

Building Accessibility into Your Everyday Tasks

An Introduction to Web Accessibility

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Slides available at go.umd.edu/everydayaccess

Zoom Webinar Features

- Chat is disabled
- Use Q&A to ask questions and communicate with us
- If you want to speak
- Raise Hand
- Ask us to speak on Q&A
- Accept the prompt to unmute

Captions for this meeting

- Live captions are not provided for this meeting as we did not receive a request from a participant
- Web Captioner: <https://webcaptioner.com/captioner>
- [Live Transcribe](#) - free app through Google Play Store
- The slides and recording of this presentation will be captioned and available at <https://itaccessibility.umd.edu/training> page

Agenda

- Introduction to web accessibility
- Explore how individuals with disabilities use the web 3. IT Accessibility 6 essential steps
- Document accessibility

- Accessibility testing
- Social media accessibility
- Procurement of accessible technology
- Training and resources

Web Accessibility

- Web accessibility means that **websites, tools, and technologies are designed and developed** so that people with disabilities can use them
- Web accessibility impacts access to the Web to people with disabilities, including auditory, cognitive, neurological, physical, speech, and visual
- Web accessibility also benefits people *without disabilities*
- Required for some, beneficial to ALL

Introduction to Web Accessibility

[Video Introduction to Web Accessibility and W3C Standards](#)

UMD Web Accessibility Policy

- All Web-based information newly adopted or redesigned by any university administrative, academic, or programmatic unit on or after the establishment of this policy (April 4th, 2018) must be in compliance with the **Web Content Accessibility Guidelines** (WCAG) 2.0 level A and AA.
- The policy applies to all "Web-based information" including Web pages, Web content (hypertext, videos, documents, images, audio files, etc.), Web-based applications, online instructional content, services, and resources, including those developed by, maintained by, or offered through third-party vendors or open sources.
- Add the ["Web Accessibility" Link](#) to the footer or any visible location of your websites

Download the UMD Web Accessibility Policy

Learn how do people with disabilities use technology

- Focus on providing excellent user experience and access
- W3C — Web Accessibility Initiative
- Web Accessibility Perspectives from W3C

- Diverse Abilities and Barriers

Stories of Inclusive Technology | [Video series developed by Colorado State University](#)

Sample videos from W3C Web Accessibility Perspectives

[Keyboard compatibility](#)

[Text to speech](#)

Include Accessibility in your Everyday Tasks

- Writing emails
- Creating and updating websites
- Creating documents and materials such as handbooks, guides, reports, information materials, newsletters, flyers
- Creating presentations for events and classes
- Online meetings and webinars (Zoom, WebEx, Skype)
- Creating and managing social media accounts
- Procuring accessible Apps, eTools and software

IT Accessibility: Six Essential Steps

1. Headings
2. Links
3. Color & Contrast
4. Images
5. Tables
6. Media

DIY IT Accessibility Handout

[Download IT Accessibility Infographics \(PDF\)](#)

[Download text version \(word\)](#)

1. Headings

- Provides structure
- Easier to navigate

H1

H2

h3

h4

2. Links

- Write meaningful link text.
- Links embedded in text should describe the link's destination.
- Avoid using text such as "click here" or "read more" to describe the link destination.

[Article: Links and Hypertext](#)

3. Color & Contrast

Use sufficient color contrast

Avoid using color alone to convey meaning.

Add labels to charts and graphs.

See articles: Visual Disabilities - [Color-blindness](#)
[Contrast and color accessibility](#)

4. Images

- Provide meaningful alternative (Alt) text to convey the purpose of an
- image (including pictures, illustrations, and charts.)
- Should be functional and provide an equivalent user experience.

More information:

[Accessible Images](#)

[Alternative Text](#)

5. Tables

- Create Tables with column and/or row headers
- Don't merge or split cells
- Don't use tables to format a document
- Add alt text

More information:

[Creating Accessible Tables - Data Tables](#)

[Creating Accessible Tables - Layout Tables](#)

6. Media

- Add captions to your videos
- Edit all machine or automated captions (Zoom, Panopto, YouTube)
- Provide a transcript for audio files
 - Use [Google Voice Typing](#) to generate a transcript [Tools]
 - Google Slides auto caption

Example: return.umd.edu

Video captioned in different languages, MP3 and transcripts

Captioning Resources and Services

- Prerecorded
 - Enable and Edit Machine Captions

- Panopto
- WebEx
- Zoom
- YouTube
- Outsource
 - ADS [Deaf and Hard of Hearing Services](#) offers captions, real-time captioning, transcription, subtitles Panopto (English and foreign) and audio description.
 - Division of IT [Panopto Professional Captioning](#) offers professional captioning (English only).
- Live Caption integration
 - [Webex and Zoom](#)
- Auto live caption
 - [Web Captioner](#) (multiple languages)
 - [Google Slides auto caption](#)

UMD Captioning Guidelines (coming soon)

Accessible fonts

- Use real text rather than text within graphics.
- Select basic, simple, easily-readable fonts.
- Ensure sufficient contrast between the text and the background.
- Avoid small font sizes.
- Limit the use of font variations such as **bold**, *italics*, and ALL CAPITAL LETTERS.
- Avoid blinking or moving text.
- Verdana, Tahoma, Trebuchet MS, and Georgia were developed specifically for use in electronic media

Refer to [WebAim article on fonts accessibility](#)

Creating Accessible Documents

- **Word, PowerPoint, Excel, Google Docs & Slides**
 - Apply 6 essential steps (headings, links, color/contrast, images, tables, media) and use accessible fonts
- **Avoid PDFs (Adobe Acrobat)** as the default to publish documents
- **Provide alternative formats** (Word, HTML, mp3, braille, other)
- **Use Accessibility checkers**

SensusAccess Document Conversion

SensusAccess | IT Accessibility

- SensusAccess is an online document conversion system
- Supports the transformation of text and image-based file types into different formats
- Available for free for UMD students, faculty and staff.

Accessibility conversion

- PDF
- Word
- html
- PPT

Audio conversion

- .mp3

E-book services

- Epub
- ebook formats

SensusAccess Best Practices

The quality of a conversion is dependent upon the quality of the original document

Equidox - Accessible PDF Conversion

- Use Equidox PDF remediation software. It is a solution that uses smart detection tools to convert inaccessible PDFs into WCAG 2.0 AA-compliant HTML and accessible PDF and EPUB 2 content.
- Equidox and Accessibility Training is required for users
- If you are interested:
 - Learn more about [Equidox software](#)
 - View the [Equidox Overview Video](#)
 - Complete [interest form](#)

Testing Web Accessibility

Automated Testing

- Siteimprove
 - Chrome and Firefox [Siteimprove extension](#)
 - Create an account at siteimprove.umd.edu
 - Contact itaccessibility@umd.edu to access your sites
- WAVE
 - Chrome and Firefox [Wave extension](#)
 - [Learn how to use WAVE](#)

Manual Testing

- Video caption
- Keyboard-only
- Increase text size (200%)
- Screen Readers (JAWS, NVDA)

Different browsers / Desktop and Mobile (IOS and Android)

Social Media Accessibility

- Make your contact information available
- Make social media content available through your website
- Post your social media to multiple outlets
- Make posts accessible
 - Apply 6 essential steps (headings, links, color/contrast, images, tables, media) and use accessible fonts
 - Captioning of videos – prerecorded and live stream
- Accessibility features vary per platform and they are constantly changing
- Resources
 - [Social Media Accessibility Features \(2020\)](#) by AccessibilityOz
 - [Social Media Accessibility Guidelines](#) by Princeton University

Procuring Accessible Technology

1. Avoid click-through agreements
2. All new eTools, Software and Apps need to be evaluated before procurement
 - a. Request IT compliance review for security, privacy and accessibility
 - b. email itsupport@umd.edu
3. Accessibility evaluation process
 - a. Company must provide Accessibility documentation and a roadmap including the current accessibility issues and when they will be fixed.
 - b. Unit purchasing the technology needs to include language in the contract to hold the company accountable to comply with accessibility standards (WCAG 2.0 AA) over time

Where do I start?

- New content

- Prioritize all your content
 - Review Analytics
- Make a plan
- Use resources

Additional Training Opportunities

Visit: <https://itaccessibility.umd.edu/training>

[Web Accessibility Training by WebAim: August 19-20](#) (2 days, 8 hours)

[Introduction to Web Accessibility course – EdX by W3C-WAI](#)

[PDF Accessibility course](#) at LinkedIn learning

Questions & Comments

Thank you for your commitment to accessibility

Please complete evaluation at <https://go.umd.edu/iwaeval>

Contact us at itaccessibility@umd.edu

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IT Accessibility webpage www.itaccessibility.umd.edu