

# The Low-Hanging Fruit of Web Accessibility

*5 Easy Techniques Faculty Can Use to Ensure That Their Online  
Course Content is Available to All Students*

# The persistent myths...

- Accessibility is hard
- Accessibility takes a lot of time
- Accessibility issues can be fixed with technology

**Why should we care about  
accessibility?**

# Whys should we care about accessibility?

- It's the law!

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**Personas...**





## ANDRE

- 18 years old
- Freshman undergraduate
- Political Science (Pre-Law) major
- Takes classes on campus and online
- Blind

“I like hanging out with other students in my classes, but I also like the convenience of online courses. I use the Jaws screen reader, and I get really frustrated when I am shut out by content that Jaws can’t read.”

### Andre works best when:

- Text descriptions are provided for images
- Information is not conveyed through the use of color only
- Content is properly structured so that it can be scanned by a screen reader
- Navigational elements are in the same place on every page within a website
- Heading and link text is intuitive
- Forms and tables are structured simply and marked up properly
- Page content can be accessed without a mouse



## JENNY

- 21 years old
- Third year undergraduate
- Business Administration major
- Has difficulty with reading, linguistic, and verbal comprehension

“I prefer to take classes on campus rather than online. That way, if I have difficulty understanding an assignment or lecture, I can ask my professor for clarification. I often find online course content confusing.”

### Jenny works best when:

- Content is structured with headings and bulleted lists
- Broken into paragraphs with no more than one important idea each
- Labels are used consistently
- Page layout is simple, without distracting images and animation
- Navigational elements are in the same place on every page within a website
- Heading and link text is intuitive
- Icons are used to identify different types of content



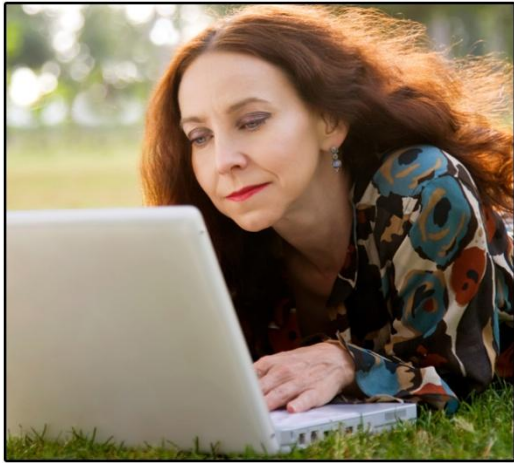
## MIKE

- 23 years old
- Third year undergraduate
- Education
- Takes courses exclusively online
- Has an injury that prevents him from using a mouse

“I prefer not to tell my professors and classmates about my physical challenges. I like online courses because I don’t like to draw attention to myself.”

### Mike works best when:

- Content is accessible without a mouse
- Navigation elements are consistent across pages
- Link text is intuitive
- Links don’t open in new browsers
- Links to PDF Word and PowerPoint files are marked.



## **SHERYL**

- 46 years old
- First Year Graduate Studies
- Psychology
- Takes classes exclusively online
- Severe hearing loss

“I prefer the online experience to the classroom because it tends to be more visually based. I let my instructors know at the beginning of every semester about my hearing loss. I get angry when online content is presented in solely audio formats.”

### **Sheryl works best when:**

- Multimedia includes synchronous captioning.
- Audio content is also transcribed.



# **Provide Alternative Content for Images**



**Remember: “alt text”**



**The most appropriate alt text communicates the *purpose* of the graphic, not its *appearance*.**

**— WebAIM.org**



**Avoid using images for text!**





**Ask yourself, *is this image really necessary?***






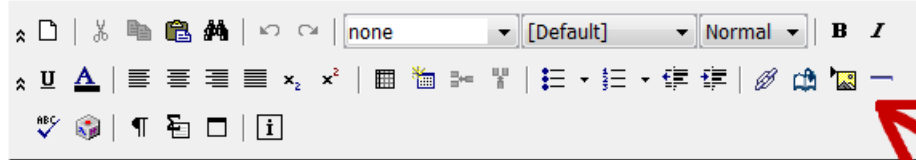
## Create Announcement

To: Content Migration - Best Practices

\*Title:

\*Message:

Disable HTML Creator



WYSIWYG Source View

edit-on® Pro by RealObjects

Insert

Add Image - Internet Explorer provided by Dell

https://learning.dcollege.net/webct/urw/lc770674873

### Insert Image

\*Insert Image

☐ File Browse or Upload

title.gif

☒ URL: Enter link to image, including the protocol (such as http:)

Display

☐ Specify Display Properties

ALT Text

Border

Width  Pixels

Height  Pixels

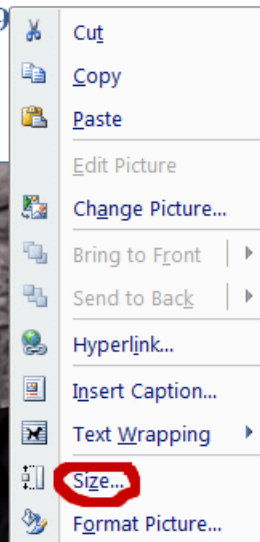
\* Required Field

Internet | Protected Mode: On

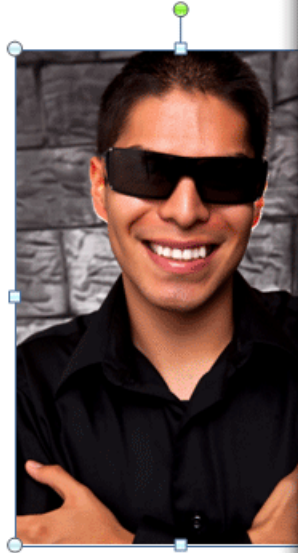




## Microsoft Word 97 Adding Alt Text to



## Microsoft Word 9 Adding Alt Text to



Size

Size Alt Text

Size and rotate

Height: 2.58" Width: 1.72"

Rotation: 0°

Scale

Height: 46% Width: 46%

☒ Lock aspect ratio

☒ Relative to original picture size

Crop from

Left: 0" Top: 0"

Right: 0" Bottom: 0"

Original size

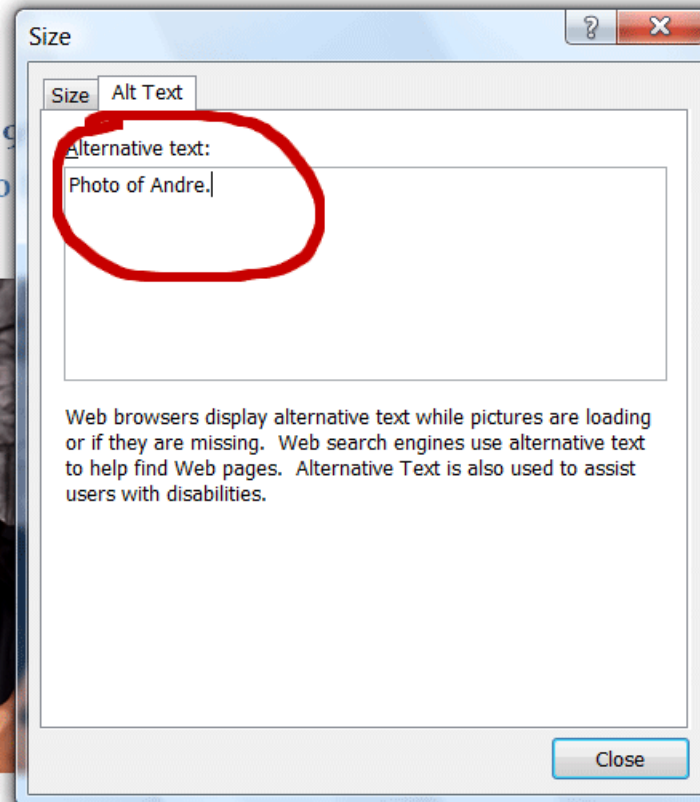
Height: 5.65" Width: 3.77"

Reset

Close



## Microsoft Word 9 Adding Alt Text to



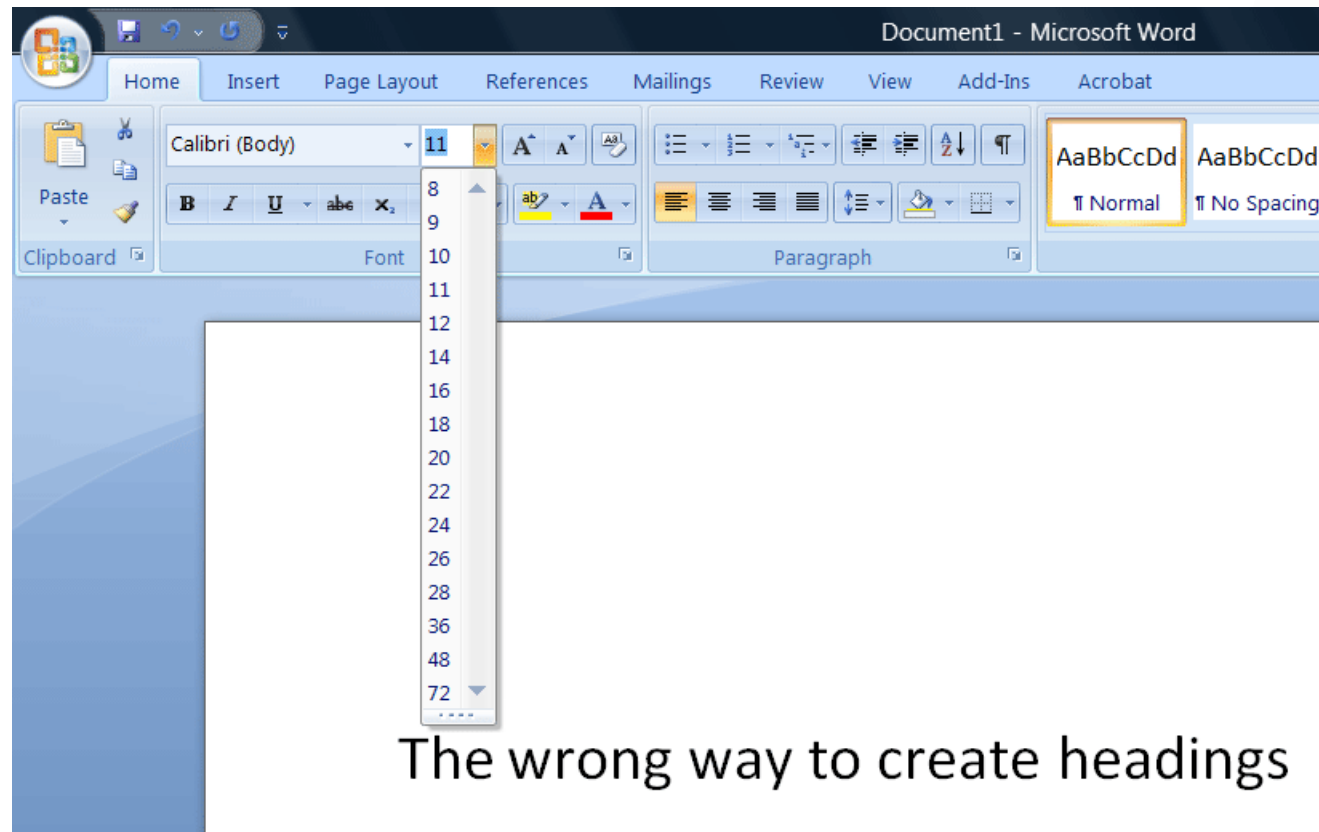


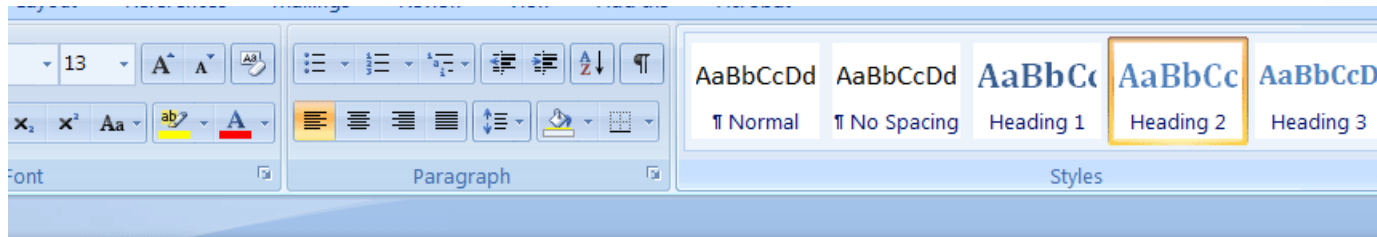
**Structure**  
**Content Properly**



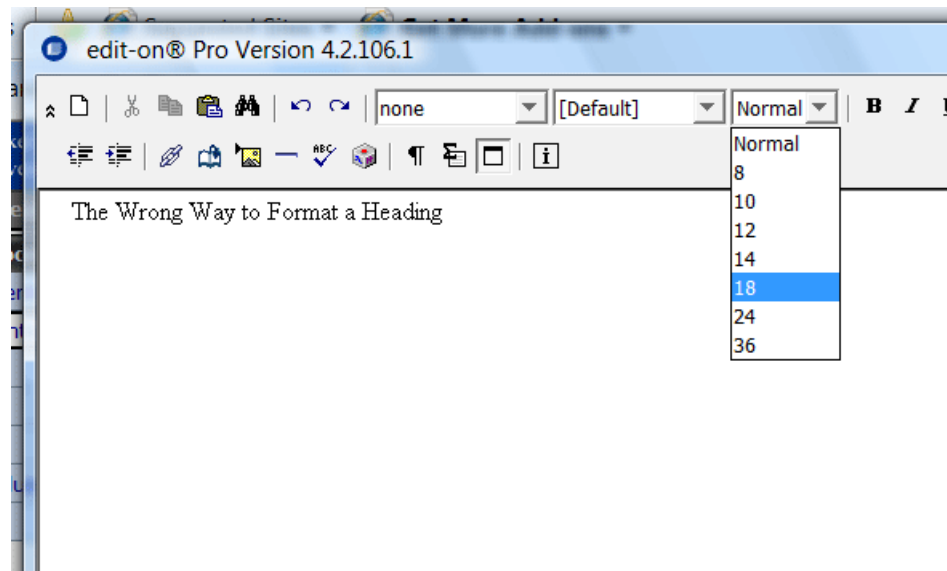
Formatting Word Docs  
correctly is huge!

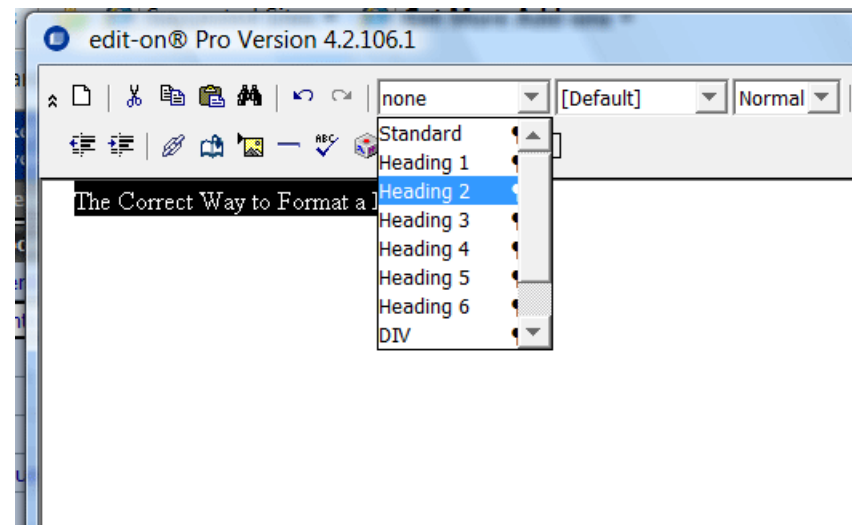






The Correct way to create headings







**Do not convey  
information solely  
through the use of  
color.**



**Do not convey  
information solely  
*through the use of  
color.***



**And while we're at it...**

- **Keep copy left justified**
- **Don't underline anything that isn't a link**
- **Avoid "font salad"**



# Convert Files into Friendlier Formats





**PowerPoint is a good  
format for  
presentations...**



**...but as Web content,  
not so much.**



**HTML is best...**



But ***NEVER*** use  
“Convert to HTML” or  
“Save as Web.”



**By the way...**



**HTML is really not that  
hard to learn. Just saying.**



# Use Consistent Design



**Use intuitive labels,  
and...**





**Label the same things  
the same way.**



**Keep navigational  
elements consistent  
across pages.**



**Icons can be helpful.**



**Try to have your  
online content  
arranged before the  
course begins.**



**Establish a  
department wide  
template.**



# Write for the Web



**Use intuitive headings.**



**No more than one  
important idea per  
paragraph.**





**Bullets are your friend.**



**Simple, declarative  
sentences are best.**



**“I” and “you” instead  
of “the instructor” and  
“the student.”**



# Identify Formats (PPT)



Click Here must die.

**Ok — where do we go from here?**

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**[WebAIM.org](http://WebAIM.org)**

**Let the conversation begin!**