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
AT PITT EDU

Disabilities Resources and Services policies
GETTING BUY-IN
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 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

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
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
<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: 906 × 1024

URL: https://cynng.files.wordpress.com/2011

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
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

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
CHECKING ACCESSIBILITY IN MICROSOFT OFFICE

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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 @timbernerslee

THANKS!

CONTACT

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