Search:

Introduction to Web Accessibility

WebAIM Training

Web Accessibility for Designers

Article Contents

- Infographic
- Text Version
- Embed Code

The focus of web accessibility is often on web development – the things that happen in HTML, CSS, or JavaScript. Optimal accessibility should start much earlier, as part of the visual design process. This infographic highlights many important principles of accessible design.

Infographic

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.

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

Good
Bad

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

Abc

Use Adequate Font Size
Small text is difficult for all users to see. Ensure text is optimally readable.

AAA

Remember Line Length
Don't make lines too long or too short.

Abcdefg

Make Sure Links are Recognizable
Distinguish links from body text using more than just color (e.g., underline).

Link

Design Keyboard Focus Indicators
When navigating with the keyboard, the focused item must be visually distinctive.

Design a "Skip to Main Content" Link
A keyboard accessible link for users to skip navigation should be at the top of the page.

Skip

Ensure Link Text Makes Sense on Its Own
Avoid "Click Here" or other ambiguous link text, such as "More" or "Continue".

Click Here

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.

Design Accessible Form Controls
Ensure form controls have descriptive labels,

First Name
Submit

View a [dark-on-light version of the infographic](#).

Text Version

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Provide Good Contrast

Be especially careful with shades of orange, yellow, and light gray. Check your contrast levels with our [color contrast checker](#).

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Design Accessible Form Controls

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

Embed Code

You can embed this infographic into your own page by copying and pasting the following code:

```
<a href="http://webaim.org/resources/designers/"><img
src="http://webaim.org/resources/designers/media/designers.svg"
alt="Web Accessibility for Designers infographic with link to text
version at WebAIM.org"></a>
```

Translations

🇸🇮 [Slovenian](#) by [Finances Online](#)
🇩🇪 [German](#)
🇪🇸 [Spanish](#) by [Language Marketplace Inc.](#)

Related Resources

- [Quick Reference: Web Accessibility Principles](#)
- [Quick Reference: Testing Web Content for Accessibility](#)
- [Design Considerations - One Size Fits All?](#)
- [Considering the User Perspective - A Summary of Design Issues](#)

Check Your Accessibility

Web site address:

[_____] WAVE

From the Blog

- [Up and Coming ARIA](#)
- [Global Digital Accessibility Salary Survey Results](#)
- [Join the Discussion—From Your Inbox](#)
- [Using Severity Ratings to Prioritize Web Accessibility Remediation](#)

Popular Resources

- [WebAIM Training](#)
- [WCAG 2 Checklist](#)
- [WebAIM Monthly Newsletter](#)
- [Color Contrast Checker](#)
- [Web Accessibility for Designers](#)
- [WAVE Web Accessibility Evaluation Tool](#)

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