1. **Electronic Communication and Web Accessibility Workshop**
   - Svetlana O'Meara – Webmaster
   - Connie Nomann – Web Content Manager
   - Telina Daniels – Coordinator, DRC
   - Clint Stoker – Center for Innovation

2. **Electronic Communication and Web Accessibility Workshop**
   - The purpose of this workshop is to raise awareness about accessibility on the web
   - This workshop is not intended as training, but will provide you with helpful resources that will enable you to create accessible web pages

3. **Electronic Communication and Web Accessibility Workshop**
   - Introduction to Web Accessibility
   - Diversity of Web Users
   - How People with Disabilities Use the Web
   - Web Accessibility Principles
     - Tips for Accessible & Effective Design
   - Electronic Communication

4. **Accessibility**
   - Accessibility is the degree to which a product, device, service, or environment is available to as many people as possible.
   - Ability to access
   - The concept often focuses on people with disabilities and their rights to access services
6 Diversity of Web Users
   - Young/High School Students
   - Users of different backgrounds
     - International Students
     - English-as-a-Second-Language users
   - Age-related impairments
   - Mobile Users
   - Users with Disabilities

7 Disability Types

8 Disability Types

9 Reading on the Web
   Eye-Tracking Studies of Reading on the Web

10 Scannable Content
   - Heading and subheadings
   - Paragraphs
   - Bullets, numbered lists
   - Bold, italic (not underlined)
   - Meaningful hyperlinks
   - Images, graphics

11 Universal Design on the Web
   - http://www.bombshell201x.com/
   - http://webaim.org/
Universal Design on the Web

- Clear
- Descriptive
- Meaningful
- Simple

Accessibility on the Web

About one fifth (20%) of the population has some kind of disability. The web offers many opportunities to people with disabilities that are unavailable through any other medium. It offers independence and freedom.

Accessibility on the Web

Reasons to create an accessible web site:

- To improve the lives of people with disabilities
- To capitalize on the wider audience or consumer base
- We are required by law to ensure our sites are accessible

Accessibility on the Web

Disability Types:

- Visual
- Hearing
- Motor
- Cognitive

http://www.slcc.edu/about/
- Neurological (photosensitive epilepsy)

### Accessibility on the Web

16  **Accessibility on the Web**

17  **Accessibility on the Web**

   The four main guiding principles of accessibility:
   - Perceivable
   - Operable
   - Understandable
   - Robust

18  **Accessibility on the Web**

   Principles of *Perceivable* Accessibility
   - Provide appropriate alternative text
   - Provide appropriate document structure
   - Provide headers for data tables
   - Caption and/or provide transcripts for media
   - Ensure adequate contrast between text and background

19  **Accessibility on the Web**

   Principles of *Operable* Accessibility
Every link should make sense if the link text is read by itself
Functionality is available from a keyboard
Users have enough time to read and use the content
Users can easily navigate, find content, and determine where they are

20 **Accessibility on the Web**
Principles of *Understandable* Accessibility
- Content appears and operates in predictable ways
- Users are helped to avoid and correct mistakes

21 **Accessibility on the Web**
Principles of *Robust* Accessibility
- Content is compatible with current and future user tools

22 **Accessibility on the Web**
Checklist
- Always provide alt image tags
- Provide closed captioning on videos
- Ensure adequate color contrast
- Provide descriptive link headings
- Use text instead of images for content
- Use headings to create hierarchy
Provide headers for data tables
Use upper and lower case

23  **Accessibility on the Web**
    Alternate Text Tags

24  **Accessibility on the Web**
    Alternative Text Tags Best Practices
    - Accurate
    - Succinct
    - Unique
    - Descriptive

25  **Accessibility on the Web**
    Closed Captioning
    - Audio portion of a video displayed as text
    - YouTube hosts video
    - Web Team provides transcript

26  **Accessibility on the Web**
    Color Contrast
    - Sufficient contrast between foreground & background
    - Dark text on light background it best
27 Accessibility on the Web
   Color Contrast

28 Accessibility on the Web
   Color Contrast

29 Accessibility on the Web
   Links
   4 reasons to avoid click here
   ❌ It’s not informative
   ❌ It’s not action-oriented
   ❌ It’s not SEO-friendly
   ❌ It is an outdated practice

30 Accessibility on the Web
   Use of text instead of images
   ❌ Screen readers cannot read the contents of an image or PDF
   ❌ Contents can’t be searched

31 Accessibility on the Web
   Use of text instead of images example

32 Accessibility on the Web
   The Web is fundamentally designed to work for all people, whatever their hardware, software, language, culture, location, or physical or mental ability. When the Web meets this goal, it is accessible to people with a diverse range of hearing, movement,
sight, and cognitive ability. Accessibility means those with disabilities can successfully interact with your web site, but accessibility benefits everyone.

33 Accessibility on the Web
The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect.

Tim Berners-Lee
W3C Director and inventor of the World Wide Web

34 Email Communication
- Attachments
- PDF Files
- Sending email
- Receiving email
- Creating a plan

35 Email Communication
- PDF files
- Documents
- Slideshows
- Pictures
- Spreadsheets

36 Email Communication
PDF Files
Accessibility in PDFs
○ Adobe Acrobat offers a tool to assist you in making your PDF accessible
○ Use the latest version of Adobe Acrobat for best results

37 Email Communication
Sending Email
○ Use text for messages
○ Use decorative graphics sparingly
○ URLs are short and descriptive
○ Make sure all attachments are accessible

38 Email Communication
Receiving Email
○ Mobile devices
○ Mac users
○ PC users
○ Screen readers

39 Email Communication
Creating a Plan
○ Evaluate your communication
  1. Does it work for you?
  2. Does it work for all of your audience?
○ How can you make it better?

40 Resources
Additional resources are available on the web. Refer to your handout for the link.

Electronic Communication and Web Accessibility Workshop

Video