Top 10 Digital Accessibility Tips

Digital Accessibility Tip 1: Headings

- Headings - Use "styles" heading feature instead of large or bold text to break content into skimmable sections. The "styles" heading feature will give your content structure making it easier to read. This is especially important for screen reader users who may navigate by headings.
- Hashtag:
  - #GAAD
  - #JumpAround
  - #TOC
  - #Headings
  - #Top10TipsA11y
- Useful Website:
  - [W3C Web Accessibility Tutorials (Headings)](#)

Digital Accessibility Tip 2: Consistent Layout

- Consistent Layout - A consistent layout helps to keep viewers oriented from page to page and sets their expectation of interactive elements such as navigation.
- Hashtag:
  - #GAAD
  - #Consistent
  - #WhatToExpect
  - #ConsistentLayout
  - #Top10TipsA11y
- Useful Website:
  - [W3C Web Accessibility Fundamentals (Clear Layout and Design)](#)
- Video: [W3C Accessibility Fundamentals on Clear Layout and Design](#)

Digital Accessibility Tip 3: Keep it Text

- Keep it Text - Try to avoid images of text and instead use actual text whenever possible. Images of text can become pixelized/blurry when zoomed in on, and require all the text to be replicated in the alt text for the image. Scanned PDF should have the optical character recognized.
- Hashtag:
  - #GAAD
  - #KeepItText
  - #Pixelized
  - #blurry
  - #OCR
  - #DescribeMemes

- o #Top10TipsA11y
- Useful Website:
  - o [W3C Technique for Performing OCR on a PDF](#)

Digital Accessibility Tip 4: Text Size and Spacing

- Text Size and Spacing - Keeping your text size and spacing at the default for whichever platform you are using will ensure the best accessibility. When you make text too small, or squish the lines together with poor spacing it can cause it to be hard to read.'
- Hashtag:
  - o #GAAD
  - o #TxtSize
  - o #Spacing
  - o #Top10TipsA11y
- Useful Website:
  - o [W3C Understanding Success Criterion 1.4.12 Text Spacing](#)
- Example image:

Squished small text is difficult to read. Squished small text is difficult to read. Squished small text is difficult to read. Squished small text is difficult to read. Squished small text is difficult to read. Squished small text is difficult to read. Squished small text is difficult to read. Squished small text is difficult to read. Squished small text is difficult to read.

- o AltText: Close situational text that reads 'Squished small text is difficult to read'.

Digital Accessibility Tip 5: Plain Language

- Plain Language - Content written in plain language can ensure that users can quickly understand and act on your content.
- Hashtag:
  - o #GAAD
  - o #PlainLanguage
  - o #Understand
  - o #Top10TipsA11y
- Useful Website: [Plain Language for Government Websites](#)
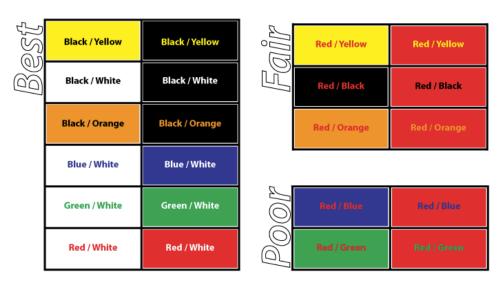
Digital Accessibility Tip 6: Descriptive Links

- Descriptive Links - Like headings, distinguishing links from other text on a page makes content easier to skim. Screen readers and other assistive technologies allow users to browse a website by links only. For example, it's easier to read [link purpose](#)

guidelines than https://www.w3.org/WAI/WCAG21/quickref/?showtechniques=121#link-purpose-in-context
- Hashtag:
  - #GAAD
  - #DescriptiveLink
  - #NoLongLinks
  - #ClickWhere
  - #Top10TipsA11y
- Useful Website: WebAIM Link and Hypertext Article

Digital Accessibility Tip 7: Color Contrast

- Color Contrast - Ensuring that your text and background colors have a high enough contrast will help improve readability of your content for all users.
- Hashtag:
  - #GAAD
  - #ColorContrast
  - #ColorsMatter
  - #Top10TipsA11y
- Useful Website:
  - WebAIM Contrast and Color Accessibility Article
  - WebAIM Color Contrast Checker Tool

COLOR CONTRAST / VISIBILITY CHART

Best

Black / Yellow	Black / Yellow
Black / White	Black / White
Black / Orange	Black / Orange
Blue / White	Blue / White
Green / White	Green / White
Red / White	Red / White

Fair

Red / Yellow	Red / Yellow
Red / Black	Red / Black
Red / Orange	Red / Orange

Poor

| Red / Blue | Red / Blue |
| Red / Green | Red / Green |

- Image:
  - AltText: Color Contrast and Visibility Chart outlining different Best, Fair and Poor selections of color combinations.

Digital Accessibility Tip 8: Alternative Text

- Alternative text – Alternative Text aka Alternate Text, AltText, or AltTag is the text equivalent of an image. If the image is not visible to an individual using a screen reader then the web browser will display the text for users or screen readers to read it.
- Hashtag:
  - #GAAD
  - #AltText
  - #ScreenReader
  - #Top10TipsA11y
- Useful Website: W3C Resources for Alternative Text for Images

Digital Accessibility Tip 9: Captions and Transcripts

- Captions and Transcripts - Like alternative text on images, captions provide a text alternative for video content. Transcripts provide the same for audio-only content like a podcast.
- Hashtag:
  - #GAAD
  - #Captions
  - #Transcript
  - #VideosAccess
  - #Top10TipsA11y
- Useful Website: WebAIM Captions Article
- Video: W3C Accessibility Fundamentals Video on Video Captions

Digital Accessibility Tip 10: Ask for help

- These Digital Accessibility Tips are just a starting point. Accessibility professionals in the Office of Learning Resources at UNCSA are here to help you make your digital content accessible. Schedule a consultation with us via learningresources@uncsa.edu or join in on one of our workshops and we will be happy to discuss your project.
- HashTag:
  - #GAAD
  - #Top10TipsA11Y
  - #AccessibilityIsEveryone'sResponsibility