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Everyday Digital Access

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 UNIVERSITY OF ARKANSAS | ADVANCING THE FRONTIER

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Handouts

- Download at:
exploreaccess.org/handouts



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What we'll cover:

- Overview of Digital Accessibility
- Tips for digital access in:
 - Email and Discussion Posts
 - Documents
 - PowerPoint Presentations
 - Social Media
 - Videos
- Resources



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What is Digital Accessibility?

Digital accessibility involves the creation of websites, mobile applications and electronic documents that can be easily navigated and understood by a wide range of users.



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P.O.U.R.

- Perceivable
- Operable
- Understandable
- Robust

Web Access
Professionals
P.O.U.R.
their hearts out.



A11Y Matters

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Perceivable and Understandable

- Visual components are accessible.
- Audio components are accessible.
- Information is as intuitive and clearly written as possible.
- Those who use assistive technology can assess content.

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Common Barriers to Digital Access

- Videos without captions
- Videos that are only visual
- Images with no alt text
- Poor contrast
- Links that are not descriptive
- Headings are not structured properly
- Navigation requires a mouse



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Who is Excluded by Poor Design?

- People who are deaf or hard of hearing
- People who are blind or with low vision
- People who are deafblind
- People with motor-related conditions
- People with dyslexia
- People who are color-blind
- People with conditions that affect auditory or visual processing

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Check Your Website

wave.webaim.org



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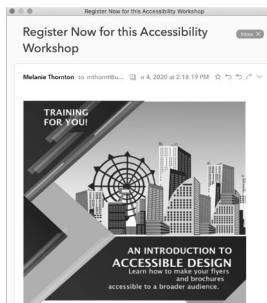
Email Messages



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1. Don't send an image as your email message

- If you must, then add alt text.
- Alt text can be added to images.
 - MS Outlook allows
 - Email campaign software
 - Other email apps
- If the email application you are using doesn't allow alt text, include the description of the image in the email.



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MS Word Documents



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2. Add alt text to images.

- 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"



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Alt Text

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

Also called:
alternative text, image description

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Sample Alt Text

A Pomeranian wearing glasses looks down at an open book.

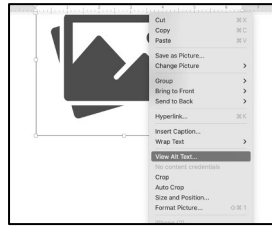


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How to Add Alt Text

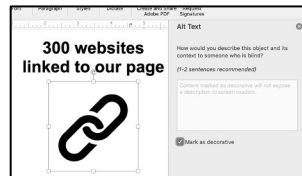
- Right click on the image
- Choose Edit Alt Text
- Write the description in the box that appears to the right of the document.
- Describe what is in the image.
- No need to say "image of" or "picture of"



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Purely Decorative Image

- If an image is purely decorative, mark as decorative
- Images that do not add anything to the content
- Images that are redundant to the content
- Images that are visual separators



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Example: Adding Alt Text



- A bird/woodpecker with black feathers, a red crest and long black beak perched on a branch
- Caption: Male pileated woodpecker



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More Complex Images

- For charts and graphs, make sure to select the outside edge when adding alt text
- Option 1: Place full description in alt text
- Option 2: Include brief description and summarize the rest of the data in the slide content



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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.

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3. Use headings properly.

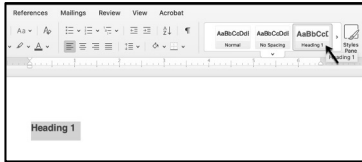
- Headings provide structure to your document.
- Most people create headings by using normal text and applying styles such as larger size, different color, or bolder text.
- While this **looks** like a heading, it does not really create a true heading.
- There are many advantages to using true headings.

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How to Add Headings

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



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4. Create meaningful links.

- Instead of: <https://exploreaccess.org/post-1231413413134134134/>
- Use this: [Latest Post: Creating Meaningful Links](#)
- Instead of this: [Click here](#) to learn about accessible documents
- Use this: Learn more about [accessible documents](#)
- Instead of this: Annual Report ([PDF](#) [DOC](#))
- Use this:
 - [Annual Report \(PDF\)](#)
 - [Annual Report \(DOC\)](#)

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Common Hyperlink Errors

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](#) | [PDE](#)

Share this video announcement on your social media channels!

<https://www.youtube.com/watch?v=20sfh2falaf1ws>

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The Screen Reader User Experience

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

Share this video announcement on your social media channels!

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A Better Option with Meaningful Links

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 \(YouTube\)](#)



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Example: Creating Hyperlink

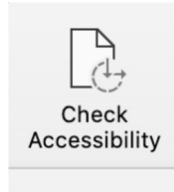
- Option 1: Type the text and then insert the hyperlink:
[Explore Access: Handouts](#)
- Option 2: Convert a hyperlink to meaningful text:
[Explore Access: Handouts](#)



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5. Run the Accessibility Checker

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



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PowerPoint

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Some Overlap with MS Word

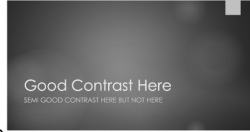
- Add alt text
- Create meaningful links
- Running the accessibility checker
- And...

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6. Make slides visually accessible

- Provide good contrast
- Avoid gradient backgrounds
- Choose sans serif fonts that are not too thin
- Font size:
 - Heading: 36 or greater
 - Body: 28 point
- Avoid putting too much text on your slide



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PDF

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7. Save Documents as PDF

- Sharing the original files in Word or PowerPoint may be best.
- Create accessible Word or PPT documents.
- Choose SAVE AS PDF (not Print to PDF).



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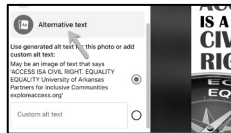
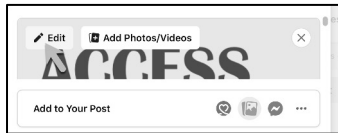
Social Media



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8. Add alt text to images social media

- Alt text can be added in Facebook, Instagram, X, Threads, BlueSky and LinkedIn.



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9. Use Camel Case for hashtags.

- Camel case refers to capitalizing the first letter of each word.
- Instead of: #accessisacivilright
- Use: #AccessIsACivilRight
- This makes it a bit easier to discern the words.



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Videos

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10. Provide Captions

- Check videos you are sharing to make sure they are captioned accurately.
- Add captions to your own videos.



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Options for Captioning Videos

- Create a transcript, upload to YouTube and allow YouTube to sync the transcript with the video.
- Upload video to YouTube and allow it to create an automatic transcript, then edit the transcript by making corrections and adding capitalization, punctuation, and identifying speakers.
- Create a transcript and use a tool that allows you to add timings. Upload the caption file to YouTube.

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Suggested Resources

- [Creating Accessible Documents](#)
- [Social Media Accessibility Toolkit](#)
- [Accessible Online Courses](#)
- [WebAIM Contrast Checker](#)



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