

for Digital Media

1. Color Contrast

To ensure that text is legible, make certain that there is high contrast between the foreground and background colors.

- Blue text (color code #0000ff) has high contrast on white (color code #ffffff) backgrounds.
- Light grey text (color code #7b7b7b) does not.
- You can check the contrast of your text by visiting <http://webaim.org/resources/contrastchecker/>.

- **Blue Text - SAMPLE**
- **Light Grey Text - SAMPLE**

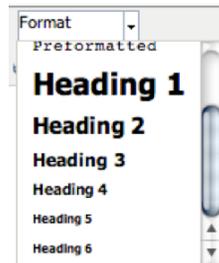
2. Accessible Headings

Checkpoint 3.5 of the WC3 Techniques for Web Content Accessibility Guidelines states: Use header elements to convey document structure and use them according to specification.

- Divide your document into logical sections and subsections.
- Introduce each section or subsection with a heading element (H1 – H6 tags).
- The H1 Heading should indicate the title of the page.
- Any number of H2-H6 tags may be used subsequently to denote subdivisions of the content.
- Header tags should not be skipped; only use H3 tags, for example, if there are already H1 and H2 tags in use.
- Header tags should be wrapped around actual header or title text, rather than blocks of content or images.
- Headings should be used to denote the logical structure of the document, not just placed within a page to achieve a specific appearance of certain text.

Headers can be seen as the document's outline. For example:

Document Title (Heading 1)
 Section 1 (Heading 2)
 Subsection (Heading 3)
 Subsection (Heading 3)
 Section 2 (Heading 2)
 Subsection (Heading 3)
 Subsection (Heading 3)



- In the WCMS, the heading level is selected from the Format dropdown in the editor (image shown).

3. Accessibility of Links and Images

A meaningful text equivalent for every non-text element, such as images and links to other pages, must be provided (e.g., via "alt", "longdesc", or in element content) except for captioning of audio information.

- Alternative text can be presented in two ways:
 - 1) within the alt attribute of the img element; or
 - 2) within the context or surroundings of the image itself.
- All images, form image buttons, and links must have appropriate alternative text (alt text).
- Alt text should present the content and function, not necessarily a description of an image.
- Be accurate and equivalent in your description.
- If an image is a link, the alt text must describe the link's function.
- Avoid words like "picture of," "image of," "click here," or "link to".
- For various alt text examples, please visit <https://webaim.org/techniques/alttext>.



ACCESSIBILITY CHECKLIST for Digital Media

4. Multimedia Accessibility

A multimedia presentation can include (but is not limited to) classroom videos, DVDs, PowerPoint presentations, audio-only presentations, YouTube and other web-based videos and slideshows.

- Captions should be added to, and synchronized with the action taking place on-screen for all multimedia presentations and should include the option for turning them off.
- If information is presented in the video that is important to the presentation and is not conveyed in captions, a descriptive audio should be provided.
- For audio-only presentations, a text-based transcript is an acceptable alternative provided it is added to the web page or application, or is linked near the audio presentation.

5. Creating Accessible PDFs

Tagging PDFs is the most important step in the process of creating an accessible document. Follow these steps to “tag” your PDF:

- Open the PDF document.
- Click the “Tools” pane on the right-hand side of the screen.
- Select the “Accessibility” tab.
- Click “Add tags to document.”
- The process is automatic and a progress bar should pop up and then disappear once tagging is complete.
- You can check your PDF automatically for accessibility using Accessibility\Full check under the “Tools” pane.

6. How To Check Your Work for Accessibility

- The WAVE Toolbar Firefox extension can be installed on your computer from <http://wave.webaim.org/toolbar/>. This accessibility checker will run on your local computer and can be used to review pages on the WCMS Preview Site, prepared HTML email blast files, and your D2L course content that is underway and stored on your computer.
- The online WAVE Accessibility Tool is located at <http://wave.webaim.org/>. This tool can only be used on public-facing web pages, but will NOT work for pages on the WCMS preview server or for course content in Desire2Learn. This is a good follow-up check.
- To evaluate updated versions of MS Word Documents, you can use <http://webaim.org/techniques/word/#checker>.
- To evaluate your Acrobat or PDF files, you can use <http://webaim.org/techniques/acrobat/acrobat#check>, or you can do manual testing using a screen reader, keyboard, etc.

7. For More Information or Assistance

If you have questions or need additional support, please contact the UCO Service Desk.

Phone: 405-974-2255 | Email: Support@uco.edu | Web: www.uco.edu/support | Walk-up: Max Chambers Library, 1st Floor

The Accessibility Checklist for Digital Media was developed through a collaborative effort by the Office of Information Technology, Disability Support Services, the Center for eLearning and Continuing Education, and University Relations.

Support Resources: <http://webaim.org/> | <http://www.ok.gov/abletech/> | <http://www.w3.org/>

