

Partners

Creating Accessible Content

Melanie Thornton
Digital Accessibility Consultant

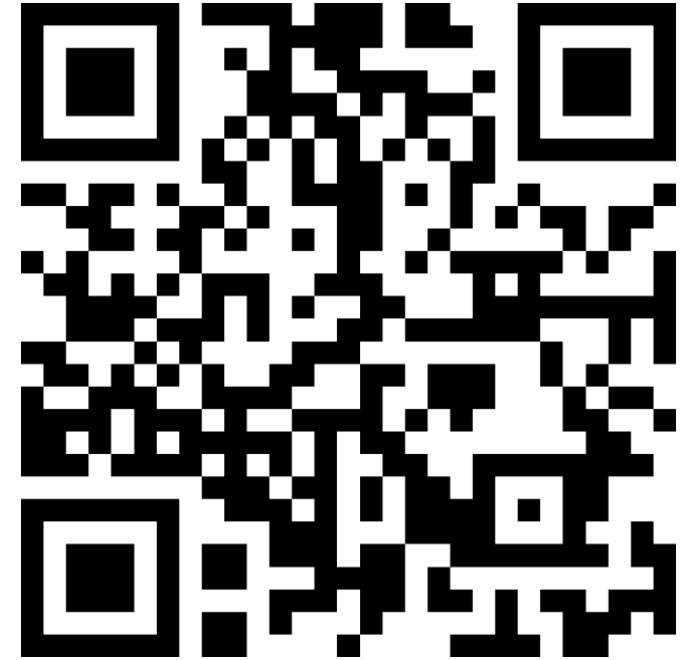


UNIVERSITY OF
ARKANSAS®

College of Education
& Health Professions

Handouts

exploreaccess.org/handouts/



Partners

Alternative Ways of Navigating

- Screen readers:
Voiceover, JAWS/Fusion, NVDA
- Magnification Software
- Braille display
- Voice recognition software
- Keyboard only navigation
- Other mouse alternatives



Partners

Common Barriers in Documents

- Images with no alt text
- Poor contrast
- Links that are not descriptive
- Lack of heading structure
- Text that is not clear or large enough



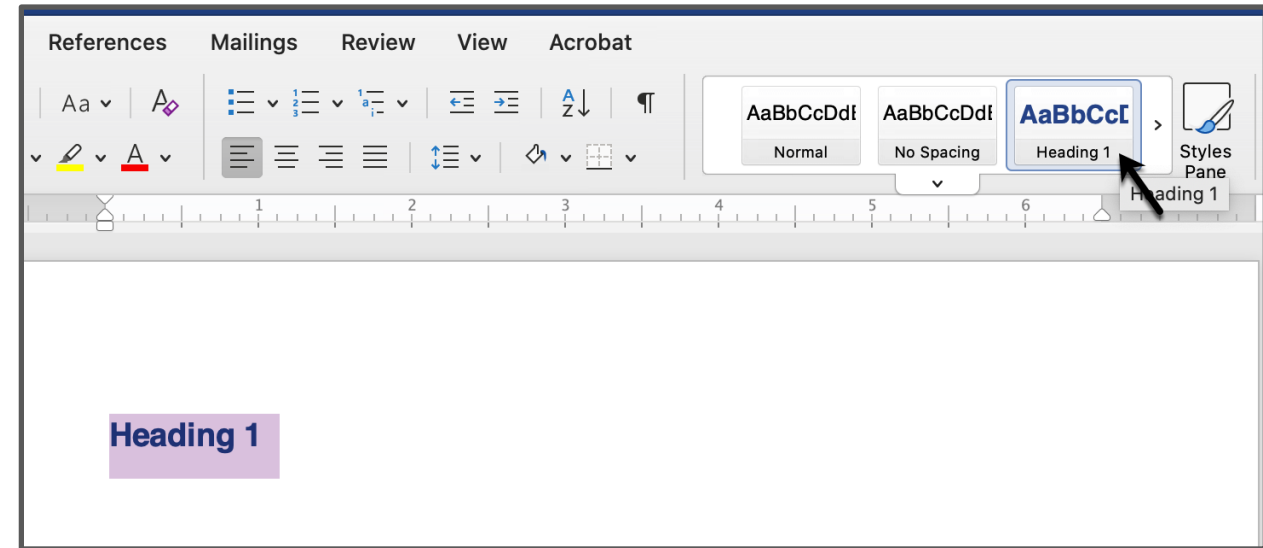
Partners

Using Headings to Provide Structure

- Headings provide structure to your document.
- Using normal text and applying styles such as larger size, different color, or bolder text does not create a true heading.
- Don't use headings when you don't need a true heading.

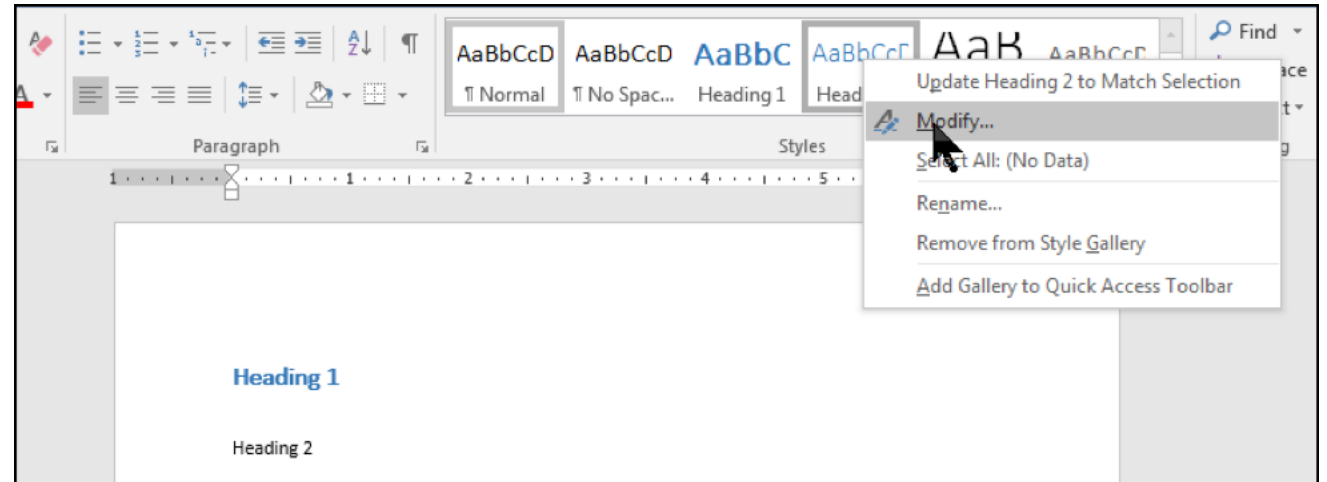
How to Add Headings

- Highlight the text
- Click on the appropriate heading
- Or use keyboard shortcuts
 - PC: Control+Alt+1
 - Mac: Command+Option+1



Modify Headings

- Modify a heading by:
 - Right clicking on the heading in the styles group and choosing modify
 - OR
 - Change the heading in your document and choosing Update Heading to Match Selection



Partners

Alt Text:

a text description of an image (or other non-text content)

Also called:

alternative text, image description

Partners

Why Use Alt Text

- Without alt text, a screen reader user will not know what an image is.
- Images often convey important information.
- The screen reader will just say “graphic”



Partners

Sample Alt Text

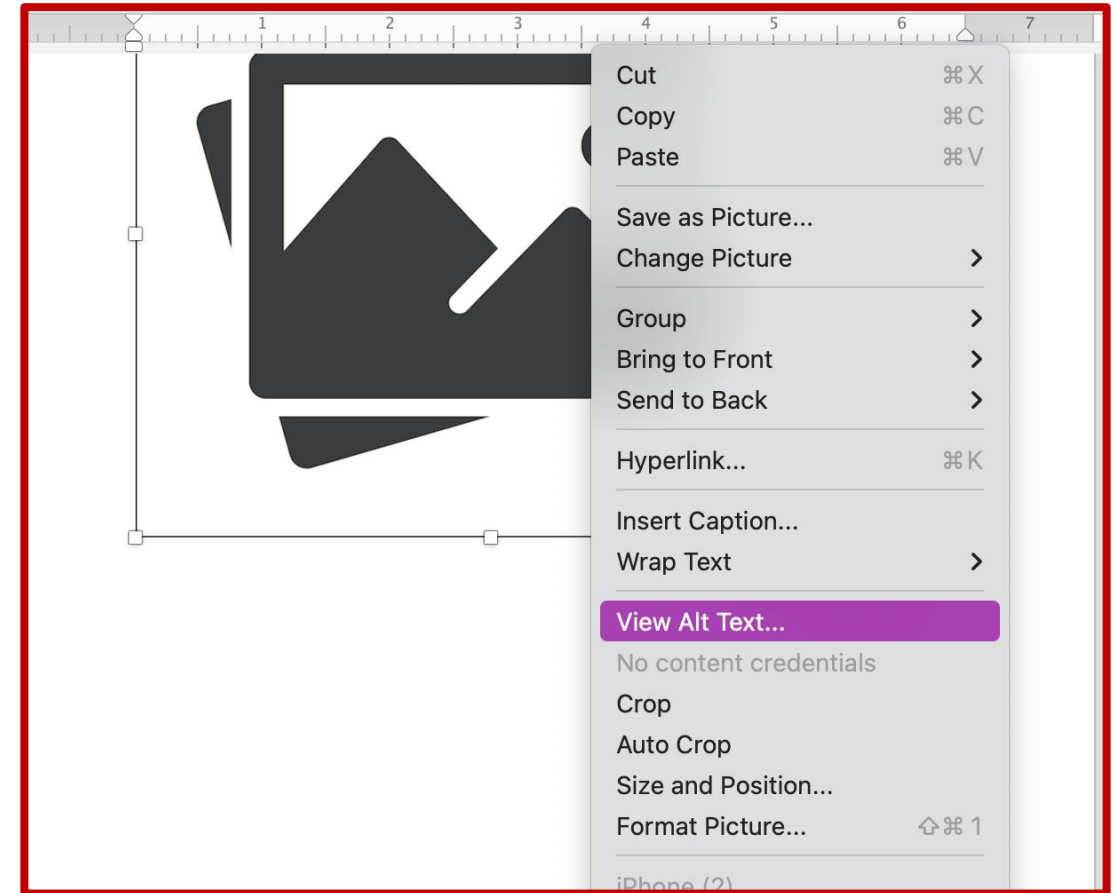
A Pomeranian wearing glasses looks down at an open book.



Partners

How to Add Alt Text

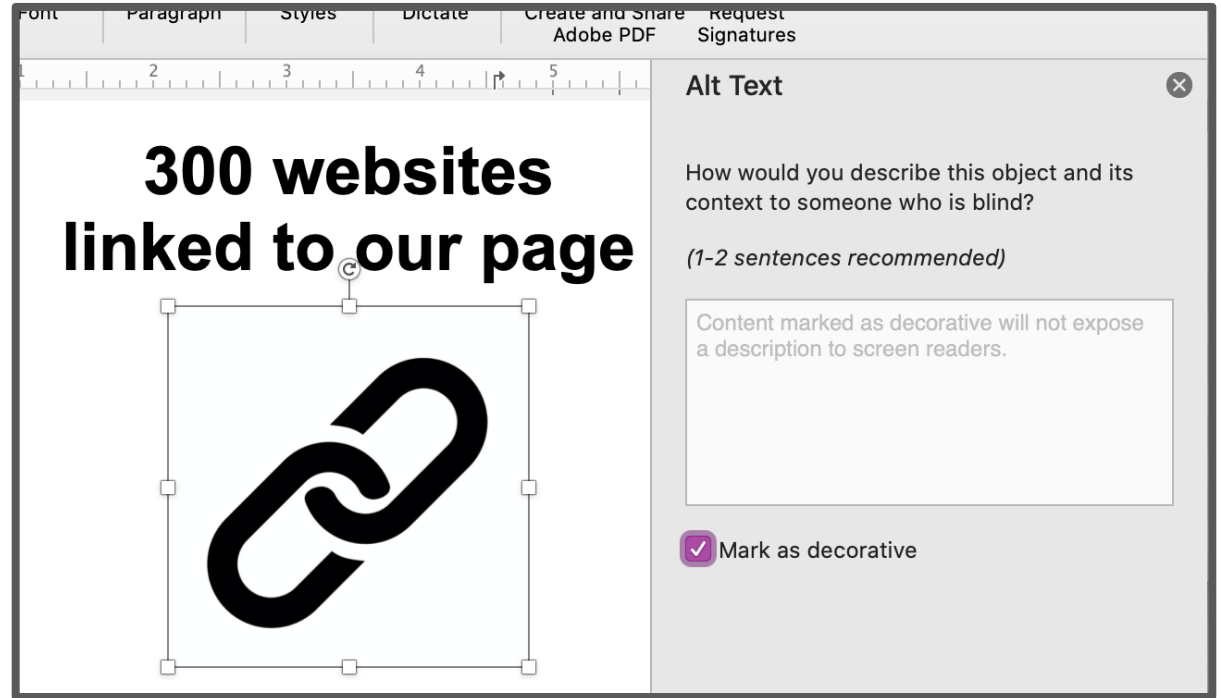
- Right click on the image
- Choose Edit Alt Text
- Write the description in the box that appears to the right of the document.
- Describe what is in the image.
- No need to say “image of” or “picture of”



Partners

Purely Decorative Image

- Images that do not add anything to the content
- Images that are redundant to the content
- Images that are visual separators



Partners

More Complex Images

- Brief alt text description with longer description within the text of the document.
- Brief alt text description of the image with a section at the end of the document for long descriptions.

Website Accessibility Assessment of All Organizational Sites

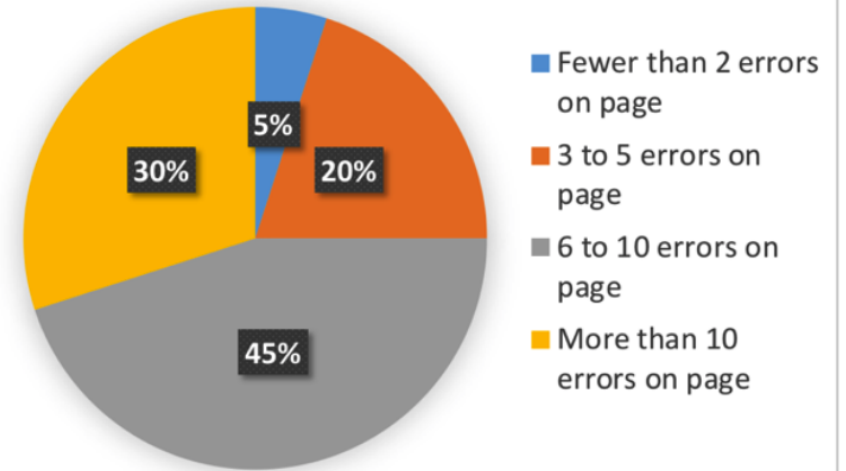
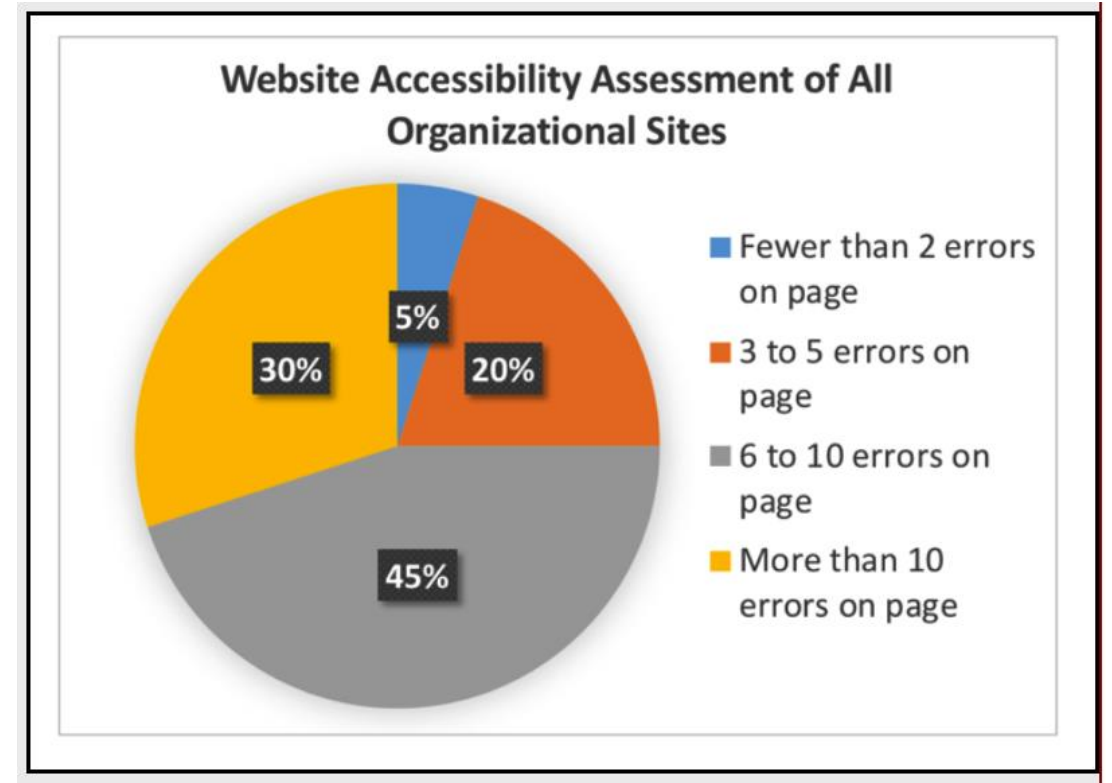


Chart 1. Website Accessibility Assessment of All Organizational Charts. Findings from the assessment indicate the following: 5% of organizational websites had fewer than 2 errors on the home page; 20% had 3 to 5 errors; 45% had 6 to 10 errors; and 30% had more than 10 errors on the home page.

Partners

Chart Sample

- 45% have 6 to 10 errors on page
- 30% have more than 10 errors on page
- 20% have 3 to 5 errors on page
- 5% have fewer than 2 errors on page.



Alt text: Pie chart title: Website Accessibility Assessment of All Organizational Sites. Data summarized on slide.

Partners

Next week is Accessibility Awareness Week!

[Click Here](#) for the schedule of events!

The keynote presenter will be Joe the Accessibility Guy... **[more](#)**

Learn more here:

<https://news.edu/articles/48227434526/accessawarenessweek>

Accessibility Awareness Week Flyer **[DOC](#)** | **[PDF](#)**

Share this video announcement on your social media channels!

<https://www.youtube.com/watch?v=20sfh2falahiflws>

Partners

Next week is Accessibility Awareness Week!

[Click Here](#)

[more](#)

<https://news.edu/articles/48227434526/accessawarenessweek>

[DOC](#) | [PDF](#)

<https://www.youtube.com/watch?v=20sfh2falahiflws>

Partners

Accessibility Awareness Week

Next week is Accessibility Awareness Week! Below you will find all of the resources you need to learn more about the week's activities and to advertise the event with others.

- [Schedule of Events](#)
- [Keynote Speaker - Joe the Accessibility Guy](#)
- [News Article: Accessibility Awareness Week at Anytown University](#)
- [Accessibility Awareness Week Flyer \(DOC\)](#)
- [Accessibility Awareness Week Flyer \(PDF\)](#)
- [Accessibility Week Announcement \(YouTube\)](#)

Partners

If Printing the Document...

- Latest Post: Creating Meaningful Links
(<https://exploreaccess.org/post-1231413413134134134/>)
- Or use a shortened URL

More Accessibility Considerations

Partners

Choosing Fonts and Font Size

- Choose fonts that are clear and easy to read
- Print in 12-point or larger.
- Have an electronic version of your document available
- Use **ALL CAPS**, **SMALL CAPS** or *italics* sparingly



Partners

Creating Accessible Data Tables

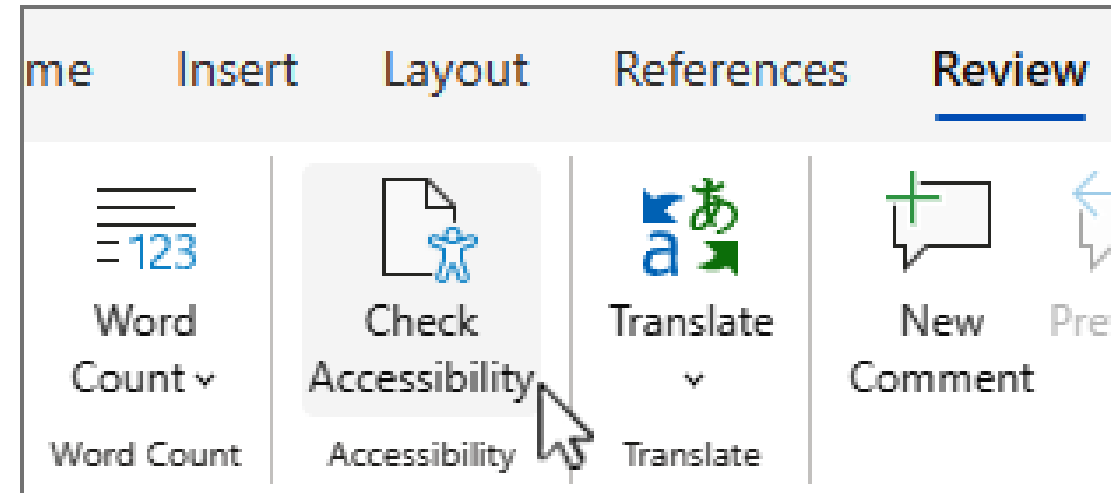
- Choose Table > Insert > Table (Not “Draw Table”)
- Highlight top row
- Right click and choose “Row” tab
- Check the box “Repeat as header row at the top of each page”
- Make sure table has same number of rows and columns

Other Things to Avoid

- Creating lists without using the bulleted or numbered list tool
- Using full justification
- Using text boxes
- Placing important information in header, footer and watermarks
- Adding multiple space by using the return key
- Presenting data in rows without using a table

Using the Accessibility Checker

- Select Review Ribbon
- Click on Accessibility Checker
- Panel opens to the right



Save as PDF

- Always “Save As” PDF instead of Printing to PDF
- If using a Mac, also choose “Best for electronic distribution and accessibility”



Partners

Suggested Resources

- [Explore Access: Creating Accessible MS Word Documents](#)
- [NCDAE Cheat Sheet: MS Word](#)
- [University of Washington: Creating Accessible Documents in Microsoft Word](#)
- [WebAIM: Microsoft Word - Creating Accessible Documents](#)
- [Screen Reader User's Experience and MS Word \(YouTube\)](#)

Partners

Contact Me

Melanie Thornton

Digital Accessibility Consultant Director,
Initiatives on Access and Justice
University of Arkansas Partners

mthornt@uark.edu



Partners