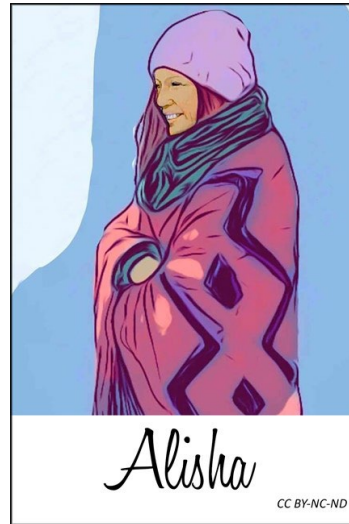
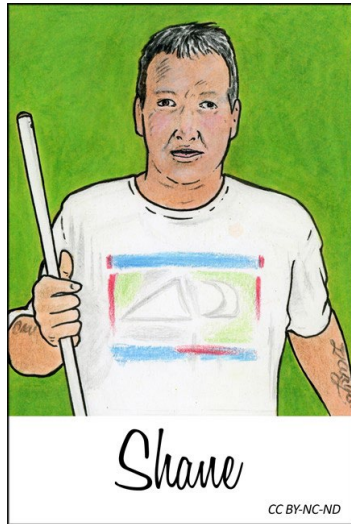


Creating Accessible Content

7 Design Decisions You Can Always Make



*This presentation has been released under a [CC-BY-SA license](#).
This presentation has been formatted to meet [WCAG 2.1 accessibility standards](#)*

Territorial Acknowledgement

Camosun College is located on the territories of the Ləkʷəŋən (Songhees and Kosapsum) and W̱SÁNEĆ (Pauquachin, Tsartlip, Tsawout, Tseycum) peoples.



Kwetlal flower (*Camas*)
[Sue Doner, CC-0]

Workshop Goals

Participants will:

- understand the connection between Web Content Accessibility Guidelines (WCAG 2.1) and creating accessible digital content.
- begin to apply their understanding of WCAG 2.1 standards to create and select accessible digital content.

Workshop Outline

Questions are welcome any time!

1. Introductions & goals
2. What is “accessible content”?
3. Who is accessible content for?
4. 7+ design choices you can always make to create accessible content
5. Test your files: Accessibility Checkers
6. Applied-learning opportunities & Supporting Resources



Introductions & Goals

According to your comfort, please share with us:

- Your name, territory(ies) you are joining from
- Where you are located at the college
- What are your goals here today?



What is *accessible content?*

And how does it impact academic accommodations?



Technical Accessibility Standards

Accessible digital content meets international standards defined by

[WCAG 2.1 \(Web Content Accessibility Guidelines\)](#)

Guiding design question:

Can anyone access & comprehend this content, when & how they need to?

Digital content must be:

1. *Perceivable.*
2. *Operable*
3. *Understandable*
4. *Robust*



Image retrieved from uncredited blog post



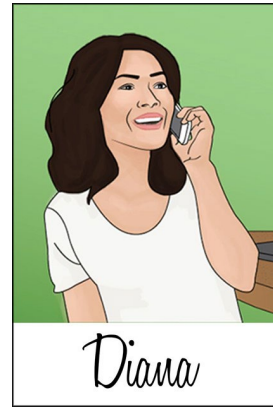
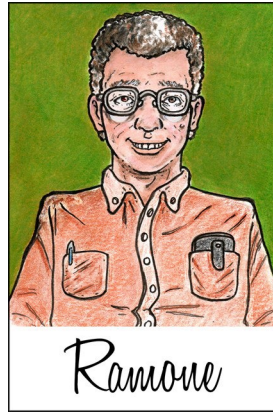
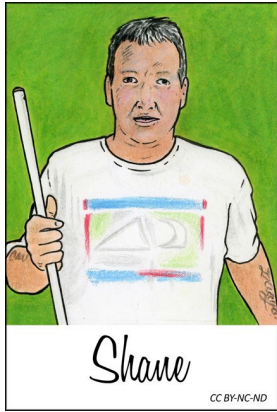
Why make content accessible?

Who is it for?

Some students:

1. print materials and study offline.
2. use assistive technology to read course materials.
3. need text-based alternatives to audio and video.
4. speak English as an additional language.
5. use mobile devices to access course content.
6. have unreliable access to the Internet.

Who Needs Accessible Content?



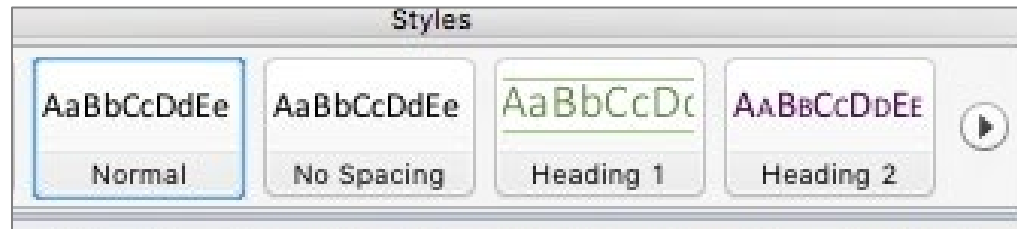
7+ Design Decisions You Can Make

1. Document structure (headings & bullets)
2. Described links
3. Thoughtful use of colour
4. Alternative text for meaningful images
5. Simple tables for data
6. Blank (*uncluttered*) space
7. Accurate captioning for videos

(+ Course resources: *make good procurement choices*)

#1 | STRUCTURE (Headings & Bullets)

Use **Styles** to format hierarchical document structure



Use **formatted bullets** to create lists





#2 | DESCRIBE LINKS

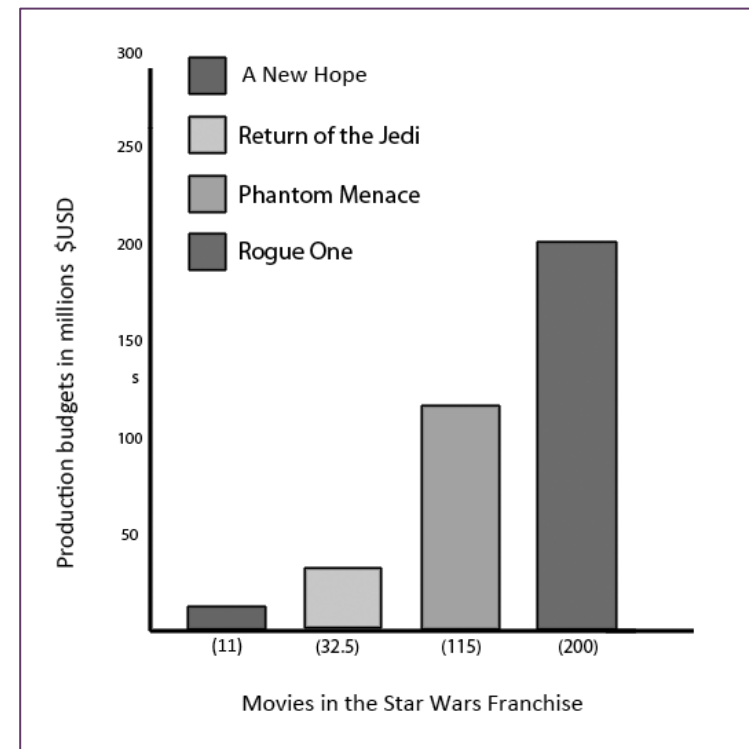
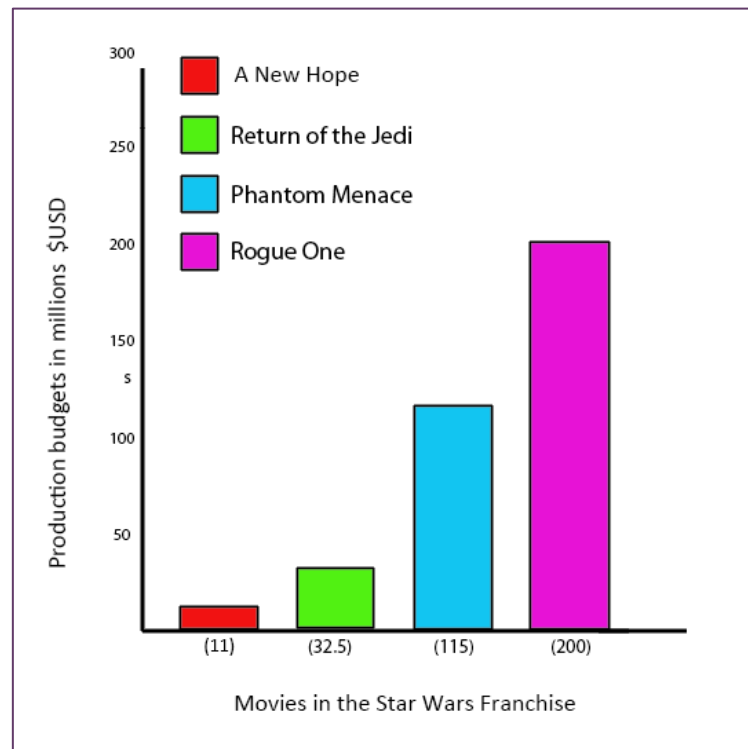
Links should be meaningful and provide context. (e.g.)

- 1) Click [here](#) for the best fan theories about The Big Lebowski according to Reddit
- 2) Here's a collection of the best fan theories about The Big Lebowski, according to Reddit: <https://screenrant.com/best-reddit-fan-theories-about-the-big-lebowski/>
- 3) [10 Best Fan Theories About The Big Lebowski, According to Reddit](#)

#3 | COLOUR & CONTENT

DON'T rely on colour alone.

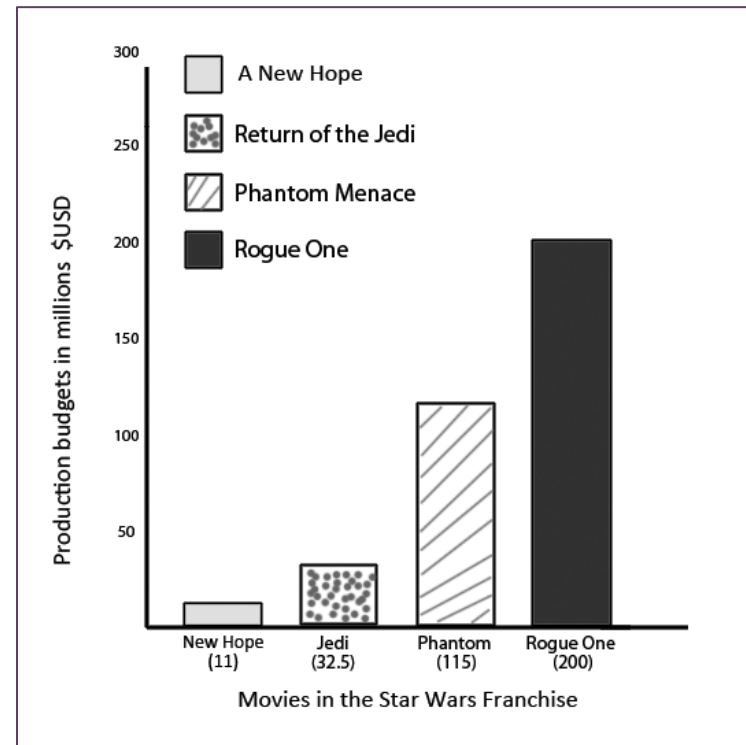
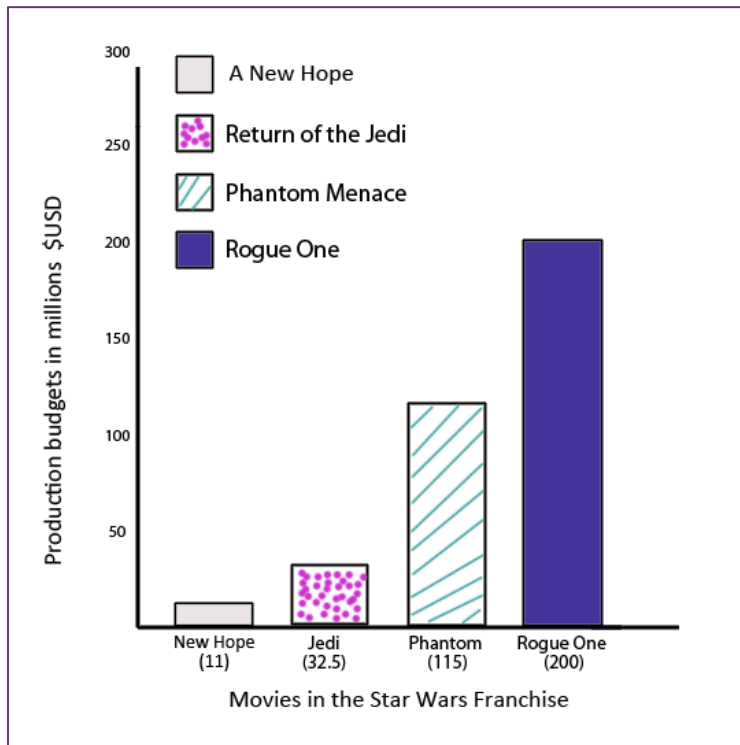
Information is lost in greyscale



COLOUR (*continued*)

Use high-contrast colour; labels

Information retained in greyscale



#4 | DESCRIBE IMAGES

Does your image *add context* or is it *purely decorative*?

Is your image *simple* or *complex*?

(Do you need more than 1-2 sentences to describe it?)



"Abide". Bill Green



#5 | DATA TABLES

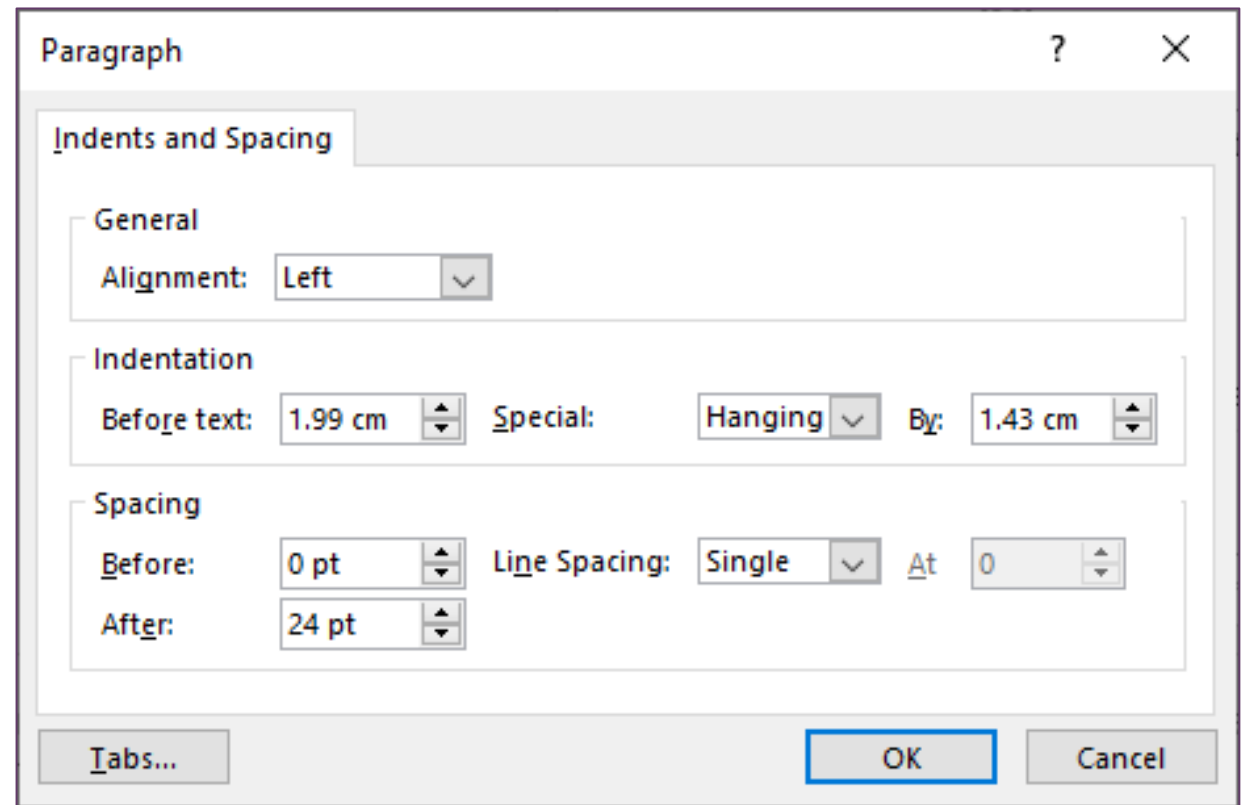
Use Tables for data, not for layout!

- Header rows/columns
- NO merged cells
- NO split cells
- NO nested tables
- ALT text description &/or caption

COLUMN 1 HEADING	COLUMN 2 HEADING	COLUMN 3 HEADING
Data 1-1 (column 1, row 1)	Data 2-1	Data 3-1
Data 1-2	Data 2-2	Data 3-2
Data 1-3	Data 2-3	Data 3-3

#6 | SPACE ON THE PAGE

- Don't cram too much content on a page.
- Avoid margin notes.
- Use settings to format paragraph spacing



#7 | CLOSED-CAPTIONING

Consider these examples

- 1) [All Coen Brothers movies \(1984-2018\)](#) (no captions)
- 2) [Top 10 Coen Brothers Movies](#) (auto captions)
- 3) [The Ultimate Ranking of Every Coen Brothers Movie Ever Made](#) (edited captions)

Consider these students



Steven



Miriam



#8 (*bonus*) | SELECTING RESOURCES

- 1) Can your readings be [accessed in multiple formats](#)?
- 2) Do you know if those e-textbooks and [externally-hosted web resources are accessible](#)?
- 3) How much do you know about those PDFs? [Are they photocopy-scans](#)?
- 4) Are materials written in [plain language with terms, jargon and acronyms clearly defined](#)?



REVIEW | Design Decisions You Can Always Make

1. Document structure (headings & bullets)
2. Described links
3. Thoughtful use of colour
4. Alternative text for meaningful images
5. Simple tables for data
6. Blank (*uncluttered*) space
7. Accurate captioning for videos
8. *Course readings & resources: make good choices*

TEST YOUR FILES



Accessibility Checkers



Test the Accessibility of your Files

Tool	Location	File Types Tested
Accessibility Checker	MS Office	Word, PowerPoint
Ally	D2L Brightspace CONTENT	Word, PowerPoint, HTML, PDF
ReadSpeaker docReader	D2L Brightspace CONTENT	Word, PowerPoint, PDF
ReadSpeaker webReader	D2L Brightspace CONTENT, QUIZZES, etc	HTML
WebAIM's WAVE	https://wave.webaim.org/	HTML
PDF Accessibility Checker	Adobe	PDF
Check Accessibility 	D2L Brightspace CONTENT	HTML



Reflection Moment

According to your comfort, please share with us:

- Did you get the answer/information you needed today?
- Do you have some ideas about what you will do next?
- Would you like to follow-up at a later date to look at files you're working on?



Applied-Learning Opportunities

Begin to apply WCAG 2.1 to your design decisions



Supporting Resources

1. [Tutorials for Making your Digital Content more Accessible](#). eLearning, Camosun
2. [BC Open Textbook Accessibility Toolkit](#)
3. [UDL for Camosun: *Inclusion is not a checklist*](#) + [Student Persona Resources & Activities](#).
4. Microsoft Office “**Accessibility Checker**”
5. “**Accessibility Check Points Guides**” (x4)
(1) Images, (2) Word documents, (3) Video, (4) Audio.
6. [WebAIM Color Contrast Checker](#)
7. [WAVE Web Accessibility Evaluation Tool](#). By WebAIM.
8. [National Center on Universal Design for Learning](#)