Digital Accessibility Essentials

Participant Resources
University IT Accessibility Policy

- Approved 2011, rev. 2019
- Applies to all technology used in support of UI functions
- Housed in IT Security policy site

https://itsecurity.uiowa.edu/itaccessibility
Regents IT Accessibility Policy Requirements

• Guidelines for the procurement, design and development, management, and use of accessible electronic and information technologies

• Establishment of technical standards for accessible on-site and online learning and work environments

• Accessible web sites (e.g., Web Content Accessibility Guidelines)

• Accessible document and media types

• Campus awareness programs and support services
Accessibility Standards and Recommendations

- Web Content Accessibility Guidelines, Version 2.1 (WCAG)
- Section 508 of the Rehabilitation Act of 1973
- Authoring Tool Accessibility Guidelines (ATAG)
- Guidance from DoJ and OCR outcomes
IT Accessibility Group

- Located in Information Security and Policy Office
- Day to day support for IT Accessibility policy and practice
- Maintains technical standards for accessible technology
- Leads IT Accessibility Technical Standards Committee
- Provides a variety of accessibility services
IT Accessibility Services

Training
- Document/web development
- Media captioning and management
- Inclusive trainings and presentations
- DIY accessibility testing

Consultation
- Accessibility strategy
- Technology Review for purchasing
- Vendor engagement

Assessment
- Web and application accessibility testing
- Enterprise reporting
- Capacity and maturity assessment
Campus Partners in IT Accessibility

- Student Disability Services
- Faculty/Staff Disability Services
- Office of the ADA Coordinator
- Division of Diversity, Equity, and Inclusion
- UI General Counsel
- Center for Disabilities and Development
- Council on Disability Awareness
- Information Technology Services
Accessibility Resources

IT Accessibility Policy
https://itsecurity.uiowa.edu/itaccessibility

IT Accessibility Guides
https://itaccessibility.uiowa.edu/guides

Technology Review Process
https://its.uiowa.edu/campus-software-program/technology-reviews

Accessibility Resources for Faculty
https://itaccessibility.uiowa.edu/faculty

Schedule an Accessibility Consultation
https://itaccessibility.uiowa.edu/consultation
Headings: Dos and Don’ts

Do:
• Use real, machine-readable text for page content
• Use headings to introduce topics and sections in a document
• Nest headings properly by levels (e.g. H1, H2, H3)
• Use headings with approved styles to provide consistent formatting

Don’t:
• Use images of text only for important information
• Use heavily formatted text to introduce topics and sections
• Skip heading levels for appearance (e.g. H2-H4)
• Use headings to provide emphasis, style, or format for stand-alone elements (e.g., links)
ALT Text: Dos and Don’ts

Do:
• Include descriptive ALT text for images that convey information
• For images like wordmarks or buttons, use the image text or message for ALT text
• Provide links to long descriptions for complex images
• Use empty ALT or presentation role for decorative images

Don’t:
• Use file names, extensions, or paths as ALT text
• Use “Link to…”, “Image of”, “Button”, or similar constructions for ALT text
• Exceed 140 characters in an ALT attribute
• Use background images to convey important information
Color: Dos & Don’ts

Do:
• Use color consistently throughout your site
• Include color as a means of differentiating between objects
• Use textures, shapes, text, and other properties in addition to color

Don’t:
• Mix and match too many colors in a single page or site
• Use color as the only means of distinguishing objects
Hyperlinks: Dos and Don’ts

Do:
• Use meaningful, relevant text for all links
• Use consistent text for links to the same resource
• Use ALT text for images that are used as links
• Use links to allow users to move from one place to the next

Don’t:
• Use generic text (More, Click Here) for link text
• Use links as buttons to activate or control interface elements
• Use background images, scripting, or CSS to create links
• Open links in a new window unless necessary
Accessible Tables: Dos and Don’ts

**Do:**
- Use tables to present data and tabular information
- Use header and data cells to establish table structure
- Use SCOPE to associate headers with columns and rows
- Provide meaningful caption and summary

**Don’t:**
- Use tables for layout or positioning
- Create table rows for labeling and information
- Use header cells for formatting or style
- Span (merge) cells unless absolutely necessary
Microsoft Word Accessibility

- Headings, sections, pagination, table of contents
- Alternate text for images and non-text content
- Best practices for data tables and lists
- Color for identification and contrast
- Meaningful, descriptive link text
- Columns, not text wrap, for position and layout
- Prepare Word document for export to PDF
PowerPoint Accessibility

- Slide master: layout, placeholders, designs
- Content reading order
- Alternate text for images and non-text content
- Best practices for data tables and lists
- Color for identification and contrast
- Meaningful, descriptive link text
- Export to PDF
PDF Accessibility

- Exported from accessible source documents
- Machine-readable text: NOT scanned or image-only
- Logical reading order
- Semantic and structural tags (e.g., lists, tables, etc.)
- Navigability: appropriately nested headings, bookmarks
- ALT text for images
- Sufficient color contrast
- Document properties and security
Microsoft Word Accessibility Checker

![Accessibility Checker](image)

**Inspection Results**

- **Errors**
  - Missing alternative text (9)
  - Image or object not inline (67)

- **Warnings**
  - Check reading order (16)
  - Hard-to-read text contrast
  - Campus-wide Paradigm Shift from “Diversity”

**Additional Information**

**Why Fix?**

Text becomes difficult to read when its color is too similar to the color behind it. Increasing contrast makes text easier to read, especially when viewing documents in bright light.

**Steps To Fix**

Increase contrast by changing the color of the font (Home tab) or by changing the

[Read more about making documents accessible](link)
PowerPoint Accessibility Checker

Accessibility Checker

Inspection Results

Errors
- Missing alternative text
  - Picture Placeholder 8 (Slide 6)
  - Content Placeholder 8 (Slide 7)
- Table has no header row
  - Content Placeholder 3 (Slide 11)
- Missing slide title
  - Slide 6

Additional Information

Why Fix?
Alternative text for images and other objects is very important for people who can't see the screen. Screen readers read alternative text aloud, so it's the only information many have about the image. Good alternative text helps them understand the image.

Steps To Fix
Read more about making documents accessible
Acrobat Accessibility Checker
Colour Contrast Analyser

• Calculates contrast ratio
• Reports results for WCAG success criteria
• Enables color previews
• Onboard color blindness simulator
• https://www.paciellogroup.com/
Canvas Accessibility

- Headings and reading order
- Images and ALT text
- Descriptive hyperlinks
- Color and contrast
- Digital media
- Data tables
- Timed activities
- External/non-Canvas content
Accessibility Checkers in ICON/Canvas