



DIGITAL ACCESSIBILITY BY WECO SELF-TESTING FOR ACCESSIBILITY

WeCo Accessibility Learning Takeaway

How do I make images accessible?

While images are visual content, it's important to ensure all images are accessible to everyone. This means that images need to include those with visual and certain cognitive disabilities.

There are many strategies and rules that must be followed in order to create an accessible image.



TEXT ON A COLORFUL IMAGE BACKGROUND WITH COLOR CONTRAST ISSUES.

First, it's crucial to include alternative text, which is what screen readers read in place of images. Make sure all alternative text is both descriptive and concise. Images that are purely decorative, however, should be coded in a way that makes it hidden from assistive technology to avoid confusion. If the image is complex, such as a chart, graph, or map, then the alternative text should reference a longer description in an alternative format.

Whenever possible, avoid using images of text, as it distorts the text when magnified. It's also important to avoid text overlaid on top of an image, especially when the image is busy and creates color contrast issues.

Lastly, if you must include moving images or animations, it's important to include an option to pause the movement, as it can be distracting for users with cognitive disabilities. Better yet, pause the animation by default.

What makes links and buttons accessible?

Accurately labelled links and buttons are crucial to creating intuitive and accessible navigation for all. Link text should inform the user what the link will lead to, as vague text such as “Click here” can lead to confusion of the purpose of the link.

For the same reason, button labels must also be clear and concise so the user knows what the button will do once it is clicked.

How do I craft accessible page content?

Making your page content accessible allows users to navigate your website with ease. Inaccessible page content will make it difficult or impossible to navigate for some users, particularly users living with disabilities.

There are a few essential items to include in your accessible page content:

- An informative and descriptive page title
- Properly coded heading structure in a logical sequence
- HTML “lang” attribute to identify the page language

It's also important to write clearly and concisely. Make paragraphs left-aligned when possible, and don't make paragraphs too long or too short. Don't use overly difficult words as much as possible, and explain or define acronyms and jargon. Lastly, allow your users to adjust the text spacing without content loss.

How do I make my audio and video accessible?

In order to create accessible audio and video, it's essential to understand the difference between captions, audio descriptions, and transcripts.

Captions are text versions of audio content that is overlaid on top of the video.

Transcripts are also a text version of the audio content. However, text transcripts include all of the of the speech and meaningful sound effects together in the surrounding text, within a collapsed region that users can expand, or through a link to another page or downloadable document. Descriptive transcripts also include descriptions of what is occurring visually.

Lastly, audio description is when a narrator verbally describes what is happening visually in a video.

The following chart shows the different types of media and whether they need captions, audio description, and/or a transcript.

Media	Captions	Audio Description	Transcript
Live audio-only	Yes	N/A	Yes, text
Live video-only	N/A	Yes	Yes, text
Live video and audio	Yes	Yes	N/A
Pre-recorded audio-only	N/A	N/A	Yes, text
Pre-recorded video-only	N/A	Yes	Yes, text
Pre-recorded video and audio	Yes	Yes	Yes, descriptive

Self-Testing for Accessibility Complete Checklist

The following checklist is a compilation of basic tips for you to follow to self-test your websites and digital products for accessibility.

Images

- Images include an alt attribute in the code with descriptive and concise alternative text.
- Decorative images are marked as such with an empty alt attribute (alt=""), or they are implemented as CSS backgrounds.
- Complex images, such as charts or maps, include an alternative format to view an in-depth text description of the information displayed visually.
- If there are any images of text that are unable to be displayed using HTML and CSS, the images are the highest resolution possible and include alternative text with the text the images include visually.
- If text overlaid on top of an image must be present, there are no color contrast failures, and the image isn't too busy. Check for color contrast errors at <https://www.brandwood.com/a11y/>.
- Any moving images or animations are set to "paused" as default, or at the very least include an option to stop the movement.

Links and Buttons

- All link text indicates the purpose of the link.
- All button labels are clear and concise. The purpose of the button is clear from the label alone.

- Any visible text button labels are the same as its corresponding programmatic label.

Page Content

- The <title> element in the <head> section of your HTML document includes an informative and descriptive page title.
- All headings are coded properly and in a logical sequence (h1, h2, h3, etc).
- All paragraphs are a reasonable length, and sentences are around 50-75 characters.
- Paragraphs are left-aligned when possible.
- Page language is identified using the HTML "lang" attribute.
- The written content is simple and understandable.
- Acronyms and jargon included in text are defined.
- The default line and text spacing can be overridden without loss of content or functionality.

Audio and Video

- Captions are present and synchronized with all videos and don't include any spelling or grammar mistakes. They have sufficient contrast against the content of the video.
- Audio description is synced correctly with videos and describes everything happening visually.
- Text transcripts include all dialogue and sound effects. Descriptive transcripts also include descriptions of all visuals.