NKU | OFFICE OF Information Technology

Web Accessibility Content Creator Guide

Following these guidelines will help you ensure your websites are more accessible for all users. Use the links below to jump to a section.

Content should be clear, well-structured and easy to read

Clear and understandable writing helps all users of a website.

General Guidelines

Use the following guidelines to write easily understood pages:

- Organize like points together, use sections to delineate subjects
- Use simplest language possible for content; avoid acronyms without introduction, avoid acronyms overuse, limit use of Caps Lock
- Utilize white space to improve readability (proper paragraph breaks)
- Use illustrations/multimedia to supplement text
- Double check spelling; proper use of language/grammar
- Use larger font sizes, ensure text can be read when zoomed to 200%
- Use Sans Serif fonts

Text on Images

Editors will sometimes create images in another program, such as PowerPoint, then save the file as an image, which is then placed on a webpage. This is commonly seen with flyers for upcoming events.

Since screen readers can only read selectable text, they cannot read the content of an image that contains text. All text that is contained in images must be duplicated on a page as selectable text.

Ensure Logical Order in Document Structure

Use headings to separate sections of text. Headings should always be used in a top-down fashion.

Heading size is indicated by a number. The lower the number, the larger the header. AEM provides headings 2, 3, 4, and 5.

Below is an example of how to utilize headings in your documents.

Majors

Our college prides itself on the ability to meet the needs of our students. Here you will find four-year majors in the following subjects:

- Marketing
- Management
- Sports Business

Faculty

Our faculty are all knowledgeable and available to help guide you throughout your academic career. You are encouraged to seek them out if you have any questions over the course of your studies.

Write Clear Hyperlink Text

Hyperlinks should make sense when read out of context.

Screen reader users are able to navigate from link to link, skipping the text between them. The screen reader will then add the word "link" before the link text. For example, if the link says "Programs", the user will hear "link programs". However, if the link says "click here", the user will hear "link click here".

Due to this screen reader behavior, it is important that hyperlinks make sense when read out of context. Provide the name of the page or topic, rather than "here" or "click here".

Additionally, users will often skim sites, looking for a specific link. Providing proper link text will help the user by reducing their need to read the surrounding paragraphs.

Accessible	Not Accessible
This semester, the College of Informatics will be offering a new course, <u>Advanced Coding for Robotics</u>	This semester, the College of Informatics will be offering a new course, Advanced Coding for Robotics. Click <u>here</u> for more information.

Provide Meaningful Yet Clear and Concise Alternative Text

All images should have alternate text that clearly describes the image.

Alternative text, or "Alt Text" is simply a description of an image. If a user cannot see an image, a screen reader will read the alt text associated with the image. Additionally, if an image does not load on a page, the alt text will be displayed to the user.

Effective alt text clearly and concisely describes an image, ideally in one sentence. When writing alt text, ask yourself, "If I couldn't see this image, how would I want it described to me?"

Accessible Examples	Non Accessible Examples
NKU Students in the Griffin Hall lobby.	*Image of NKU*
The Griffin Hall lobby in the afternoon.	*Griffin Hall*

It is not necessary to use the words "picture" or "image". "Students walking into NKU's Student Union" works better than "An image of students walking into NKU's Student Union".

Digital Media Must Be Accurately Captioned and/or Transcribed

Digital media (mostly embedded videos) are not able to be heard clearly by all users. Including captions and/or providing a transcript will ensure all users are able to understand the content of a video.

YouTube auto-captions all videos, but relying on these does not make the video accessible. For the video to be accessible, captions must be manually added. YouTube allows you to edit the timing and placement of your captions.

If you do not have access to the backend video editor of YouTube, you can provide a transcript on your page. The transcript can be a section on the page, contained in a panel group, or linked to.

An example of a properly captioned video that also includes a transcript can be found on CINSAM's STEM Ready Summer Bridge Program page.

Captioning Resources

Add Captions to YouTube Videos

Add Captions to Vimeo Videos

Ensure Tables Have Defined Headers

Header cells in tables must be marked as "header", rather than having only larger and/or bold text.

Screen readers identify and read table information based on cell type. For a screen reader to properly read a table, the header rows must be set to "header". Simply making the text in those cells bold will not format the table correctly.
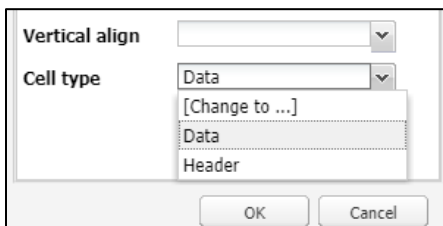
To mark cells as "header" in AEM:
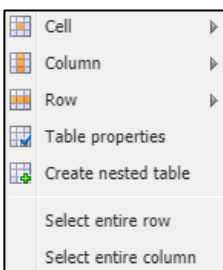
Right-click in a cell in the header row of the table, then click **Select entire row.**
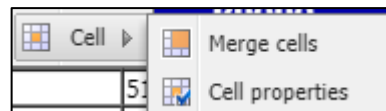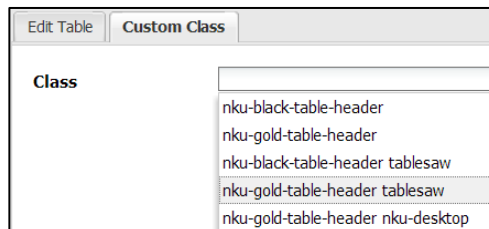
Right-click in the cell again, and select **Cell > Cell properties.**

In **Cell Type**, select **Header.** Then click **OK.**

In the **Custom** Class tab, give your table a black or gold header by selecting one of the options shown. Here, "nku-gold-table-header tablesaw" is selected.

Location	Computers
BC 364	Windows
FH 253	Windows
FH 266	Windows
GH 322	Mac
SC 3rd & 4th Floor	Windows
SL 1st Floor	Windows and Mac
SL 4th Floor	Windows
UC 252 (Norse Tech Bar)	Windows and Mac

This table is properly formatted with header rows.

Do Not Rely on Color Alone to Convey Meaning

Not all users can easily differentiate colors. Do not use only color to convey the meaning of a message.

The following example shows tables with information on whether certain devices support a particular piece of software. The table on the left shows how it appears on a website, with the right as it may appear to a user who can't differentiate the colors as easily, or if the page is printed with a black and white printer. Users are unable to differentiate the colors in the table on the right.

Not Accessible

Operating System/Device	Support
Windows 10	🟢
Macintosh	🟢
iPhone	🟢
Android	🔴

Operating System/Device	Support
Windows 10	⚫
Macintosh	⚫
iPhone	⚫
Android	⚫

Accessible

Operating System/Device	Support
Windows 10	✔ Yes
Macintosh	✔ Yes
iPhone	✔ Yes
Android	✖ No

Operating System/Device	Support
Windows 10	✔ Yes
Macintosh	✔ Yes
iPhone	✔ Yes
Android	✖ No

These tables use color, but it is not used to convey meaning on its own. The shape icons are used in addition to plain text, making the meaning understandable even without color.

Ensure Proper Color Contrast

All page elements must have high contrast against the background.

Low contrast text is difficult to read. Most commonly, this will appear as light text on a light background. To be easily readable and accessible, text must have a 4.5 to 1 contrast ratio with the background.

Not Accessible	Accessible
Founders Hall, a five-story academic facility located on the west side of the Central Plaza, was the third building completed on the Highland Heights Campus.	Founders Hall, a five-story academic facility located on the west side of the Central Plaza, was the third building completed on the Highland Heights Campus.

You can check your color contrast with an online tool from WebAIM.

WebAIM Contrast Checker

Document Titles and File Names Must Be Descriptive

Documents and images must have easily understood names.

When viewing or downloading a document or image, the user will be presented with the file name. A descriptive file name helps users understand the content of the document or image.

An image named "img_2352.jpg" is not descriptive.

The same image renamed to "Information_Technology_Logo.jpg" or "NKU_IT_Logo.jpg" allows the user to better understand the content of the image.