

Media



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LEAD ACCESSIBILITY STRATEGIST

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Level A 1.1.1 – Non-text Content

All non-text content that is presented to the user has a text alternative that serves the equivalent purpose.



Overview



Images

- Background Images via CSS
- SVG

Audio

Video

Additional Media Guidelines



Images



Assistive technologies
cannot read text in images



Level AA 1.4.5 – Images of Text

If the technologies being used can achieve the visual presentation, text is used to convey information rather than images of text.



Level A 1.1.1 – Non-text Content

All non-text content that is presented to the user has a text alternative that serves the equivalent purpose.



All ``'s must use the *alt* attribute!



Alt Attribute Usage



**Error downloading
Images turned off**



Images that are for decoration only should have an empty alt attribute, alt=""



Screen readers ignore
images with empty alt
attributes



Tips for Writing ALT Text



Don't describe the image literally

- Ex, “brown couch, with brown pillow on the left with alphabet imprint and pencil on top, with a laptop next to it”

Avoid words like “picture of” or “image of”

- Assistive technologies will note image

Do describe the meaning or purpose of the image

- What was the point? What were you thinking?

Include any text in the image

Whatever is conveyed
visually needs to be
conveyed programmatically
(Perceivable)



Background Images via CSS



SVG



Accessible SVG



Add role="img" for semantics

Use the <title>

- <desc> for expanded content, if necessary

Use aria-labelledby referencing the <title>

- aria-describedby to reference the <desc>

Audio



Examples of Audio-only



Podcasts

Radio newscast (recorded)

TV/ Movie sound bites



Level A 1.2.1 - Audio-only and Video-only (Prerecorded)

For prerecorded audio-only and prerecorded video-only media, an alternative is provided that presents equivalent information.



Level A 1.1.1 – Non-text Content

All non-text content that is presented to the user has a text alternative that serves the equivalent purpose.



Creating Transcripts



Paid service

Speech Recognition

- Google Docs Voice Typing
- Windows Speech Recognition
- Apple Dictation
- Dragon Naturally Speaking

Manual

Tips for Creating Transcripts



Include names of speakers

Describe everything



Presenting Transcripts



Inline
Link



Video



Level A – 1.2.3 Audio Description or Media Alternative (Prerecorded)

An alternative for time-based media or audio description of the prerecorded video content is provided for synchronized media.



Level A 1.1.1 – Non-text Content

All non-text content that is presented to the user has a text alternative that serves the equivalent purpose.



Provide Captions



Level A 1.2.1 – Captions (Prerecorded)

- Captions are provided for all prerecorded audio content in synchronized media

Level AA 1.2.4 – Captions (Live)

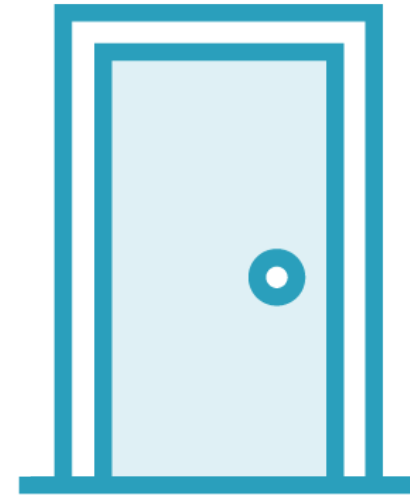
- Captions are provided for all live audio content in synchronized media

Types of Captions



Open

Always visible, embedded/ burned
into videos



Closed

Overlay, toggled on/ off by user



Captioning Prerecorded Video



YouTube

- Auto-subtitle
- Upload a transcript and sync
- Manual entry

Video Captioning Services

Manual



Captioning Live Video



Communication Access Realtime Communication (CART)

- Live, professional stenographers/
subtitlers

Level AA – 1.2.5 Audio Description (Prerecorded)

Audio description is provided for all prerecorded video content in synchronized media.



Creating Audio Description



Narrate non-visual cues

- “Door slams”, “Thunder and lightning outside window”, “Pam covers mouth while laughing as Dwight discovers his stapler is molded in jello”

Have subjects introduce themselves and describe surroundings



Additional Media Guidelines



Level A 1.4.2 – Audio Control

If any audio on a Web page plays automatically for more than 3 seconds, either a mechanism is available to pause or stop the audio, or a mechanism is available to control audio volume independently from the overall system volume level.



Level A 2.2.2 – Pause, Stop, Hide

For moving, blinking, scrolling, or auto-updating information provide a mechanism to pause, stop, or hide



Level A 2.3.1 - Three Flashes or Below Threshold

Web pages do not contain anything that flashes more than three times in any one second period



Any embedded media using
<iframe> should have a
label, via the “title” attribute
(Level A 2.4.1, Level A 4.1.2)



Summary



Non-text Content

- Alternate text for images, via “alt” attribute
- Transcripts
- Captions and audio description

Controls for Audio and auto-updating content

Flashing

