

Creating Accessible Content



Listening to the Webinar

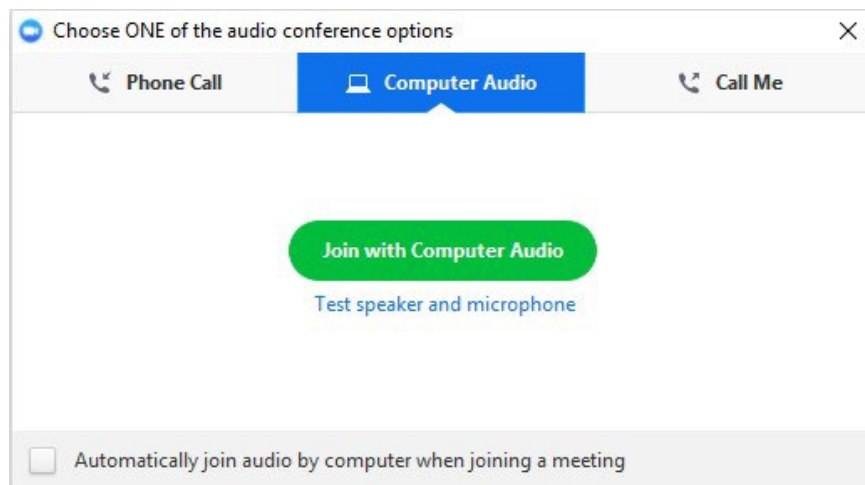
The audio for today's meeting can be accessed using Computer Audio or by calling in by phone. If you select Computer Audio, please make sure your speakers are turned on or your headphones are plugged in.

If you do not have sound capabilities on your computer or prefer to listen by phone, dial:

1-301-715-8592

Meeting Code:

852 0538 8640



Submitting Questions

Please use the chat box to submit any questions you have during the webinar, and we will direct them accordingly.

If your question is not answered during the webinar, or you are listening by phone and not logged in, you may email ajones@ndi-inc.org.

Technical Assistance

If you experience any technical difficulties during the webinar, please use the chat box to send a message to the NDI Host or email ajones@ndi-inc.org.

Please note: This webinar is being recorded and the materials will be placed on the [Disability Small Business website](#) on the [Past Events](#) page within 1-2 weeks.

Future Sessions

Register for Upcoming Sessions

- [Session 9: Social Media and Accessibility](#) - December 7th 2-3pm EST
- [Session 10: Creating Accessible PDF's](#) – December 14th 2-3pm EST
- [Session 11: The Integrated Resource Team Approach](#) – December 21st, 2-3pm EST

All sessions will be recorded and available here within a week of the completion of the session: [Disability Small Business Past Events](#)

Digital accessibility refers to the inclusive practice of removing barriers that prevent interaction with, or access to websites, digital tools and technologies, by people with disabilities.

Web accessibility means that websites, tools, and technologies are designed and developed so that people with disabilities can use them. More specifically, people can:

- perceive, understand, navigate, and interact with the Web
- contribute to the Web

What We Will Cover Today:

- Overview of Accessibility
 - Accessibility & WCAG fundamentals
 - Accessibility Barriers for PWD
 - Assistive Technology
- Creating Accessibility Content
 - Clear and Plain Language
 - Alternative Text
 - Color and Contrast
 - Headings
 - Captioning - Descriptions in media
 - Typography & Fonts
 - Keyboard controls & focus states
 - Navigation
 - Word and Data Tables
 - Lists & Links
 - Moving, Flashing, Blinking Content
- Accessibility Checks
 - Internal accessibility checks
 - Accessibility Checkers
 - Steps for Accessibility Checks
- UI/UX
- Printed Media
 - Basic Printed Requirement
 - Representative Illustration
 - Inclusive Language
- Q&A

Accessibility

Digital accessibility refers to the inclusive practice of removing barriers that prevent interaction with, or access to websites, digital tools and technologies, by people with disabilities.

Web accessibility means that websites, tools, and techniques are designed and developed so that people with disabilities can use them.

First let's review the definition of Digital and Website Accessibility:

- Digital accessibility refers to the inclusive practice of removing barriers that prevent interaction with, or access to websites, digital tools and technologies (including video, audio, electronic documents, animations, kiosks, and mobile apps., by people with disabilities.
- **Web accessibility** means that websites, tools, and techniques are designed and developed so that people with disabilities can use them. It is the practice of making your content usable by as many people as possible.
- **PWD should be able to:** perceive, understand, navigate, and interact with the Web and contribute to the Web.”



According to the ADA, accessible websites do not require people to see, hear, or use a standard mouse in order to access the information and services provided.

That means that no matter what type of computer or handheld device I am using, I should be able to access the same information without encountering any barriers.

In 2018, the DOJ clarified that websites are considered places of public accommodations and should therefore comply with the Title III of the ADA.

On March 18, 2022, the Department of Justice (“DOJ” or “Department”) published [guidance](#) on web accessibility and the Americans with Disabilities Act (“ADA”).

The guidance reiterates the Department’s stance on website accessibility, which states: “the Department has consistently taken the position that the ADA’s requirements apply to all the goods, services, privileges, or activities offered by public accommodations, including those offered on the web.”

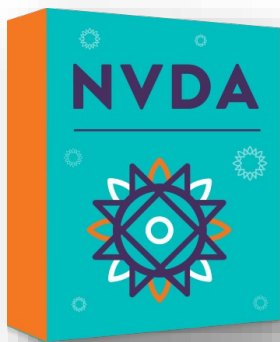
Before the content can be made public, it should be accessible per Title III of the ADA & Section 508.

Assistive Technology (AT)

Any item, piece of equipment, or product system that is used to increase, maintain or improve the functional capabilities of individuals with disabilities.

Examples:

- Screen Readers – interpret and present content in an application, operating system, or web page to the user as speech, sounds or refreshable braille. (JAWs, NVDA, Voice Over built into Mac computers, etc.)
- Screen magnification software – enlarges the contents of the screen allowing users with low vision to read and view contents with more detail (1.2x to 16x)



Screen readers and screen magnifiers are the most common types of AT used by persons who are blind or visually impaired. Zoomtext or MAGIC

- Adaptive keyboard
- Braille keyboard



So, people who are visually impaired, blind or dyslexic may use Computer software and hardware, such as screen readers like JAWs; people with mobility and sensory impairments may use screen enlargement/magnification software such as

ZOOMText or MAGIc; an adaptive keyboard; that is a commercial keyboard modified to allow a user access to their computer system it can include: bright colored keyboard, easy-to-read labels, QWERTY or ABC layouts, and customized overlays; and a Braille keyboard.



Therefore, Assistive technology helps people who have difficulty speaking, typing, writing, remembering, pointing, seeing, hearing, learning, walking, as different abilities require different assistance

Accessibility Barriers



Auditory disabilities

- Audio content, such as videos with voices and sounds, without captions or transcripts.
- Media players that do not display captions nor volume controls.
- Web-based services, including web applications, that rely on interaction using voice only.

Visual disabilities

- Images, controls, and other structural elements that do not have alternative text.
- Text, images, and page layouts that cannot be resized, or that lose information when resized.
- Text and images with insufficient contrast between foreground and background color combinations.

Speech disabilities

- Web-based services, including web applications, that rely on interaction using voice only.
- Websites that offer phone numbers as the only way to communicate with the organizations.

Cognitive disabilities

- Complex navigation mechanisms and page layouts that are difficult to understand and use.
- Complex sentences that are difficult to read and unusual words that are difficult to understand. Technical speech where simplified text can be.
- Moving, blinking, or flickering content, and background audio that cannot be turned off.

Physical disabilities

- Websites, web browsers, and authoring tools that do not provide full keyboard support.
- Insufficient time limits to respond or to complete tasks, such as to fill out online forms.

Creating Accessible Content



Accessibility

WCAG documents explain how to make web content more accessible to people with disabilities.

WCAG is detailed list of guidelines that define what can be considered accessible.

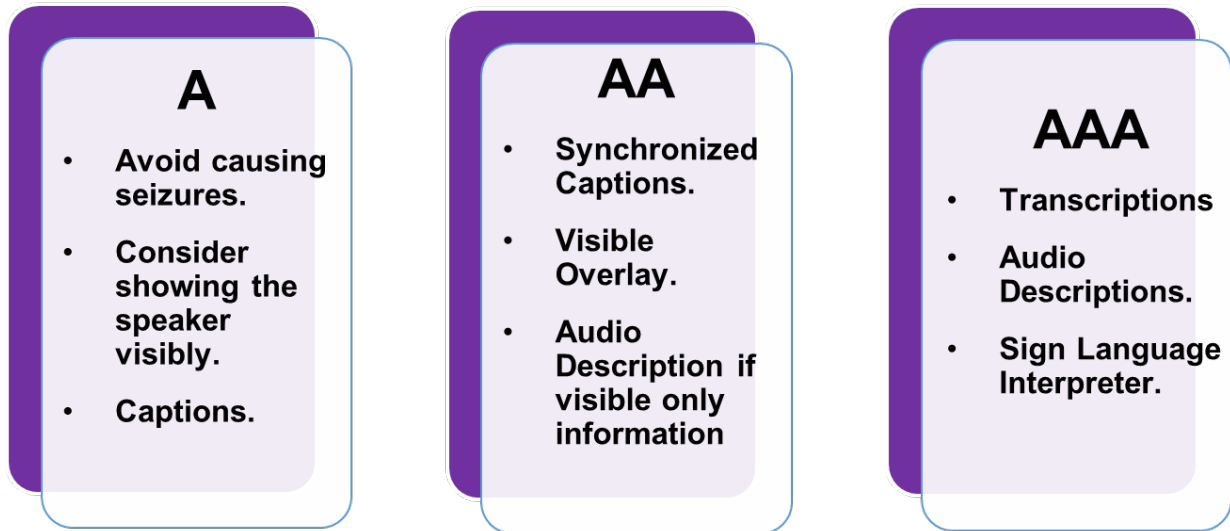
Accessibility & WCAG fundamentals: There are two pieces of background information we want to share before we get into the more technical presentation.

First. - “Accessibility” is the practice of making your websites usable by as many people as possible, regardless of their disability.

Second. - WCAG or Web Content Accessibility Guidelines is a very long and very detailed list of guidelines, including their success criteria, techniques, a glossary, and more that define what can be considered accessible.

- These guidelines are not direct orders to what you need to do, there is an amount of interpretation that needs to be made to see how exactly they apply to your website.
- And they are not perfect yet, some of the guidelines can be read as ambiguous or can be hard to understand without background knowledge of accessibility issues and techniques.
- This is why even now WCAG 2.2 is being created, as long as technology keeps evolving so will accessibility.

WCAG Conformance Levels: A, AA, AAA



WCAG A, AA, AAA

Each conformance level applies to any element on the website, it applies to images, video, forms, contrast, etc. The simplest way to explain it is in a video, so we'll be using that as our example:

Level A:

- Avoid causing seizures - So avoid using flashing lights or fast changes in color
- Consider showing the speaker visibly – This may aid with lip reading in some cases or it may help clear up concepts, but it is more important for words to be spoken clearly.
- Captions – for this basic level auto-generated captions are acceptable

Level AA:

- Synchronized Captions – Captions must match the lips flaps of the person speaking or the text shown on screen or just match the narrated words, these must have correct spelling, and punctuation
- Visible Overlay – Captions must be visible and must have an overlay of colors that will allow them to be noticeable with any background shown on the video
- Audio Description if visible only information is present– All information shown visibly on the screen must have an equivalent in captions or narration, preferably both

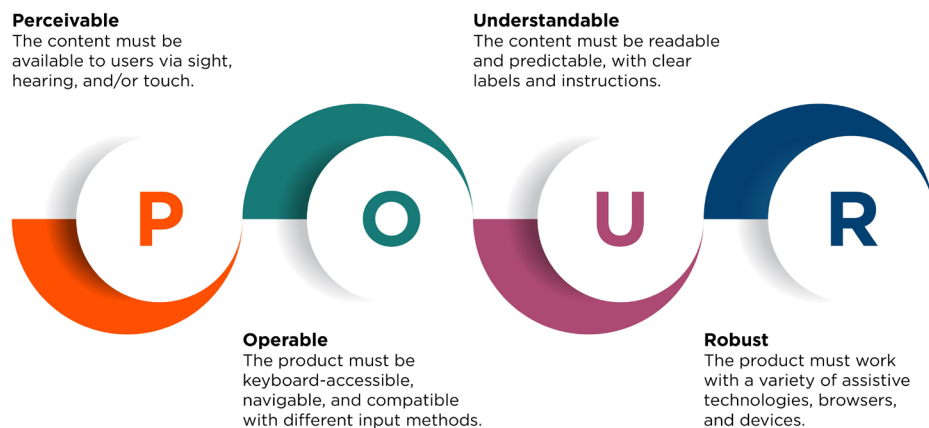
Level AAA

- Transcriptions – Descriptive transcripts are needed to provide audio and video content to people who are both Deaf and blind.
- Audio Descriptions – Describe all that is happening on-screen including any action or visual joke.
- Sign Language Interpreter – one must consider the language before picking a sign language interpreter if the materials are meant to be international

Four Principles of Accessibility

The principles of web accessibility are the foundations of content produced for the web and for anyone who wants to use the web. These principles are known as POUR, which is an acronym that describes functional accessibility:

The Four Principles of Accessibility



Source:
<https://www.w3.org/TR/UNDERSTANDING-WCAG20/intro.html>

1. **Perceivable:** Elements that convey information or components of a website's user interface must be presented in a way that users are able to find, process and understand and that can be perceived by the senses, and that nothing is left undetectable or invisible. To most web users, perceivability is based primarily on visuals. **Can the content be consumed in different ways?**
2. **Operable:** All functionality and navigation on website should be usable. Interactive interface elements such as controls, buttons, navigation and more should be operable. This means that a user must be able to operate interface elements by first identifying them, and for most by physically clicking, tapping, swiping, or rolling. For those that can't interact in these ways, voice commands or the use of other assistive devices like head

wands and eye trackers. **Can it function without confusion and without the use of a mouse or complex interactions?**

3. **Understandable:** This means that technology should be clear and consistent in the presentation and format. Information and the operation of the user interface must be clear and understandable to users of all abilities. **Can a user understand how the user interface of the site functions and the information on the site?**
4. **Robust:** Robustness is the ability for content to function reliably by a wide variety of technologies, including assistive devices. **Can different assistive devices (screen readers, for example) understand the website?**

Alternative Text

Alternative text is something you get better at with practice and definitely listening to feedback.



Alternative text is the description of an image that is recognized by the screen reader, you can write the description for the image in the back end of your website, the general rule is alternative text exists for every image that contains knowledge that would be lost if the image was lost. Not for decorative images.

You have to take into account:

- What is the purpose of the image?
- What the image wants to communicate?
- What is the subject or focus of the image?
- What is the tone of the image?

Try to communicate this in a concise and simple way, unless it is an artistic photograph. Any type of art is hard to describe, so my suggestion is to get in touch with a professional.

How to describe a person?

This depends on how much you know about the person and what are you writing the description for. We have to take into account what exactly you want to say about the person; is race something important you want to describe, and do you know their pronouns? A thousand questions can pop up when you are trying to define exactly what to describe a person. If you aren't sure of how to start, then start by giving a simple description that can be built upon if it is ever required by the materials you are creating.



The alternative text for this image can be:

1. Person riding on a train
2. A black woman wearing glasses is riding on a train while she looks at her phone and smiles

A regular alternative text would be:

"Person riding on a train" This is an acceptable simple alternative text. We can also go to a very descriptive example "A black woman wearing glasses is riding on a train while she looks at her phone and smiles"

It all depends on the needs that the content requires.

Images of Text



- Program of the Department Open House
- All interested or curious **sophomores** are cordially invited.
- 12:30 p.m. to 1:30 p.m.
- Tuesday, February 21st
- 209 Prospect House
- Food will be served.

Convert Poster to Text

Also take into account:

- Mobile users struggle with images of text: They can be very small
- If the text is short, for example Sale! Or Sign up here! Then it must have alt text, but if the image has too much text it must be made into text.
- Logos need alt text
- When images of text are absolutely necessary (e.g., logos):

Adding Alternative Text



A Siberian Tiger charging

Will depend on the CMS and final format you are using, adding alt text to an image in a website using WordPress is not the same as adding alt text to a PDF.

Keep in mind some best practices:

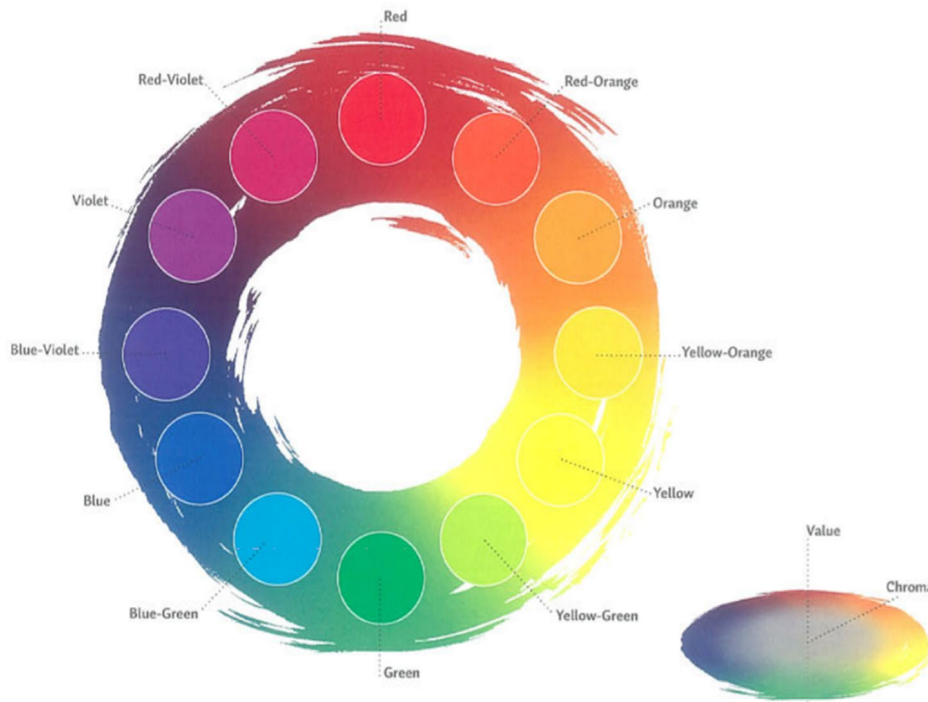
- **Describe the image in context** based on what details the image adds to the text.
- **Check decorative images**, sometimes the image name will be taken as alt text this can be a file name or just numbers, use an empty alt in that case (alt="")
- **Keep the descriptions short** and concise; roughly 140 characters or less. If it is a complex image it might require a written description under the image like a legend
- **Do not use the word “graphic or image”** in the description ("image of a Siberian tiger charging"), as the screen reader already takes care of it. Just say “a Siberian tiger charging.”
- **Ask from help from the client**, how would I know that it a Siberian tiger? Sometimes asking the experts is the best, this is mostly applied to online stores.

Color and Contrast

Color contrast: refers to the difference in light between font (or anything in the foreground) and its background.

The strict rules for color and contrast are:

1. Contrast must be 4,5:1 for any image, image of text, text or icon except for LOGO.
2. Contrast for large text and focus boxes the contrast must be 3:1



Color and contrast need to be tested using online tools

If you must use font color to communicate information, be sure to include alternate visual indicators to help people with low color perception to accurately interpret it. This might include actions **like underlining, bolding, italicizing, or using other discernable cues that don't require full color vision to make it visually distinct from** the surrounding text. These measures allow the users of assistive technologies to:

- detect the sections (or subjects) covered on the page
- understand different sections of related content
- navigate quickly to any specific section
- allow search engines to detect the page's main topics

There are free color contrast checkers. [Tanaguru Contrast Finder](#) is the one my team uses.

Captioning & Transcripts

Important steps to make audio visual content accessible:



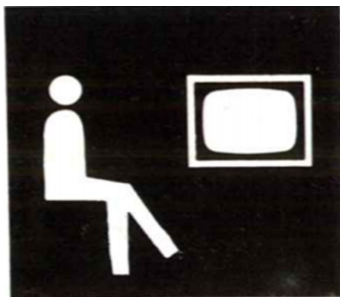
1. Communicate in more than one way.
2. Give options for volume, captions size and color, languages.
3. For the deaf or hard of hearing, provide transcripts for audio content and synchronized captions for video content.
4. For the visually impaired, provide video description for any visual-only video.
5. The media player must also be accessible.

Descriptions for Media Content

To get GOOD Close Captions always remember:

- Create a script – This will aid in creating captions later on, it will also aid in creating audio descriptions.
- Get a transcript from live events – Even with live captioning there will always be some mistakes, they can be misspelled names, specialized terms, etc. Before uploading a file and syncing the captions make sure everything is spelled correctly, and that there are no missing words.
- Review the Spelling

When is a description necessary in a video?



When information is conveyed in a matter be it visual or audio that will alienate an audience of people for their disabilities. Remember there must be more than one way to communicate what is happening can be actions that happen off-screen or in the background, if you are doubting if something was clear enough you can add descriptions on captions. If you show something on-screen, make sure to communicate it on audio, if the content is only audio, then create a transcript and synchronized captions.

Typography and Text Layout:

Choose Accessible Font Style & Structure

Typography

Uses a Sans Serif font, which means it has no additional embellishments and is easy to understand. We recommend using simple fonts, but if you use a very decorated font that compliments the theme you are creating or writing about, always remember to give alternatives, if you can't read the text then give it a description or a footnote use alternative text or a legend.

If a font is overly complex or over-embellished we will not be able to understand what it says, again logos are usually an exception only if they are accompanied by a description or alt text. Our example for the Steealograph company logo would be nearly impossible to understand if you are dyslexic.

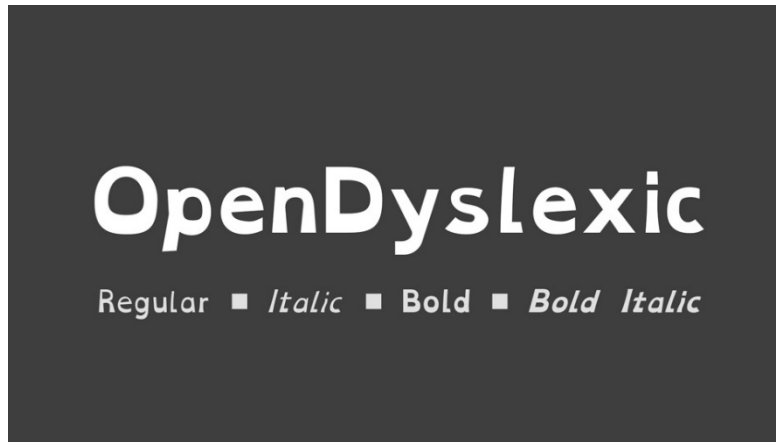


STEEALOGRAPH COMPANY LOGO / Herb Lubalin / USA, n. d.

- The minimum font size is 12 pts, 14 if the style is bold. Large text is considered 18 pts.
- Line height (line spacing) should be at least 1.5 times the font size. The spacing following paragraphs to at least 2 times the font size.
- Letter spacing (tracking) to at least 0.12 times the font size. Word spacing to at least 0.16 times the font size.

Use Accessible fonts

- Not all Fonts are designed for web accessibility.
- WCAG defines large text as text that is 18pt and larger, regular 12pt or 14pt and larger if it is bold.
- Avoid embellishments or those little legs that some fonts have.
- Enable your website visitors to increase or decrease text size without zooming in on everything else on a page.



- Helvetica
- Verdana
- Times
- Century Gothic
- Tahoma
- Courier

Keyboard Input

Some people cannot use a mouse, including many older users with limited fine motor control.

- All actionable elements (buttons, links, etc.) must be activated by keyboard as well as emulators, or other alternative input devices.
- People with disabilities can use assistive technologies that mimic the keyboard, such as speech input.

An accessible website is one you can use in more ways than one

Provide Keyboard Focus

Keyboard controls & focus states

A focus state and a focus box is a simple but important addition it makes navigating easier for people that use alternative means to a keyboard or only use a keyboard, the visual input aids to locate where you are while you are navigating.

Any actionable item needs to have a focus box for users with alternate means of input like a pointer, if a user has a pointer setup for their head or mouth the focus box is a great indicator of where they are.

The focus box should have a 3:1 contrast ratio and should be a 2-3 px border

Keyboard Focus Indicator – Interactive elements must have a visual indicator when they are in focus. Additionally, all links must be clearly recognizable as a link. This ensures that the user knows which page element can be manipulated with the keyboard, or is currently active.

Focussed



Standard



Navigational structure and tagging

(h1) SpaceTeddy Inc.

(h2) Navigation Menu

(h2) Sidebar

(h3) More news

(h3) What our clients say

(h3) Ratings

(h2) An inside look at the ...

(h3) Cotton Fur

(h3) Sapphire Eyes

(h4) How they are produced

(h2) Footer

(h3) About the company

(h3) Our retail stores

- **Headings:** Add and nest them logically to label sections, remember they work like titles and subtitles, there can only be one main title (H1) per page. Headings should be created through hierarchy.
- **Content Structure:** Mark up content that uses appropriate and meaningful elements, links and buttons should be marked as such as well as tables, this will help anyone navigating with a screen reader using keyboard shortcuts.

Navigation

Well-structured content allows more efficient navigation and processing.



Well-structured content allows more efficient navigation and processing, this is especially important for Assistive Technologies (ATs) users, as ATs get all the information to navigate from these structures:

- Page regions: Identify and mark up regions, determining where the information goes, for example where the footer starts and where it ends helps navigation with a keyboard and Assistive Technologies.
- Labeling Regions: Label regions to allow users to distinguish and access them.

Provide Meaningful Links

When referring readers via a hyperlink, the most common link text is “Click Here.” For people with disabilities, this means their screen readers cannot interpret where the link would take them. Instead, try using more descriptive language like “Click here to purchase your fishing license.”

- Give your links unique and descriptive names. Using "click here" is not considered descriptive, and is ineffective for a screen reader user.
- Just like sighted users scan the page for linked text, visually-impaired users can use their screen readers to scan for links. As a result, screen reader users often do not read the link within the context of the rest of the page. Using descriptive text properly explains the context of links to the screen reader user.
- The most unique content of the link should be presented first, as screen reader users will often navigate the links list by searching via the first letter.

For example, if you are pointing visitors to a page called "About Us":

- Try not to say: "Click here to read about our company."
- Instead, say: "To learn more about our company, read About Us."
- When impossible use alt text

Skip to Main Content Link

Someone who uses a keyboard to navigate will be subject to a lot of repetitive content, while navigating a website they will have to read the main menu for every different page they go to before being able to find what they are looking for.

Skip navigation links help fix this issue. The links highlight different sections of content from the same web page, allow users with disabilities to easily locate information and jump directly to what they need.

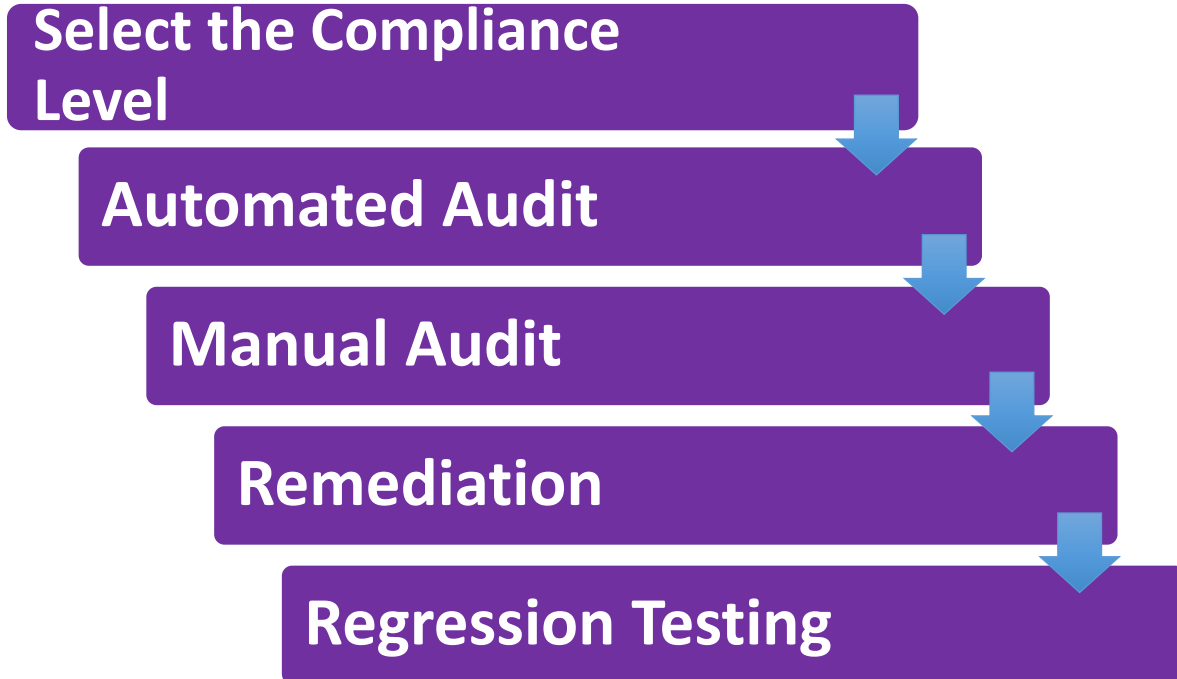
Skip nav" links allow users to jump to the content and skip the repetitive navigation links. You can display the skip nav link at the top of a page or use CSS to hide it until the link is active. DO NOT use display: none; to hide the skip nav link, or else it will also be hidden from screen reader users! Instead, use a negative value for margin-left to "hide" the link until it has focus. `<p id="skipNav">Skip to Main Content</p>`

Moving, Flashing, Blinking Content

Moving, flashing, blinking content such as advertisements, videos, carousels can create problems for users with cognitive impairments.

- Make sure timers can be adjustable or include the possibility of turning them off completely.
- Note that content that blinks more than three times a second can cause seizures for people with photosensitive disorders.
- Avoid fast high contrast changes these may trigger seizures

Steps for an Accessibility Check



Steps for an Accessibility Check

There are steps for you to complete an accessibility audit and be compliant, we'll go into more detail, but the basic audit follows these steps:

1. Deciding the compliance level - That should be WCAG 2.1 AA
2. Automated audit. - done by using a tool, depending on the type of content (AccesiBe, Commonlook)
3. Manual Audit – Done by a person with knowledge about accessibility rules and guidelines
4. Remediation – Fixing the issues found during the audits
5. Regression Testing – is a second pass at testing to make sure everything was fixed properly and no new issues have popped up
6. Compliance – this happens when the content is accessible
7. These six steps are very simple to complete, but they are lengthy, they can take a long time to complete.
8. What determines how long an audit will take is the number of pages in a website, rooms in an app, or pages in a document.

Internal accessibility checks



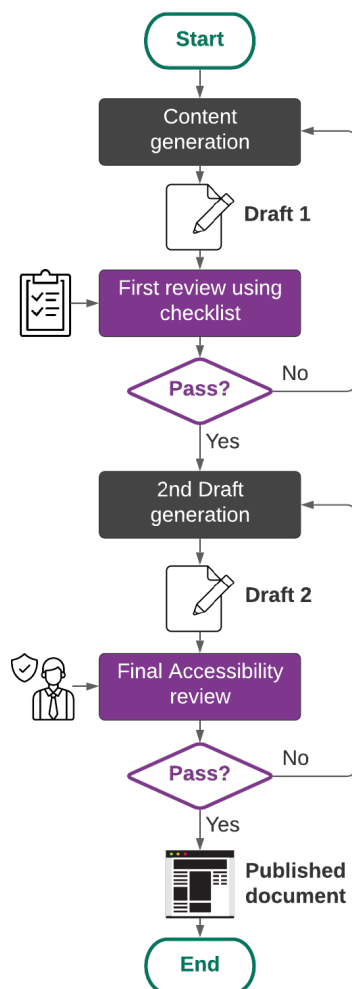
The content is generated, and a first draft goes to review using a checklist.



If the draft passes the review, a second draft is generated which passes to the final accessibility review.



If the document passes the final review, the last step is to publish the document.

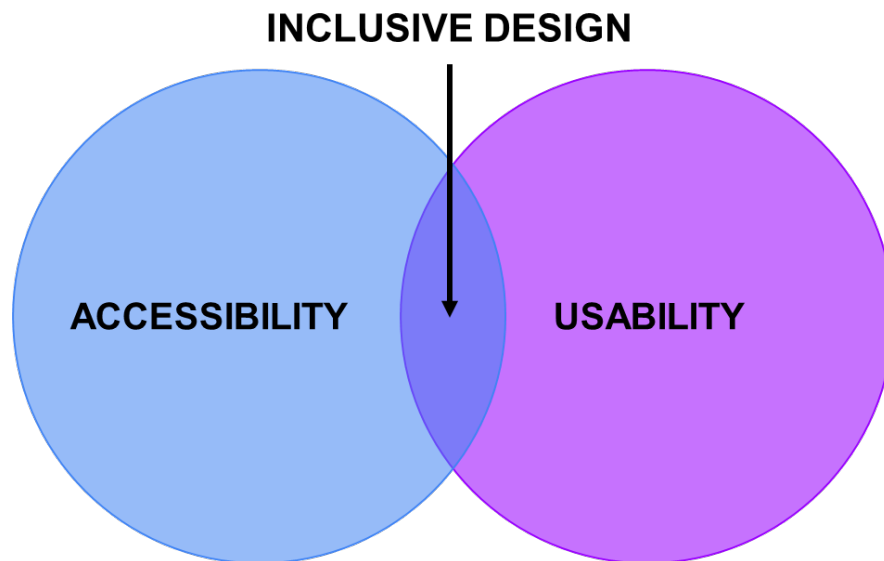


Internal accessibility checks

You can treat internal accessibility checks like you treat regular QA checks at the end of the process however this can bring up issues that might delay publishing the final product.

Using the workflow model presented here with several accessibility checks from the start does help avoid the larger issues. As always the goal is to design with accessibility in mind from the start.

1. Draft 1 - The first draft of your content should be where you consider the font, the styles, the colors, etc. Create freely.
2. First review using checklists - Depending on the content type you are creating make sure to review it with the correct checklist. If there are any mistakes, correct them (remediate the document).
3. Draft 2 - This draft has been remediated, and is ready to be tested once again (regression).
4. Final Accessibility review - This review is made by the accessibility maintenance department. If the material fails then it must be remediated again, this process will repeat until the content is compliant
5. Publishing - Once the content is considered compliant then it can be published



Something can be 100% accessible and still not be usable, this is why we recommend testing to determine where we are on the scales, using Inclusive design based on the inclusion of accessibility into your development and design processes. Design with accessibility in mind and have empathy for your users.

Most of the accessibility issues we find are caused by an honest mistake, developers and designers were not aware that a disabled user could not access their content, and there is a lack of information when it comes to how Assistive Technology works or even what assistive technology even is.

UI:

Working on accessibility for any content type implies improving its usability to ensure any person can use it comfortably and without major complications.

- **Convey information in multiple ways**, make sure to add contact information or a link to where the user may get help to both the header and the footer, this counts for means of communication too don't only add a phone number add an email as well, not all users may be able to speak or feel comfortable speaking.
- **Using heading and title elements** and making sure, if possible, that they match so it makes the search easier if you are navigating through titles or headings.
- **Avoid device dependency**, make sure everything can be accessed by both the mouse and the keyboard
- Give options to disable non-essential functions, like movement to activated features

- **Leave enough space around actionable elements** in order for people with tremors to navigate. Ensure that touch targets are at least 9 mm high by 9mm wide, independent of the screen size, device or resolution.
- **Inform your users of any additional features to the website**, ATs like screen readers have keyboard commands H for navigating through headings, etc. when a website has keyboard shortcuts they can interfere with screen readers we are including a link to a screen reader cheat sheet so you can study them <https://dequeuniversity.com/screenreaders/survival-guide>

UX:

Accessibility is usability for people who interact with content differently, having a style guide or an equivalent for color will aid you immensely.

- **Repeated components occur in the same order on each page of a site** and use a similar structure from page to page in regard to menu placements, symbols,s and color use.
- **Avoid sensory characters**, to the right to the left you can use alternates, next and previous
- **Consider the orientation of the content**, one of the big issues we find is loss of content when a website turns to mobile and the user can't use a horizontal scroll
- **Add clear instructions** to forms especially if they have required content since you can't only communicate with color, required field in red, and you can't only communicate by using symbols * an instruction would be required fields will be marked by a star (*), they may seem so but these instructions are not redundant, Error messages should not be in color alone. An informative text should be provided that helps the user to rectify the error.

User Interaction



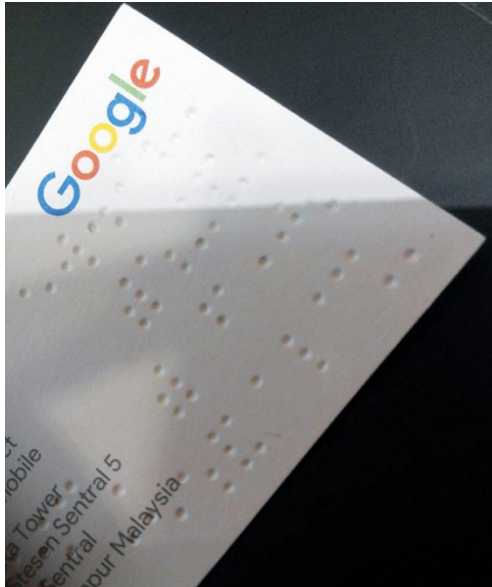
- ☐ Convey information in multiple ways
- ☐ Using heading and title elements
- ☐ Avoid device dependency
- ☐ Inform your users of any additional features to the website
- ☐ Give options to disable non-essential functions
- ☐ Leave enough space

User Experience



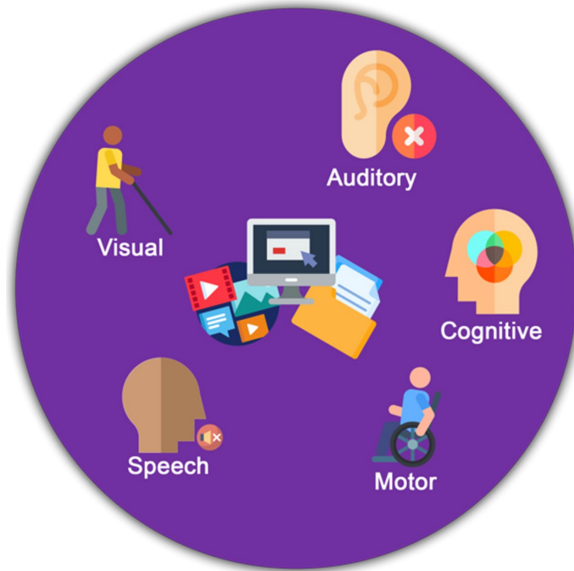
- ☐ Repeated components occur in the same order on each page of a site
- ☐ Avoid sensory characters
- ☐ Consider the orientation of the content
- ☐ Add clear instructions

Basic Printed Requirements



- Follow the same color conventions, and font conventions, the font size should be a minimum of 12 pts. It is important to consider the paper you will be printing in use matt or satin paper rather than glossy paper, the shine of the glossy paper may interfere with low vision. You can also do visual materials and integrate braille embossing, unlike traditional copy/printing paper, braille paper is a thick stock paper used specifically with braille printers/braille embossers to print reading material for the blind and visually impaired.
- Choose binding that allows the print documents to open flat if you are doing a ficlet
- Printed materials sometimes have the option to include QR codes that link to videos or audio recordings.
- Separate text into columns to make it easier to read, as it requires less eye movement and less peripheral vision. Avoid large walls of text.
- The graphic and informational hierarchy should be apparent design but is particularly important in complex pieces, where an explicit logical order benefits readers of varying abilities. It should be left-aligned
- Avoid hyphenating words, hyphenation disrupts the reading flow.
- Braille Transcription Services Agencies aid agencies that want to create materials that include braille and visual elements. Keep in mind that braille has its own alphabet so there is space that needs to be considered.

Representative Illustration



Pictograms should have a field height of 6 inches (150 mm) minimum.

Characters and braille should not be located in the pictogram field.

Representative Illustration

When picking inclusive images and symbols or pictograms always pick the pictogram that is used by people within the community or official organizations, for example, the puzzle piece used to represent autism has connotations that the person is incomplete and can be fixed if given the missing piece instead, the autistic community prefers to use the infinity symbol with a rainbow spectrum to represent the autism spectrum

Pictograms should have a field height of 6 inches (150 mm) minimum. Characters and braille should not be located in the pictogram field.

Avoid putting images or graphics behind text because it makes the text difficult to read. Symbols connoting disability access are available free from the Graphic Artists Guild Downloadable Disability Access Symbols we will include a link <https://perma.cc/TFZ7-BKFV>

Inclusive Language



Always ASK



Emphasize the person before the disability



Deaf vs deaf

Inclusive language is the expressions we use that avoid biases, slang, and expressions that discriminate against groups of people based on race, gender, socioeconomic status, and ability.

Use person first language emphasizes the person before the disability. Avoid using terms like afflicted with, suffers of or bound to a wheelchair-bound. Always ask and always listen to feedback.

We use the lowercase deaf when referring to the audiological condition of not hearing, and the uppercase Deaf when referring to a particular group of deaf people who share a language – American Sign Language (ASL) – and a culture but this does depend how a person identifies.

Accessibility Checklist

- ☐ Check using the authoring tools integrated accessibility check
- ☐ Review your Alternative Text
- ☐ Test your Contrast
- ☐ Review the spelling for Captions
- ☐ Navigate your design using only a keyboard
- ☐ Test the Skip to Main Content link
- ☐ Review the text for links