

Designing for Accessibility

POUR

Overview

- The content of your page should be in the HTML.
- It is tempting to add content via colors, images, etc.
- Follow the POUR guidelines
 - Perceivable, Operable, Understandable, Robust

Perceivable

- Provide text alternatives for images
- Provide captions and transcripts for video and audio
- Use correct semantic markup so content can be presented in different ways
- **Make it easier for users to see content by using good color contrast**

Operable

- *All functionality available from the keyboard!*
- Users have control over timing and limits
- Do not cause seizures (don't flash content)
- Provide ways to help users navigate, find content, and determine where they are



Understandable

- **Economical and plain use of language**
- **Text supplemented with illustrations, videos, and other formats where appropriate (i.e., use good Universal Design)**
- **Navigation, information structure are discernable and consistent**
- **Make pages operate in predictable ways**
- **Help users avoid and correct mistakes**

Robust

- ① Is your site functional across various technologies (smart phone, screen reader, laptop, pensticks, etc..)?
 - Syntax errors that don't affect visual presentation may hamper assistive technology and accessibility tools
 - Adhering to W3C standards ensures future compatibility
 - Validate your code at [validator.w3c.org](https://validator.w3.org) and wave.webaim.org

Review

- **Accessibility starts with proper HTML tags**
- **Styling can actually make it HARDER for some people to access the information**
- **Get into the early habit of utilizing accessibility tools**
- **“Cool” new style should not be at the cost of accessibility**

Acknowledgements/Contributions

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Initial Development: Colleen van Lent , University of Michigan School of Information

