Basic Principles of Accessible Web Content

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Accessibility Specialist
1) Accessibility Statement

Purpose:
• Set visitor expectations

Includes:
• Technology Standards
• Known Issues
• Accessible Alternatives
• Contact Information

Reviewed by Legal Department
2) Readability

Book

What makes it readable?

- Title
- Language
- Navigation (consistent)
- Skip to main content
- Structure
  - Headings
  - Lists
- Font clarity
- Images
- Whitespace
Readability Online

Websites

Electronic Documents
## Basic Concepts of Readability Online

### Language

- Page Titles

### Skip to Main Content

### Navigation

- Consistent

### Structure

- Headings
- Lists (chunk information)
- Reading sequence

### Font

- Consistent
- Left-justified
- Magnified 200%
- Simple
- Standard
- True Text

### Images

### Whitespace
Semantic headings

Heading 1
- Normal text
- Hyperlink
- Image

Heading 2
- Normal text
- Hyperlink

Heading 3
- Normal text

Visual-only
Use Heading Styles

- Provide document structure
- Detectable by screen readers
- Useful for navigation
- Can easily be modified
- Not the same as visual changes in font size or color
- Should use “levels” sequentially
3) Alt Text

*Provide a text equivalent for every non-text element*

**Alt text:**
- Clear, concise description
- Approx. 120 characters or less
- Conveys function, purpose, or meaning

**Long Description (in addition to alt text):**
- When alt text alone isn’t enough
- Surrounding text or link to a separate, accessible document

<table>
<thead>
<tr>
<th></th>
<th>Q1</th>
<th>Q2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>2</td>
<td>N</td>
<td>Y</td>
</tr>
<tr>
<td>3</td>
<td>Y</td>
<td>Y</td>
</tr>
</tbody>
</table>
Consider Context and Function

- **1) Website Content**
  alt = “Yellow tulips blooming in the Spring”

- **2) Horticulture Class**
  alt=“Tulipa gesneriana”

- **3) Image is a Link**
  alt=“Tulip Society of America”

- **4) Image is Decoration**
  alt=“”
4) Color and Contrast

- Use a high contrast color scheme
  - Make sure background does not overpower text
- Use color schemes consistently
- Provide alternatives for color coding
Colour Contrast Analyser

Result - Luminosity

<table>
<thead>
<tr>
<th>Text</th>
<th>Foreground: #FFFFFF</th>
<th>Background: #03316C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text</td>
<td>Pass (AA)</td>
<td>The contrast ratio is: 12.7:1</td>
</tr>
<tr>
<td>Large text</td>
<td>Pass (AA)</td>
<td>Text passed at Level AA</td>
</tr>
<tr>
<td></td>
<td>Pass (AAA)</td>
<td>Large text passed at Level AA</td>
</tr>
</tbody>
</table>

Show contrast result for colour blindness

Copy results

Basic Principles of Accessible Web Content

November 9, 2017
Linda S. Gilbert
Use Color Schemes Consistently
Alternatives for Color Coding Example 1

**Color alone**

Example 1: Which is the parallelogram?
- Red
- Green
- Blue
- Don’t know

**Color plus labels**

Example 1: Which is the parallelogram?
- Red (1)
- Green (2)
- Blue (3)
- Don’t know
Technical Standards

Software Applications
- Software
- Operating Systems
- Web-based Graphics

Web based Content
- Internet and Intranet
- Self-contained
  - Closed products
  - Kiosks
  - Fax Machines
5) Hyperlinks

Link text should:

• make sense out of context
• describe the destination
• unique for each unique destination

Avoid

• Click here
• Email me
• URL text  http://www.gtllo-b59-go2376c.html
Aggregated Links - Vague

Vague

Logo
Image
WAI
WAI
WAI
Link
Link
Link
<table>
<thead>
<tr>
<th>Vague</th>
<th>Descriptive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo</td>
<td>W3C</td>
</tr>
<tr>
<td>Image</td>
<td>Web Accessibility Initiative</td>
</tr>
<tr>
<td>WAI</td>
<td>WAI Develops...</td>
</tr>
<tr>
<td>WAI</td>
<td>WAI Welcomes...</td>
</tr>
<tr>
<td>WAI</td>
<td>WAI Home</td>
</tr>
<tr>
<td>Link</td>
<td>Guidelines and Techniques</td>
</tr>
<tr>
<td>Link</td>
<td>Planning and Implementation</td>
</tr>
<tr>
<td>Link</td>
<td>Evaluation</td>
</tr>
</tbody>
</table>
6) Accessible Multimedia, Part 1

Audio-only

- Text Transcript

Video-only

- Video Description
6) Accessible Multimedia, Part 2

Audio+Video

• Closed Captions

• Text Transcript + Video Description

Accessible Media Player
# 7) Tables

<table>
<thead>
<tr>
<th>Data Tables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logical Reading Order (i.e. Linearized)</td>
</tr>
<tr>
<td>Simple vs. Nested</td>
</tr>
<tr>
<td>True Tables</td>
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</tr>
</tbody>
</table>

Makes sense when read from top to bottom and left to right
<table>
<thead>
<tr>
<th>Column Header 1</th>
<th>Column Header 2</th>
<th>Column Header 3</th>
<th>Column Header 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Row 1</td>
<td>Row 2</td>
<td>Row 3</td>
<td>Row 4</td>
</tr>
<tr>
<td>Data</td>
<td>Data</td>
<td>Data</td>
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<td>Data</td>
</tr>
</tbody>
</table>
Define Relationships
Tables Properly Coded

Caption
  • Title

Headers
  • Column Headers
  • Row Headers

Data Cells

Summary
  • Describes organization of table

True Tables
Summary

Accessibility Statement
Readability and Structure
Alt Text
Color and Contrast
Hyperlinks
Multimedia
Tables
# Perspective Videos: W3C-WAI, Part 2

<table>
<thead>
<tr>
<th>Perspectives Videos</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Keyboard Compatibility</td>
<td>Colors with Good Contrast</td>
</tr>
<tr>
<td>Clear Layout and Design</td>
<td>Text to Speech</td>
</tr>
<tr>
<td>Large Links, Buttons, and Controls</td>
<td>Video Captions</td>
</tr>
<tr>
<td>Customizable Text</td>
<td>Voice Recognition</td>
</tr>
<tr>
<td>Understandable Content</td>
<td>Notifications and Feedback</td>
</tr>
</tbody>
</table>
Questions?, Part 3