# Creating a Culture of Change for Digital Accessibility

## 6 Major Areas of Concern

### Images

* 1. WCAG Success Criterion 1.1.1: All non-text content that is presented to the user has a text alternative that serves the equivalent purpose
  2. Tips
     1. Describe the image, and be specific
     2. Keep your alt text fewer than 140 characters
     3. Don't start alt text with "picture of..." or "Image of..."
     4. Don’t be redundant or provide the exact same information as text within the context of the image
     5. Don’t use alt text when the image is decorative, or the information provided by the image is communicated effectively elsewhere in the body text of the page
  3. Resources
     1. [WebAIM Alternative Text](https://webaim.org/techniques/alttext/): https://webaim.org/techniques/alttext/
     2. [Web Accessibility Tutorials Images Concepts](https://www.w3.org/WAI/tutorials/images/): https://www.w3.org/WAI/tutorials/images/
     3. [When, How, and Practice Accessible Images](https://poet.diagramcenter.org/): https://poet.diagramcenter.org

### Styles

* 1. WCAG Success Criterion 2.4.6: Headings and labels describe topic or purpose
  2. Tips
     1. Add headers and paragraph styles in the native file
     2. Headings and labels describe topic or purpose
     3. Headers/titles should each be unique
     4. Utilize built in styles and edit bullets, spacing, size, etc. within document/presentation tools
  3. Resources
     1. [WebAIM Fonts](https://webaim.org/techniques/fonts/): https://webaim.org/techniques/fonts/
     2. [Web Accessibility Tutorials Headings](https://www.w3.org/WAI/tutorials/page-structure/headings/): https://www.w3.org/WAI/tutorials/page-structure/headings/
     3. [Microsoft Word Headings](https://support.office.com/en-ie/article/add-a-heading-3eb8b917-56dc-4a17-891a-a026b2c790f2): https://bit.ly/2IDTG02
     4. [Adobe Content and Tags Panel](https://helpx.adobe.com/acrobat/using/editing-document-structure-content-tags.html): https://helpx.adobe.com/acrobat/using/editing-document-structure-content-tags.html

### Organization

* 1. WCAG Success Criterion 1.3.1: Information, structure, and relationships conveyed through presentation can be programmatically determined or are available in text
  2. Tips
     1. Organization should be consistent and clear
     2. Headers should reflect the page organization
     3. Slide reading order should be meaningful
     4. Provide programmatic association of visible labels or appropriate accessible names to all the form elements
  3. Resources
     1. [Web Accessibility Tutorials Page Structure Concepts](https://www.w3.org/WAI/tutorials/page-structure/): https://www.w3.org/WAI/tutorials/page-structure/
     2. [Adobe Reading Order](https://helpx.adobe.com/acrobat/using/touch-reading-order-tool-pdfs.html): https://helpx.adobe.com/acrobat/using/touch-reading-order-tool-pdfs.html
     3. [Microsoft Powerpoint Accessibility](https://support.office.com/en-us/article/make-your-powerpoint-presentations-accessible-to-people-with-disabilities-6f7772b2-2f33-4bd2-8ca7-dae3b2b3ef25): https://bit.ly/2vld0q9

### Links

* 1. WCAG Success Criterion 2.4.4: The purpose of each link can be determined from the link text alone or from the link text together with its programmatically determined link context, except where the purpose of the link would be ambiguous to users in general
  2. Tips
     1. Don’t paste the URL into your text, use the link tool
        1. If the URL is relatively short and readable, link to the URL text
     2. Use descriptive link text that does not rely on context from the surrounding text
     3. Do not use Click Here to signify a hyperlink
     4. Keep the amount of text in the link to a minimum
     5. Use underlined text with a color that stands out from the surrounding text
  3. Resources
     1. [Writing Hyperlinks](https://www.nngroup.com/articles/writing-links/): https://www.nngroup.com/articles/writing-links/
     2. [WebAIM Links and Hypertext](https://webaim.org/techniques/hypertext/): https://webaim.org/techniques/hypertext/
     3. [SitePoint Making Accessible Links](https://www.sitepoint.com/15-rules-making-accessible-links/): https://www.sitepoint.com/15-rules-making-accessible-links/

### Color

* 1. WCAG Success Criterion 1.4.3: The visual presentation of text and images of text has a contrast ratio of at least 4.5:1 for standard text and 3:1 for large text
  2. Tips
     1. Do not scan and upload any content
     2. Add enough contrast
     3. Avoid color coding
     4. Don’t rely solely on color
        1. Graphics: color plus shape, color plus size, color plus texture or pattern, or some other means of visually distinguishing information differences
  3. Resources
     1. [WebAIM Color Contrast Checker](https://webaim.org/resources/contrastchecker/): https://webaim.org/resources/contrastchecker/
     2. [Color Review](https://color.review/): https://color.review

### Captioning

* 1. WCAG Success Criterion 1.2.2: An alternative for time-based media or audio description of the prerecorded video content is provided for synchronized media
  2. Tips
     1. Think about what needs to be recorded & shared online
     2. Ask your institution for options to support you
  3. Resources
     1. [Microsoft Presentation Translator](http://www.aka.ms/presentationtranslator): www.aka.ms/presentationtranslator
     2. [3PlayMedia Accessibility Laws](https://www.3playmedia.com/resources/accessibility-laws/): https://www.3playmedia.com/resources/accessibility-laws/
     3. [WebAIM Captiongs, Transcripts, and Audio Descriptions](https://webaim.org/techniques/captions/): https://webaim.org/techniques/captions/
     4. [BOIA YouTube Closed Captioning](https://www.boia.org/blog/youtube-closed-captioning-for-accessibility-why-and-how): https://www.boia.org/blog/youtube-closed-captioning-for-accessibility-why-and-how