MAKING ACCESSIBLE CONTENT EASY AND PART OF YOUR WORK

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WHAT IS WEB ACCESSIBILITY?
Web accessibility means that people with disabilities can use the Web.

- W3C Web Accessibility Initiative (WAI)

TYPES OF DISABILITIES

- visual
- auditory
- physical/motor
- touch
- learning
WHY SHOULD YOU CARE?
DISABILITY > MINORITY*

* Based on 2010 US census percentage of total population with a disability, and the percentage of total population of minorities.
POLICY & LEGISLATION
No otherwise qualified individual with a disability shall [...] be excluded from [...] any program or activity receiving Federal financial assistance.

- Section 504

THE AMERICANS WITH DISABILITIES ACT
Disabilities Resources and Services policies
GETTING BUY-IN
Welcome to GOV.UK
The best place to find government services and information
Simpler, clearer, faster

Search GOV.UK

Services and information

Benefits
Includes tax credits, eligibility and appeals

Births, deaths, marriages and care
Parenting, civil partnerships, divorce and Lasting Power of Attorney

Business and self-employed
Tools and guidance for businesses

Citizenship and living in the UK
Voting, community participation, life in the UK, international projects

Crime, justice and the law
Legal processes, courts and the police

Disabled people
Includes carers, your rights, benefits and the Equality Act

Driving and transport
Includes car tax, MOT and driving licences

Education and learning
Includes student loans and admissions

Employing people
Includes pay, contracts and hiring

Environment and countryside
Includes flooding, recycling and wildlife

Housing and local services
Owning or renting and council services

Money and tax
Includes debt and Self Assessment

Passports, travel and living abroad
Includes renewing passports and travel advice by country

Visas and Immigration
Visas, asylum and sponsorship

Working, jobs and pensions
Includes holidays and finding a job

This website replaces Direct.gov.uk and Business Link
BENEFITS

- reflect institutional mission, leadership, and values
- serve all users
- make sound fiscal policy
- add value to the institution

BENEFITS SIMPLIFIED

- findable
- accessible
- usable
- shareable
- efficient
- collaborative
APPROACH TO ACCESSIBILITY
Accessibility often gets pigeon-holed as simply making sure there are no barriers to access for screen readers or other assistive technology, without regard to usability.

- Whitney Quesenbery @whitneyq

DESIGNING FOR ASSISTIVE TECHNOLOGY
ASSISTIVE TECHNOLOGY

- screen readers
- text-to-speech
- screen magnifiers
- joysticks
- mobile devices
- keyboards
All Technology is Assistive Technology.

- Sara Hendren @ablerism

There is no average or normal user.

- Sara Hendren @ablerism

UNIVERSAL DESIGN

Universal design is the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.

- Ron Mace

The Principles of Universal Design

1. Equitable Use
   The design is useful and marketable to people with diverse abilities.

2. Flexibility in Use
   The design accommodates a wide range of individual preferences and abilities.

3. Simple and Intuitive Use
   Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or education level.

4. Perceptible Information
   The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.

5. Tolerance for Error
   The design minimizes hazards and the adverse consequences of accidental or unintended actions.

6. Low Physical Effort
   The design can be used efficiently and comfortably and with a minimum of fatigue.

7. Size and Space for Approach and Use
   Appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility.

UNIVERSAL DESIGN SUMMARIZED

- equitable
- flexible
- simple
- intuitive
- low effort
- approachable
- usable
CONTENT GUIDELINES
GENERAL WRITING

• use consistent language
• write out acronyms the first time you use them
• be clear and concise
HEADINGS

- Header 1 (Title): Making Content Accessible
- Header 2 (Topic): Creating Documents
- Header 3 (Subtopic): Using Headers
- Header 2 (Topic): Creating Media
USING STYLES

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CHANGING STYLES
FONT FACE, SIZE, & COLOUR

- Font Face: Arial, Verdana, a Sans-Serif font
SERIF VS. SANS-SERIF FONT

FONT FACE, SIZE, & COLOUR

- Font Face: Arial, Verdana, a Sans-Serif font
- Font Size: 12pt or higher
  - Body: 12 pt
  - Header 3: 14 pt
  - Header 2: 16 pt
  - Header 1: 18 pt
  - Also bold & italic for headers
- Font Colour: black or default
# TABLES

<table>
<thead>
<tr>
<th></th>
<th>BASE (SUBSCRIPTIONS + APPROVALS)</th>
<th>OTO (FIRM ORDERS + DEMAND DRIVEN ACQUISITIONS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print books</td>
<td>$137,500.00</td>
<td>$160,000.00</td>
</tr>
<tr>
<td>Ebooks</td>
<td>$50,600.00</td>
<td>$150,000.00</td>
</tr>
<tr>
<td>Serials</td>
<td>$248,514.00</td>
<td>N/A</td>
</tr>
<tr>
<td>Databases/backfiles</td>
<td>$3,043,026.00</td>
<td>$23,000 + more to be determined as offers become available</td>
</tr>
<tr>
<td>Administrative</td>
<td>$94,000.00</td>
<td>N/A</td>
</tr>
<tr>
<td>Total</td>
<td>$3,573,640.00</td>
<td>$333,000.00</td>
</tr>
</tbody>
</table>
BASIC TABLES IN HTML

- `<table>`
- `<tr>` = table row
- `<th>` = table header
- `<td>` = table cell

```html
<table>
  <tr>
    <th>Date</th>
    <td>February 5</td>
    //more dates
  </tr>
  <tr>
    <th>Time</th>
    <td>1pm</td>
    //more times
  </tr>
  // more rows with data
</table>
```
LINKS

Click here

VS.

University of Pittsburgh
MATH

Simple Arithmetic: $2 + 3 = 5$

Complex: MathML
IMAGES

Alternative Text: alt=""
INSERTING IMAGES IN WORD

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INSERTING IMAGES IN WORDPRESS

Attachment Details

File name: christmas_fox.png
File type: image/png
Uploaded on: December 24, 2014
File size:
Dimensions: 906 × 1024

URL
https://cynng.files.wordpress.com/201

Title

Caption
Micro squishable with Christmas hat on top of Fox

Alt Text

Description

Uploaded By
Cynthia

Uploaded To
Happy Foxdays! (and Merry chibismas)

View attachment page | Edit more details | Delete Permanently

Edit Image
MrShuffleupagus. (2014). This is a picture I took of a friend’s dog, Spike, and the face he makes whenever he’s confused. http://www.4syllables.com.au/2010/12/text-alternatives-decision-tree/
Woman: You should give an example.
Man: Very well. (clears throat) This is the best example I can think of.
VIDEO WITH CAPTIONS EXAMPLE

Electrox3d. (2011). Star Wars for Blind People (Blu-ray audio track): description of a Jawa shooting R2!. [Link](http://www.youtube.com/watch?v=PCZqKxQME6o)
MORE ON AUDIO/VIDEO

- Text Alternate not needed if already explained in text.
- No autoplay
- Have controls
- Avoid flashing
RESOURCE

Penn State’s Video Captions and Audio Transcripts Guide
MEDIA SUMMARIZED

- Images: alt text
- Audio: transcript
- Video: transcript, captions, descriptive audio
CREATING DOCUMENTS
ASSESSING ACCESSIBILITY OF CONTENT
PDF ACCESSIBILITY

Exhibit 1 from the California State University, Long Beach (2014) document. This exhibit illustrates how to convert a Word document to a PDF file and then make the PDF accessible through Adobe Acrobat.

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some early game-changing wins. And to do that they’d need some of that fearlessness that she proudly advocates for with her bracelet. She would tell them, “We need to stand on our own two feet and not be afraid because we’re Zeno that we can’t go after this piece of business or that we’re not going to be taken seriously.” She talked about it as “playing ahead of the game—ahead of where we really were.” It didn’t take long for this focused determination and can-do spirit to spread.

One of Barby’s early actions was to hold a day-and-a-half leadership team meeting with her direct reports. Together they talked about such basic questions as “Who are we? What are we focusing on?” The conversations and sharing of ideas were galvanizing, and
ONLINE ASSESSMENT TOOLS

- WAVE
- Color Filter
- Vischeck
- Color Contrast Checker
- For more, W3C Web Accessibility Tools list
NEED HELP? JUST ASK
RESOURCES

- DRS’ Information for Instructors
- CIDDE's Accessibility Resources for Faculty
- Faculty Knowledge Base's Accessibility Guidelines for Blackboard
- PittOnline Top 10 Best Practices
- WebAIM Articles includes making accessible Word, PDF, PowerPoint content, and converting to PDF
ACCESSIBILITY STATEMENT

If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact both your instructor and Disability Resources and Services (DRS), 140 William Pitt Union, (412) 648-7890, drsrecep@pitt.edu, (412)228-5347 for P3 ASL users, as early as possible in the term. DRS will verify your disability and determine reasonable accommodations for this course.
EXAMPLES

- Penn State University Libraries Web Accessibility Statement
- Toronto Public Library Accessibility Policy
- University of Oxford Accessibility Statement
TAKE AWAY
The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect.

- Tim Berners-Lee @tim berners lee

THANKS!

CONTACT

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