**Content Creator Guide**

1. **Content should be clear, well-structured and easy to read**
2. **Ensure logical order in document structure**
3. **Write clear hyperlink text**
4. **Provide meaningful yet clear and concise alternative text**
5. **Digital media must be accurately captioned and/or transcribed**
6. **Follow all NKU design standards**
7. **Add headers to all data tables**
8. **Do not rely on color alone to convey meaning**
9. **Document titles and file names must be descriptive**
10. **Ensure proper color contrast**