UNSERE ERGEBNISSE UNSERE SCHULEN KARRIERE UN

Now Accepting Applications
Limited spaces available for 2017-18

LEARN MORE

Search...

APPLY CAREERS OUR IMPACT BOARD MEDIA

Willkommen bei Uplift Education

Vielen Dank für Ihr Interesse an Uplift Education. Wir sind das größte Charterschulnetz in der Region Dallas / Fort Worth, das fast 16.000 Gelehrte auf 17 Campus serviert.
Uplift widmet sich der Bereitstellung einer College-Vorbereitungserziehung für alle Studenten in Nord-Texas.



Data Table

Caption: This table is comparing healthcare costs between 2016 and 2017.

Participant	Healthcare Costs	
	2016	2017
Self	\$300.00	\$400.00
Self and spouse	\$500.00	\$600.00
Self and child	\$400.00	\$500.00
Self and family	\$700.00	\$800.00



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Understand user needs

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Assistive Technology

- 🕒 Screen Readers
- 🕒 Alternative Keyboards
- 🕒 Magnifiers
- 🕒 Device Sizes





Using Color

Low Contrast
#FFFF00 and #FFFFFF
Not Compliant
1.07 Ratio

High Contrast
#0A34E0 and #FFFF00
Compliant
7.58 Ratio

Low Contrast
#FF8000 and #FFFFFF
Not Compliant
2.52 Ratio


High Contrast
#757575 and #FFFFFF
Compliant
4.61 Ratio

Color to Convey Meaning

First Name (required)

Last Name (required)

Email (required)

 Please fill out this field.

Required fields are indicated with a "*".

First Name*:

Last Name*:

Favorite food*:



Audio and Video Accessibility

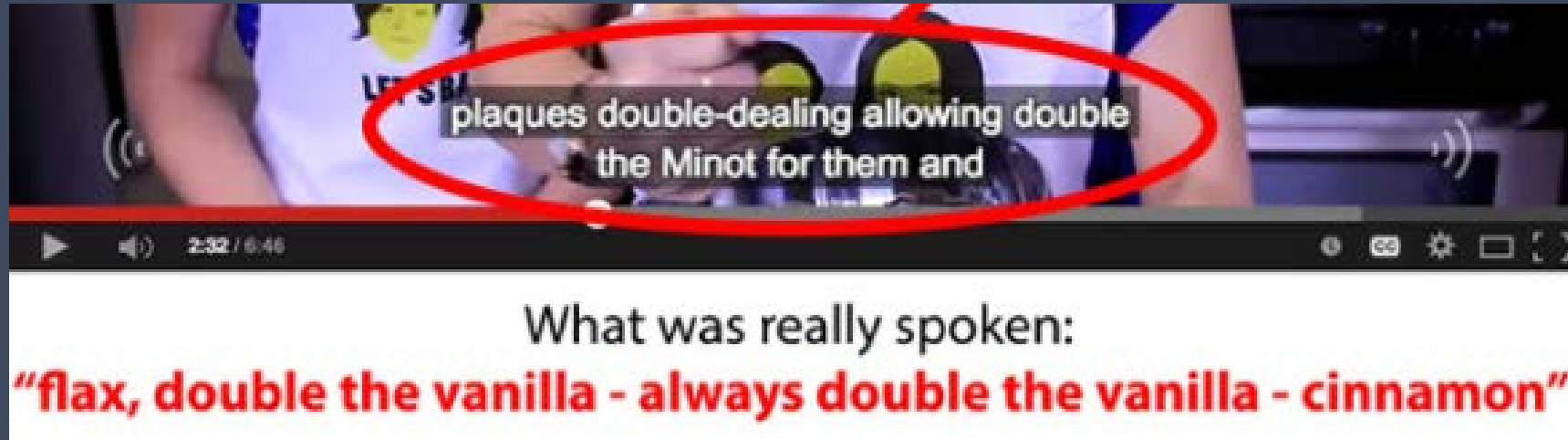
- 🕒 Transcripts
- 🕒 Closed captioning
- 🕒 Audio descriptions



Note:

Do not design content that is known to cause seizures.

Automated captions



- ⌚ Automated captions are often only 60 -70% accuracy
- ⌚ Incorrect captions can cause major issues in a learning
- ⌚ Captioned videos can be indexed and increase SEO.

Check for compliance

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Format Options

Document

- Versions
- Requires software

PDF

- Image files (scans)
- Untagged
- Tagged
- Forms

ePub

- Device specific
- Interactive

HTML

- Most accessible
- Mobile friendly



Testing

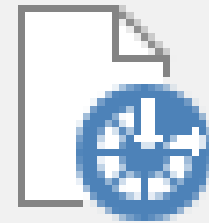
⌚ Automated tests

- ⌚ Applications
- ⌚ Browser extensions
- ⌚ Software

⌚ Manual tests

- ⌚ Browser extensions
- ⌚ Checklists

⌚ User tests



Check
Accessibility
Accessibility



7

Continue learning

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Never Stop Learning



A person is shown from the side, sitting at a desk and writing in a spiral-bound notebook with a pen. The scene is dimly lit, with a teal-colored overlay covering the entire image. On the left side of the desk, there is a small decorative house-shaped object and some papers. The word "Questions?" is written in large white letters across the middle of the image, preceded by a short yellow horizontal line.

— Questions?



Thank you!



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