

Class 4: Web Accessibility

Class Agenda

- What is it?
- Why bother?
- What's involved?
- Accessible Documents
- Accessibility Online

What is web accessibility?

“... Web accessibility means that people with disabilities can perceive, understand, navigate, and interact with the Web, and that they can contribute to the Web.” — W3C Web Accessibility

More than just compliance. It applies to *everything* and *everyone*.

Why bother?

Legal Responsibility:

- Section 508
- WCAG 2.0

Growing Population:

- 8.7% of Georgians *under 65* have a disability
- 15% of the *world population* has a disability
- 59.8% of Americans *over 65* have a disability (fastest-growing population in the U.S.)
- **Almost 2 million Georgians** will have a disability in 2050

Design for your future self

Benefits Everyone:

- Improved SEO
- Improved usability
- Public relations win!

What's involved?

Assistive Technology:

- Speech to Text
 - Dragon Naturally Speaking
 - Siri
- Text to Speech (screen readers)
 - Job Access With Speech (JAWS)
 - NonVisual Desktop Access (NVDA)
- Display Adjustors
 - Screen Magnification Programs
 - High Contrast Mode
 - Options built into your device
- Physical technology
 - Mouth stick
 - Single switch access

Demo: w3.org/WAI/demos/bad/before/home

Accessible Documents & Web Content

Avoid documents when possible... Put the content *directly on the web page*. If you *need* a document, make it accessible.

Styles, Headings, & Colors

Avoid lots of: italics, bold, underlines, CAPS, empty paragraphs

Color:

- Use enough contrast (use online contrast checkers)
 - Normal text = 4.5:1
 - Large text = 3:1
- Don't use color as the sole means of communicating information

Headings:

- Title should be Heading 1
- Rank other headings, starting with Heading 2
- Don't skip heading levels
- Use heading to create an outline for the page or document, *not to style text*

Writing Tips

Avoid:

- Long sentences
- Long paragraphs
- Jargon
- Acronyms

Include:

- Bulleted lists — Order does not matter
- Numbered lists — Order does matter
- Simple language
- Clear first sentences

Links

Avoid:

- “Click here”
- “Read more”
- “http://www.domain.com”
- Duplicate links

Include:

- Descriptive hypertext
- Intuitive phrases, like “Contact Us”

Images

Only use images that convey meaning.

Include **alternative text** for meaningful images, like text graphics, charts, and large mood-setters. Describe the function or purpose of the image, not always literally what you see. For example, “Search,” not “Magnifying glass.” Keep it brief, typically under 120 characters

Don’t include alternative text for decorative images.

Use clear file names, separating words by hyphens or underscores.

Text Graphics

If reasonable, include all important text from the graphic in the alt text.

If graphic includes lots of important text, alt text should be something like:

Graphical representation of the text provided on this page.

Include a text version of the graphic on the same page. If the graphic is long, put a jump link to the text version above the graphic.

Tables

Don't:

- Merge cells
- Leave cells empty
- Combine multiple tables into one
- Use tables for formatting

Do:

- Keep titles and additional notes outside of the table
- Split up incongruous tables
- Provide an “Alt description”
- Use tables for tabular data
- Use header rows and columns

Online Forms

- Field labels should *always* be visible
- Descriptions can add more helpful info for respondents
- Group similar questions in Fieldsets

Videos

- Captions
- Transcripts
- Audio should make sense alone

Homework

Complete:

- Unfinished exercises

Bring:

- Laptop
- Site login credentials
- Content Strategy exercises

Next class:

Writing for the Web