

Online Content Accessibility

Tools and techniques
to make Word and
PowerPoint accessible

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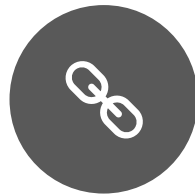
Disability Resource Center

<https://itaccessibility.arizona.edu>

Tips for accessible content



Ensure good color contrast



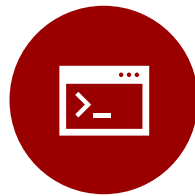
Format hyperlinks



Use Heading structure



Add alternate text to images



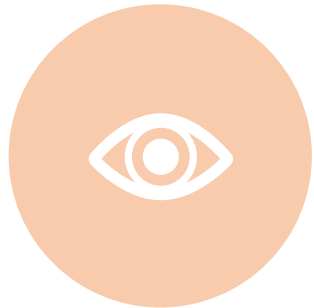
Use PowerPoint slide layouts



Check your content

Consider color choices

Bad contrast



Ensure good color
contrast

Good contrast



Ensure good color
contrast

Color and text

Aim for high contrast

Don't use color to indicate meaning.

License Your Pet...

Start Over

Your ZIP code is 86712.

Locate your Licenses for Renewal
Please enter information to find your licenses for renewal

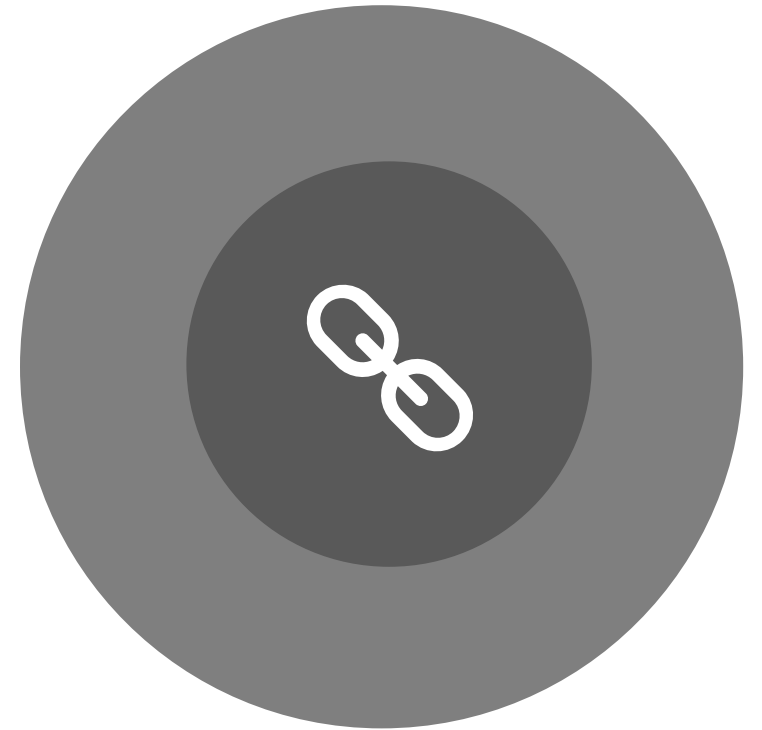
License# *License Number looks like "L04-123456" (starting letters will vary and may NOT include dash)*

Person ID *Person ID looks like "P012345" and can be found on your notice*

Copyright 2003-2018 by HLP Inc, All rights reserved
Version 2.11.1.260 (production) 201804241542
Session: ZCBCZR1RA4LI21UXQS5DTLTE
[Privacy Policy](#)

Format hyperlinks

Use [descriptive text for links](#) so your users know where they are going when they click on them. Avoid [“Click Here.”](#)



Example 1

- Have you ever wanted your users to [click a link](#) but didn't know how to get them to act? When some designers run into this problem, they're tempted to use the words "[Click here](#)" on their links.
- Before giving in to the temptation, you should know how using these words on a link can affect how users experience your interface. Not to mention that having proper link titles is a major accessibility requirement since the term '[click](#)' is irrelevant to many assistive technologies and isn't descriptive enough for screen readers.

Take away the context: Example 1

[click a link](#)

[“Click here”](#)

[‘click’](#)

Phrases to avoid

Avoid using vague phrases for hyperlinks
such as:

- here
- more
- read more
- learn more
- link to [some link destination]
- info

From: http://webaim.org/techniques/hypertext/link_text

Example 2

- If images are necessary in the email body, make sure:
 - Text from the image is duplicated within the body of the email message itself
 - The image has [alternative text](#)
- Use [HTML](#), (Hypertext markup language).
- Select background and foreground colors to ensure good [color contrast](#) and use color carefully
 - Avoid text over an image
 - Convey emphasis through use of a symbol or language, not only through color
- Identify [hyperlinks](#) with descriptive text; do not use "click here"
- If the email is long or includes lists, use built-in formatting styles to provide a logical reading order and break up content
- Create an accessible signature
 - if you have an image in your signature, make sure you add [alternative text](#)

Take away the context: Example 2

HTML

alternative text

color contrast

hyperlinks

alternative text

Use Heading structure to organize content

University of Michigan Library

Email

Use the [email service](#) to ask library and research-related questions, to send comments, or to report technical problems with resources.

Make an Appointment

Schedule a short, in-person [appointment](#) with a librarian.

Call or email a [subject specialist](#) in your area of study to arrange an in-depth research consultation.

Call

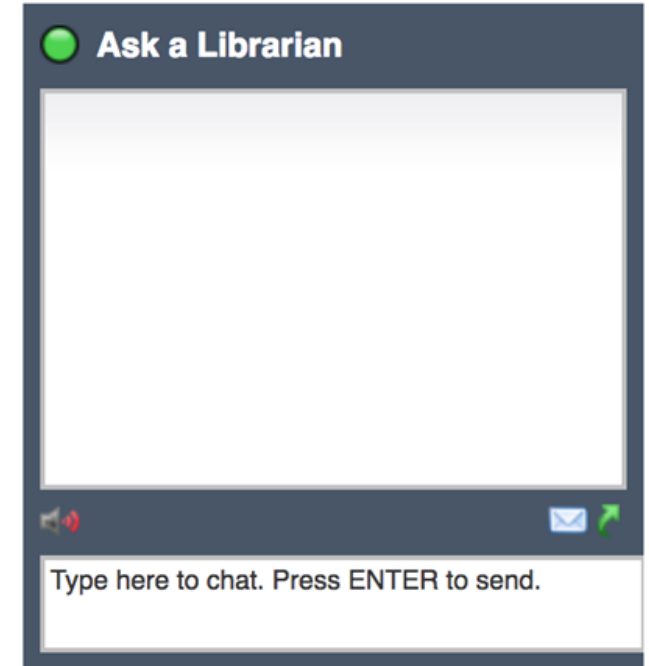
For general inquiries, call **(734) 764-9373**.

Visit

Visit a [library help desk](#) for immediate in-person assistance.

Instant Message

Type your question in the box when librarians are [online](#).

A screenshot of a web chat interface titled "Ask a Librarian". The interface has a dark blue header with a green status indicator and the title. Below the header is a large white text input area. At the bottom, there is a dark blue bar containing a microphone icon, a speech bubble icon, and a green arrow icon. Below this bar is a white text box with the placeholder text "Type here to chat. Press ENTER to send."

(During peak times, your question may be answered by one of our partner librarians from [ChatStaff](#).)

Maintain
heading
order

Good

Bad

H1

H1

H2

H3

H3

H5

H4

H2

H5

H4

Images



Add alternate text to images



- Provide descriptions for any non-decorative images within your online content, including emails
- Deliver the image meaning in a short and simple statement

...Think about your email signatures



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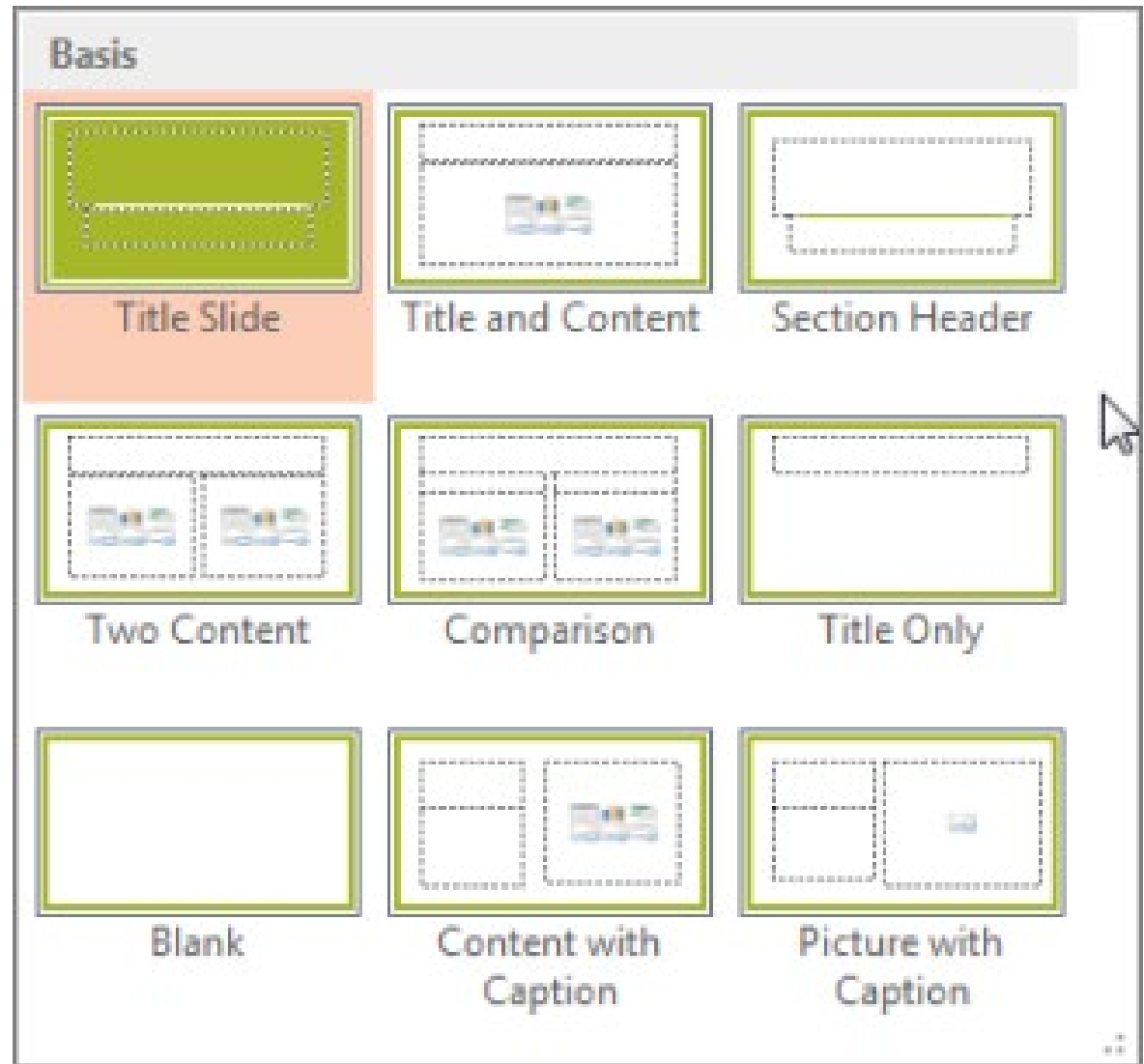
Alt text tips



- Avoid “Image of, photo of” descriptors
- Keep description simple
- Don’t describe decorative images (use empty alt tag / mark it as decorative)
- Describe text within images

Use built-in PowerPoint Slide Layouts

- Slide layouts contain formatting, positioning, and placeholder boxes for all content that appears on a slide.
 - Avoid the use of “Text Boxes” as this can change the order of your content.
- ** Slide layouts can be modified to meet your needs – find out how in an upcoming workshop!





Check your content

- Use the built-in “Accessibility Checker” in Microsoft products
- Download accessible Microsoft templates

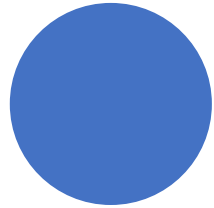
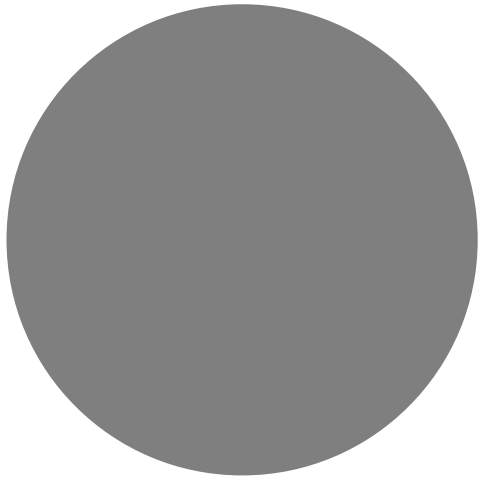
Stay Tuned – Future Workshops

Microsoft Word and PowerPoint Workshops:

- Creating Accessible MS Word Documents - A Deeper Dive - March 26th
 - Creating Accessible MS PowerPoint - A Deeper Dive - March 30th
-

PDF Workshops:

- Understanding PDF and Accessibility - April 1
- Remediating PDFs - April 6th



Questions?

