Creating usable design for all.

ACCESSIBLE WEB DESIGN

WEB ACCESSIBILITY OVERVIEW

- What is Accessibility?
- Examples of Non- Accessible vs. Accessible Web Design
- Fixes & How to Apply
- Resources
- Next Steps

WHAT IS ACCESSIBILITY?

AN INTRODUCTION

When websites and web tools are properly designed and coded, people with disabilities can use them. However, currently many sites and tools are developed with accessibility barriers that make them difficult or impossible for some people to use.

"Accessibility is essential for developers and organizations that want to create high-quality websites and web tools, and not exclude people from using their products and services."

-W3.ORG

15%

OF THE WORLD'S POPULATION EXPERIENCE
SOME FORM OF DISABILITY

TYPES OF DISABILITIES RELATING TO WEB

- **AUDITORY**

  Captions. Text to speech.

- **COGNITIVE**

  Understandable content. Time to read.

- **NEUROLOGICAL**

  Clear structure. Short content. Minimal Design.

- **PHYSICAL**

  Keyboard compatibility, Using the Tab key.

- **SPEECH**

  Voice Recognition. Email Contacts.

- **VISUAL**

  Alt text. Good contrast.

APPLYING ACCESSIBLE WEB DESIGN

- Alt Text
- Provide Captions
- Utilize Screen Readers (JAWS)
- Be Mindful of Contrast
- Simple Navigation
- Minimal Content
- Tab Through Your Site
- Offering Accessible PDF Options for Images and/or Flyers
- Utilizing Web Forms
- Test Your Site

NON ACCESSIBLE EXAMPLE

IMAGES, PDFS & SCREEN READERS

Flyers are often uploaded as images to our websites for easy design, although these images are not accessible.

Screen readers can only read the image alt text which is usually just a few words.

Here is a quick example of how this can be remedied.

ADDING FILES TO WEB WORKFLOW

OPTIMIZE

Edit photo to reduce file size or create an accessible pdf. Save with a clear concise title to your shared drive.

UPLOAD

Upload your optimized file to your correct folder in the IMCE and add Alt text or captions.

UTILIZE

Add your images or link your pdfs from your uploaded files. Make sure to add Alt text and provide clear instructions.

USING IMAGES & PDFS TOGETHER

- If your flyer is a PDF:
  - Convert your PDF to an image and place in the body. Add alt text.
  - Link the image to the accessible PDF

- If your flyer is an Image:
  - Add some descriptive text in the body.
  - Add a “printable” pdf version below the image, or link the image to an accessible pdf.
  - Be descriptive in your alt tags and caption.

RESOURCES.

- Intro to Accessibility: webaim.org/intro
- Website Evaluation Tool: wave.webaim.org
- PDF Accessibility Tool: https://helpx.adobe.com/acrobat/using/create-verify-pdf-accessibility.html
- Accessibility Examples: https://www.w3.org/standards/webdesign/accessibility
- Contrast Checker: https://webaim.org/resources/contrastchecker/
- UNT Color Contrast Grid Checker: https://identityguide.unt.edu/unt-color-contrast-grid
- JAWS Keyboard Shortcuts: https://webaim.org/resources/shortcuts/jaws
- UNT Identity Guide Accessibility Requirements: https://identityguide.unt.edu/build-your-project/web-email-social-media/accessibility-requirements

NEXT STEPS

REVIEW SITE

UTILIZE TRAINING & TUTORIALS

APPLY FIXES

DSA WEB CONTACT INFO

Project Request Form:
https://studentaffairs.unt.edu/about-us/marketing-and-communications

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THANK YOU!

LET’S APPLY USABLE WEB DESIGN FOR ALL