# Instructional Design Style Guide (508 Compliant)

## 1. Introduction

This Instructional Design (ISD) Style Guide provides standardized guidance for creating accessible, consistent, and instructionally sound learning materials across platforms. It supports Section 508 compliance and encourages universal design principles to ensure inclusion for all learners.

## 2. Learning Objectives

Use measurable, action-oriented language. Align objectives with instructional goals and assessment strategies. Avoid vague verbs and ensure objectives are observable.

## 3. Content Structure & Formatting

Use hierarchical heading styles (e.g., Heading 1, Heading 2) for organization. Present content in clear, concise blocks. Use bulleted or numbered lists to break up dense text and enhance readability.

## 4. Accessibility Guidelines (Section 508)

- Use alt text for all non-decorative images.  
- Ensure sufficient color contrast (minimum 4.5:1).  
- Do not rely on color alone to convey meaning.  
- Use accessible tables and avoid merged cells.  
- Provide captions and transcripts for multimedia content.  
- Ensure all interactive elements are keyboard-navigable.

## 5. Visual and Media Standards

Use consistent branding, icons, and instructional visuals. Limit use of decorative graphics. Multimedia must meet accessibility standards and include closed captions, transcripts, or audio descriptions where needed.

## 6. Language and Tone

Write in plain language. Use active voice and avoid jargon unless defined. Maintain a professional and learner-friendly tone.

## 7. Assessment Guidelines

Ensure assessments align with objectives. Provide clear instructions and accessible formats (e.g., labeled form fields, non-drag-and-drop alternatives).

## 8. Quality Assurance Checklist

Conduct accessibility reviews using tools like WAVE and ANDI. Perform screen reader and keyboard testing. Validate structure, consistency, and readability before publishing.

## 9. References

Include citations and links to relevant accessibility standards, instructional design frameworks, and organizational guidelines.