

# How to make your content Accessible

Roberta Beattie, December 2020



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Website Tech Champion



# Agenda

- What is accessibility?
- Accessibility in practice
- Accessible social media
- Legislation
- Tools & resources
- 5 Minute break
- YouAccess Presentation
- Questions



# Introduction:

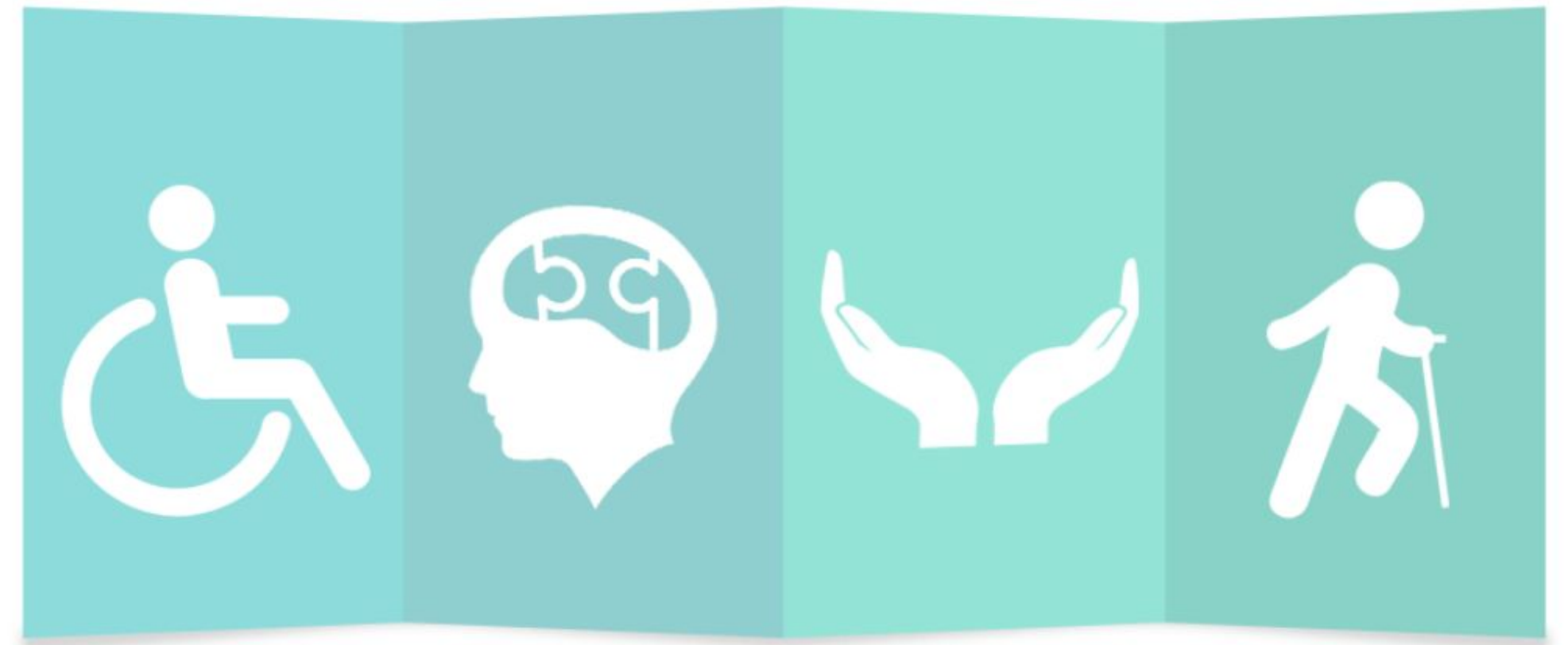
## What is accessibility?



# Accessibility is for everyone

Create content that works for everyone

- It is not just about the W3C standards and rules
- It is not simply a checklist
- ★ It is about people
- ★ It is about user experiences that work well for everyone



# Accessibility modes

**Permanent**

**Temporary**

**Situational**

# Accessibility barriers



COGNITIVE



VISUAL



AUDITORY



MOTOR



SPEECH

# Accessibility in practice

## Things to consider





# Using a screen reader



a screen reader program is a software that

# Well written page titles

- ★ Not necessarily visible when you look at a web page
- ★ The blue links you see in Google searches are page titles
- ★ They also show up on the tab bar in your browser

A screenshot of a Google search for "arts organisations". The search bar at the top shows the query. Below it, several search results are listed, each with a blue link (the page title) and a snippet of text. The results include:

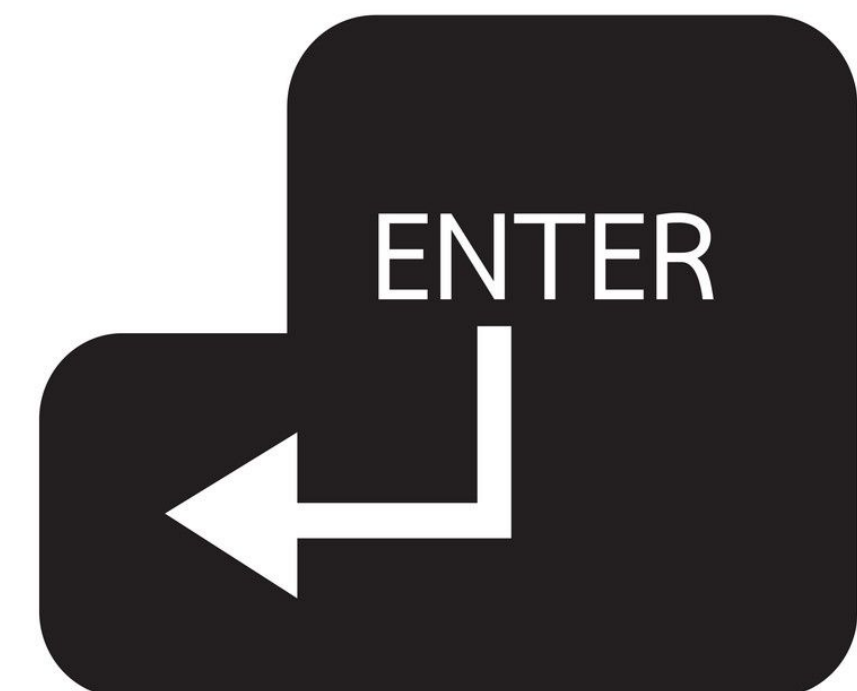
- [Meet the Arts Organisations | Creative Future - Brighton](#)  
This informal event enabled local artists to link up with local **arts organisations**. Fabrica, Photoworks, Project Art Works, Brighton University, Pallant House ...
- [Arts and cultural organisations and programmes | Arts Council ...](#)  
Research reports and resources from **arts** and cultural **organisations**, including many other **arts** councils. **Artists** Newsletter (A–N) Knowledge Bank. Themes: ...
- [What are arts organisations for? - Arts Marketing Association](#)  
28 Feb 2012 — Note that I am talking about an **arts organisation** and not an artist or group of artists (whose focus is indeed to make art). Organisations, even ...
- [Nottingham arts organisations handed £4.6 ... - Creative Quarter](#)  
12 Oct 2020 — **Arts** venues of all sizes, ranging from Chameleon **Arts** Cafe up to the Theatre Royal and Royal Concert Hall were in receipt of money designed ...
- [Associations, Agencies & Organisations | Activate](#)  
**Artists** Information Company. This **organisation** aims to stimulate and support contemporary visual **arts** practice, and provides a network for UK **artists** and **arts** ...

A screenshot of a browser's tab bar. The active tab is titled "arts organisations - Google Search". A tooltip is shown over the address bar, displaying the page title "Digital Skills For Arts & Culture - Digital Culture Network" and the URL "digitalculturenetwork.org.uk". Other tabs in the background include "Digital Skills For Arts & Culture - x" and "Microsoft Teams".



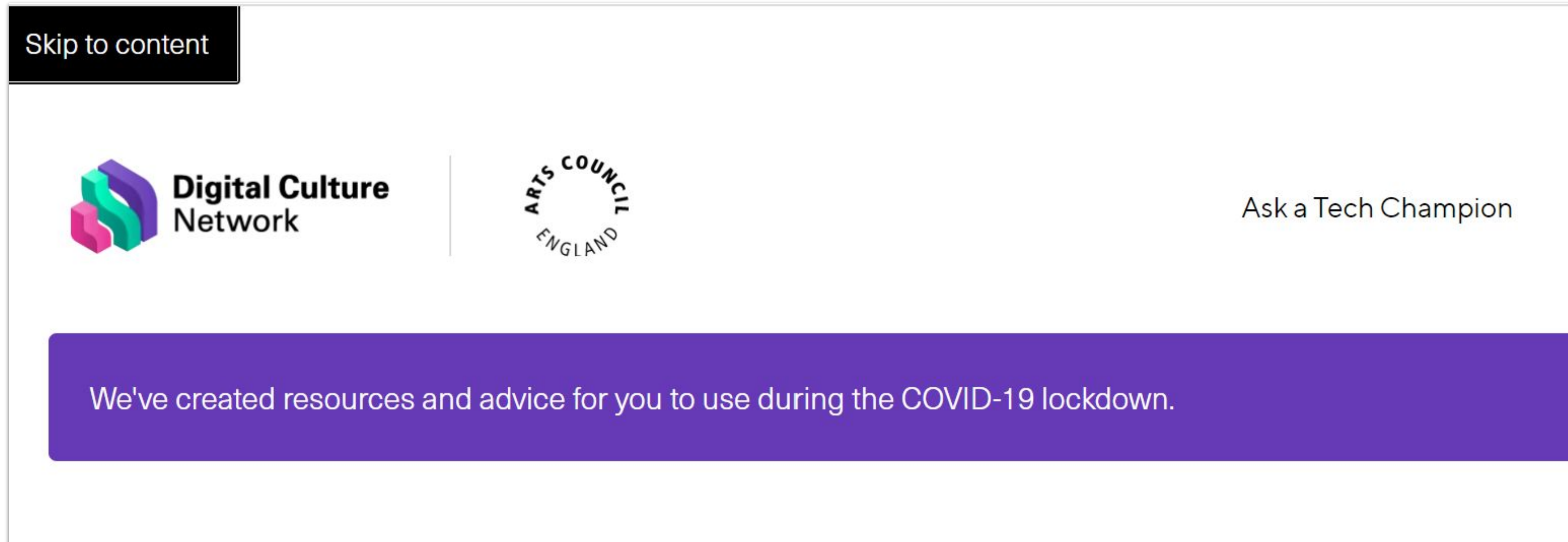
# Navigating with a keyboard

- ★ Allow people to navigate your website with their keyboard





# Skip to content

- ★ Add a skip to content link



Skip to content

 **Digital Culture Network**



[Ask a Tech Champion](#)

We've created resources and advice for you to use during the COVID-19 lockdown.

# Focus on links

- ★ The links should highlight when you tab through them

Ask a Tech Champion

Events

External Support ▼

News

About ▼

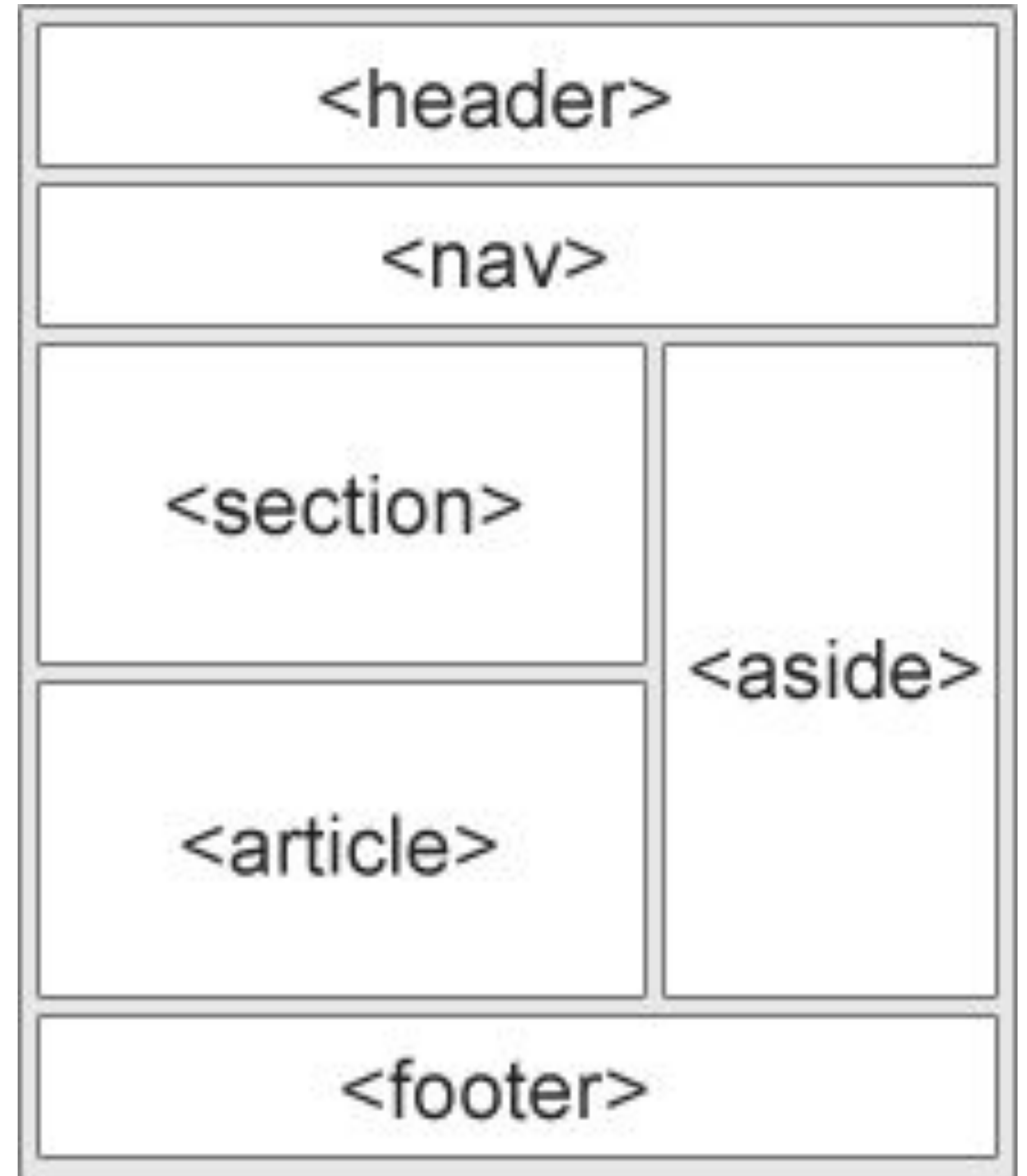
Knowledge Hub



Read More

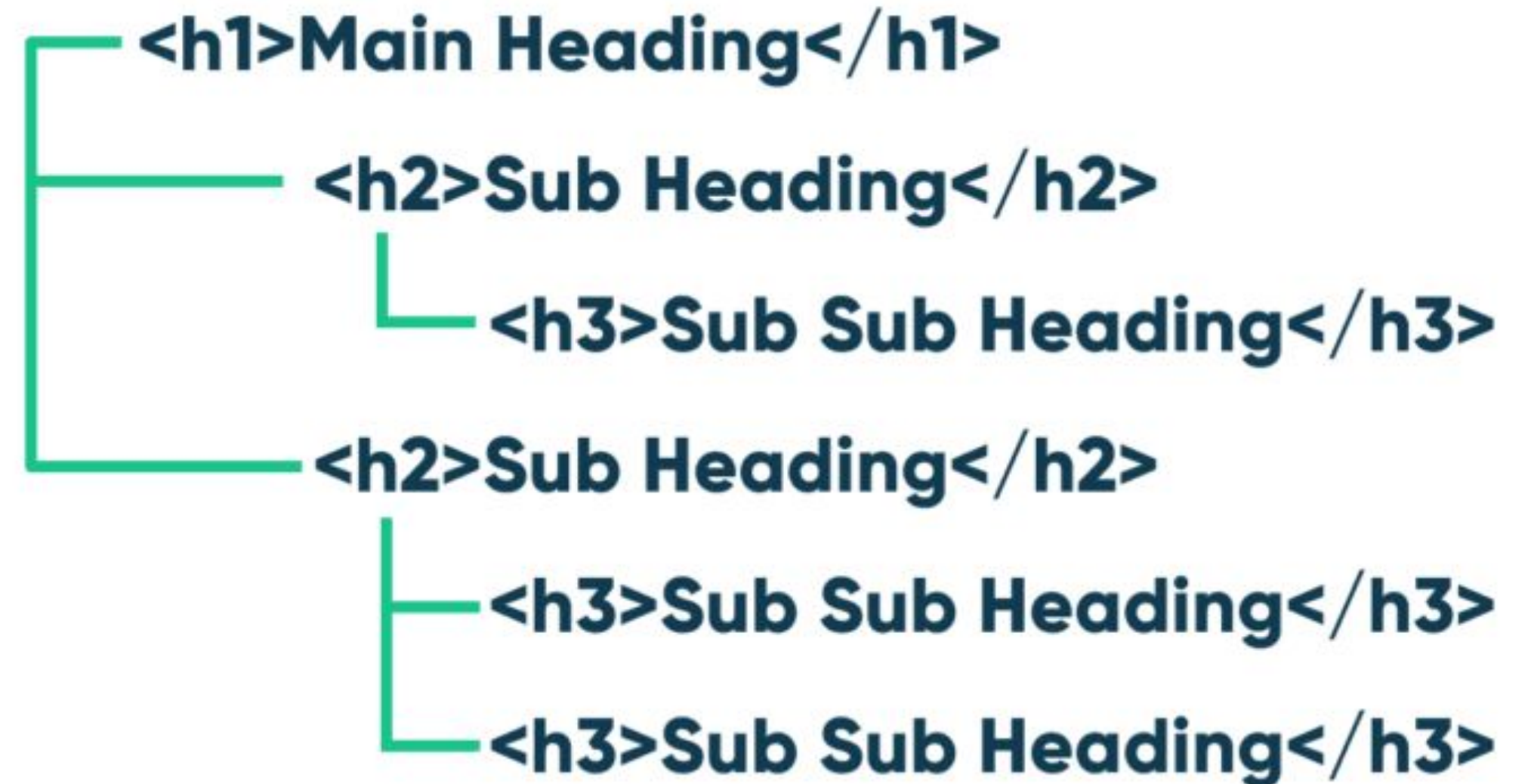
# Defined content areas

- ★ Define the content structure in the code of your page with tags
- ★ Well structured content allows people to navigate your content more efficiently



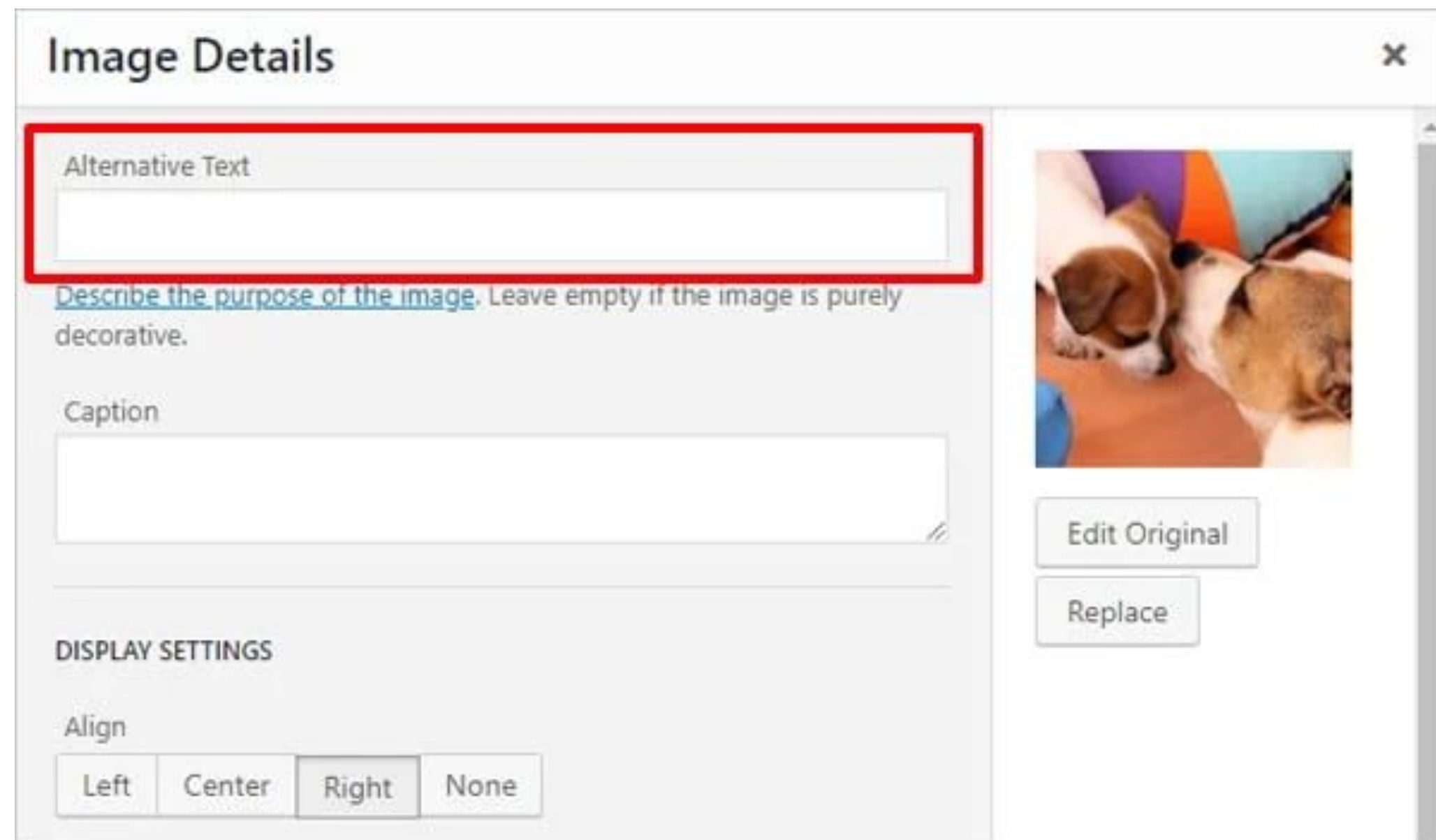
# Heading tags

- ★ Content heading structure should be consistent
- ★ Titles and headings should follow a logical order.



# Image alt tags

- ★ Alt tags describe what an image is to people using screen readers
- ★ If an image is a design element, add an alt tag with no contents, so screen readers can skip past it





# Descriptive links

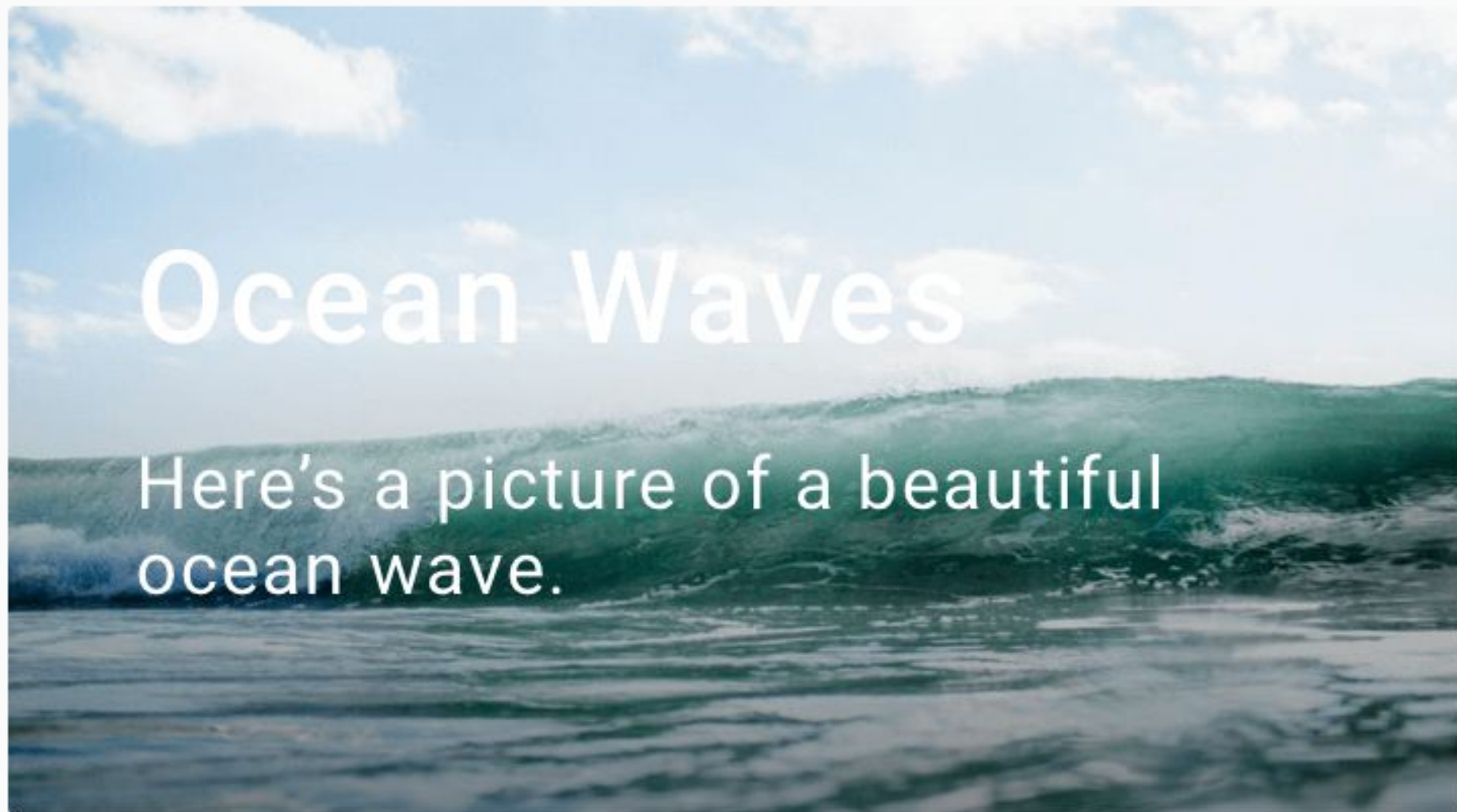
- ★ Use descriptive language when creating links
- ★ Help people identify if the content on the other side of the link is useful to them

**Click here**

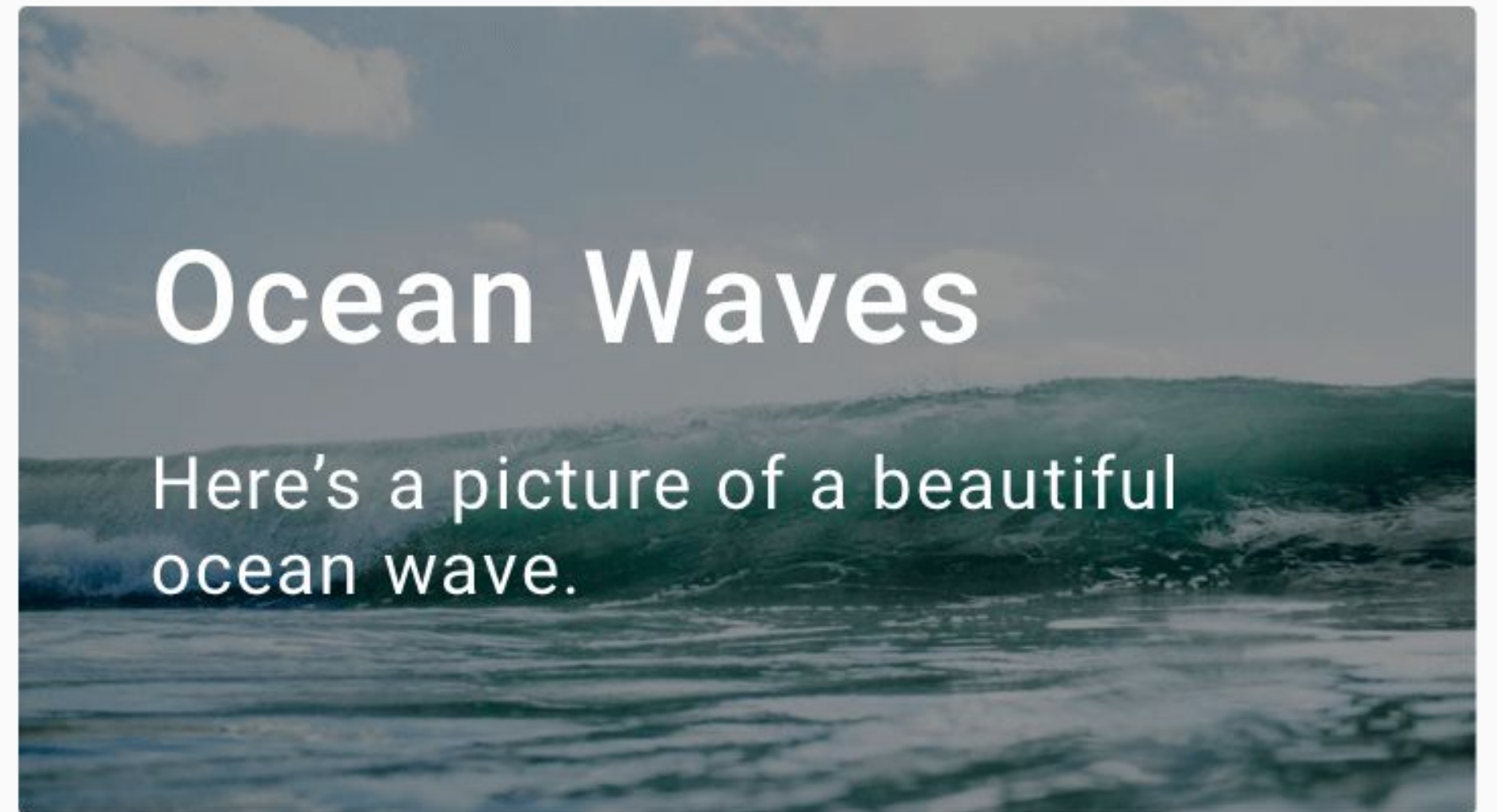
**Download our annual  
report (pdf)**

# Colour contrast

✗ Don't



✓ Do



# Colour contrast accessibility levels

- ★ Consider the contrast of any text you use above a colour background or image



# Creating video captions & audio descriptions

- ★ Create captions for videos
- ★ Auto captioning & live captioning
- ★ Create audio description tracks



# Live captioning

- ★ StageTEXT provide live captioning services
- ★ They can also provide SRT files to include with your recordings

The logo for StageTEXT features two yellow chevron symbols pointing right, followed by the text "StageTEXT" in a bold, dark blue, sans-serif font. The entire logo is set against a light gray rectangular background.


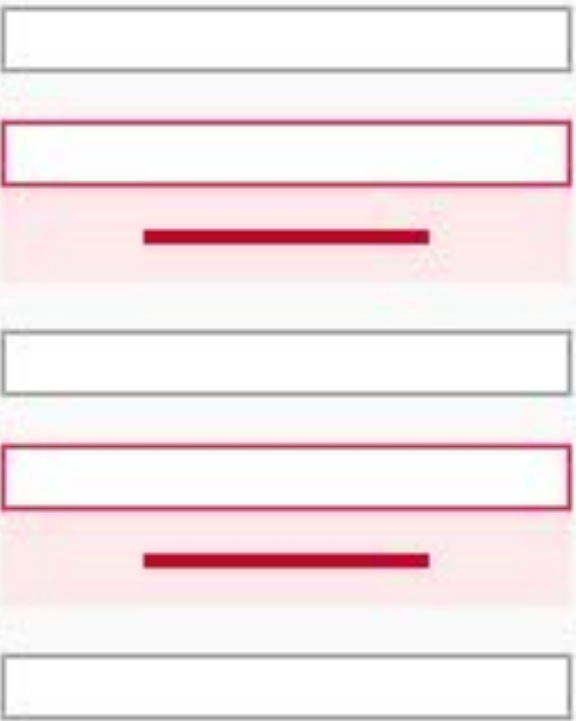




>> StageTEXT

# Audio descriptions

- ★ VOCALEYES provide live audio description services
- ★ They can also provide recorded audio description tracks to include with your recordings

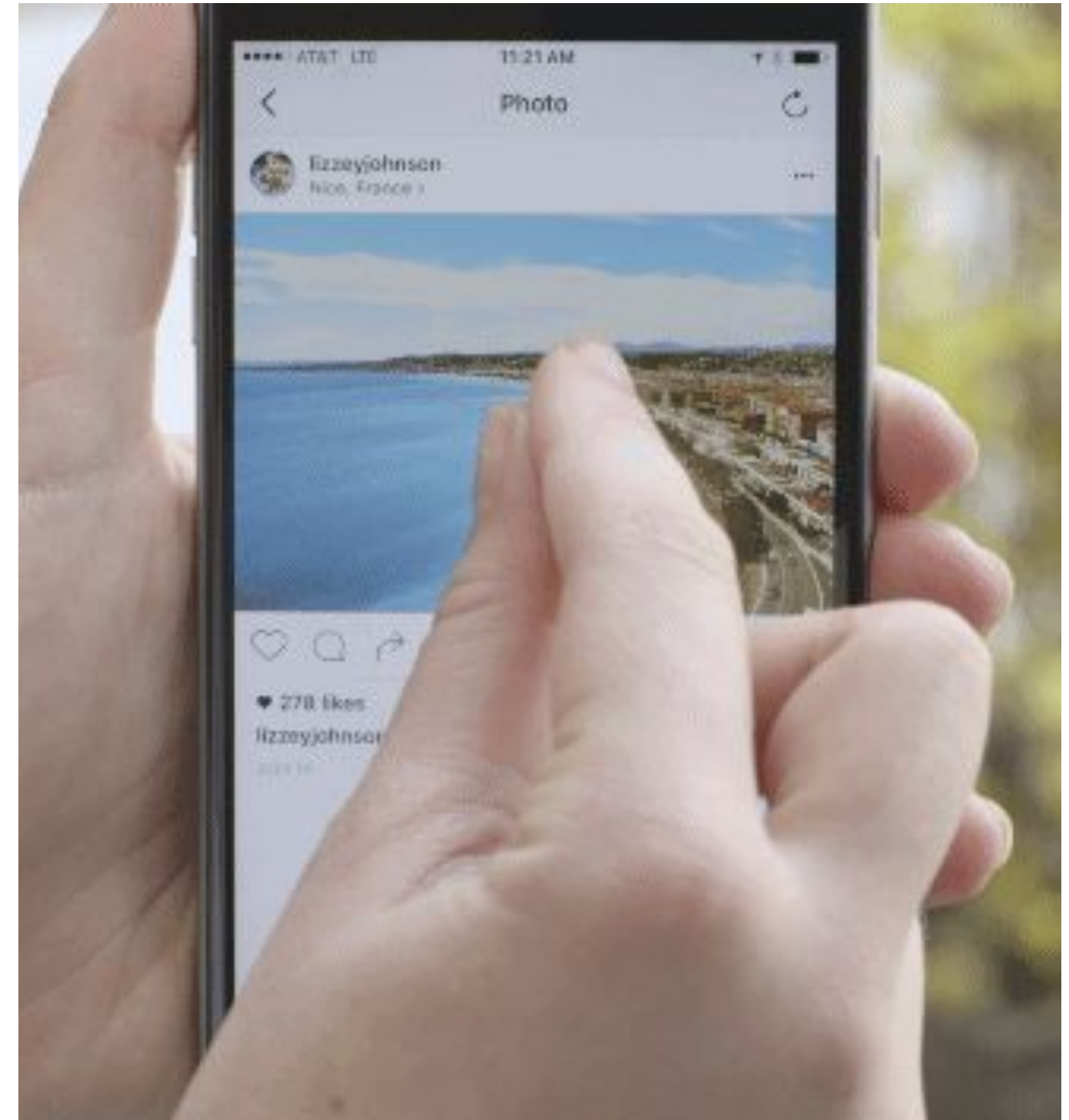


# Notifications and form error feedback

Top of Form Validation	Inline Validation
	
 High cognitive load on memory	 Low cognitive load on memory
 Longer time to correct errors	 Shorter time to correct errors

# Accessibility across devices

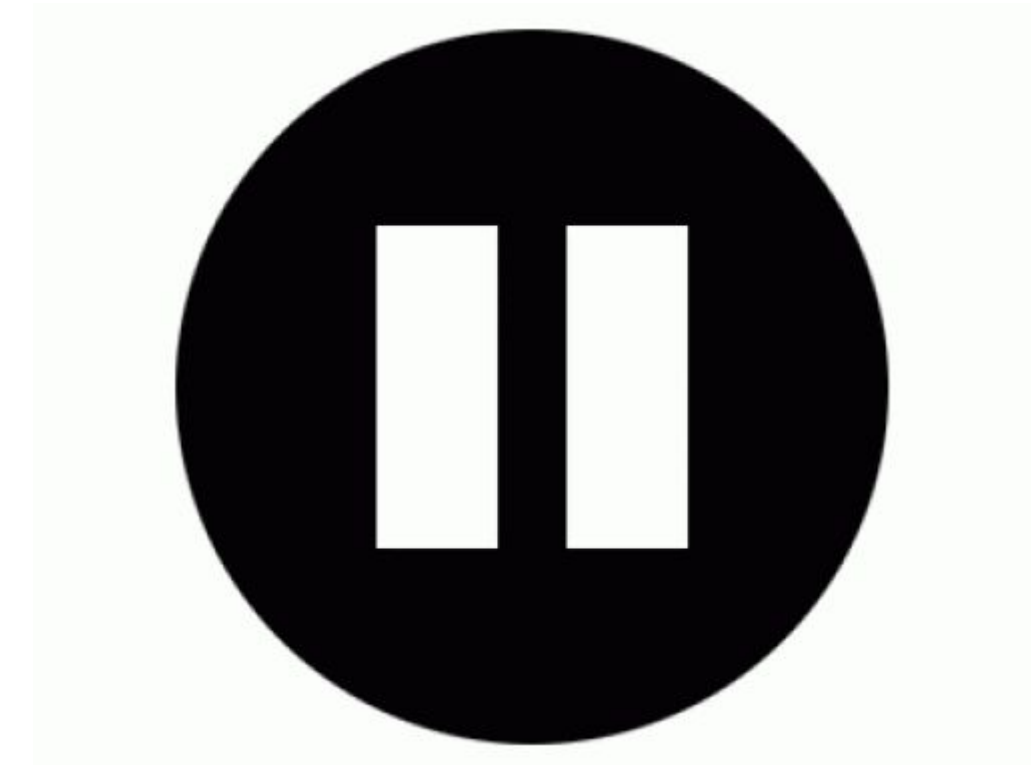
- ★ Does it work on a mobile?
- ★ Does it work on a desktop?
- ★ Does it work on a tablet?





# Allow people to pause animations

- ★ Add controls to let people slow down or stop moving elements



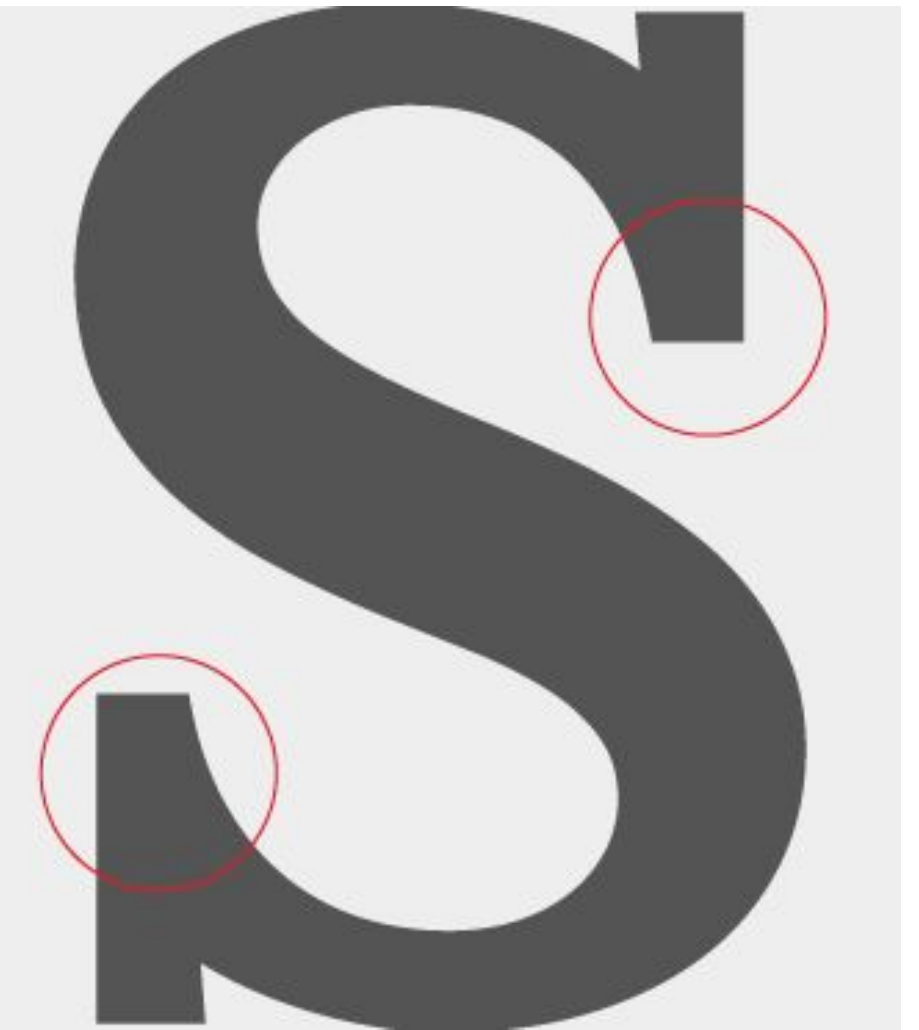
# Use sans-serif fonts

- ★ Use plain, dyslexic friendly fonts
- ★ Use simple phrases and language

Sans-Serif



Serif



# Accessible PDFs

- ★ Use plain, dyslexic friendly fonts



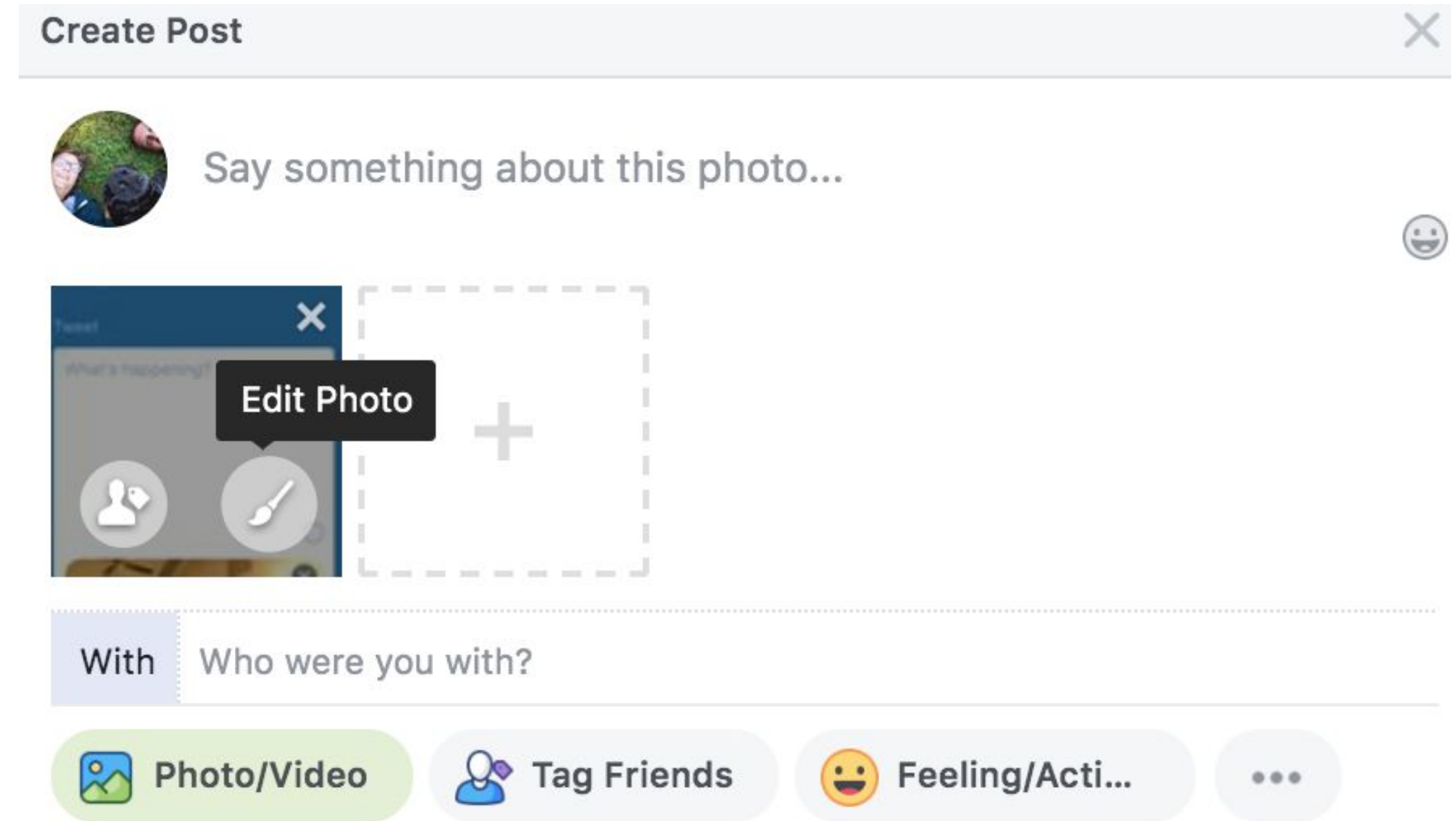
# Accessible social media

## Things to consider



# Alt text on images

- ★ Add alt text to your images
- ★ Add alt text to your stories



# CamelCase your #Hashtags

- ★ #CamelCaseYourHashtags
- ★ Add hashtags to your posts and not in the comments



# Using emojis

- ★ Describe emojis you use in your posts, don't rely on the emoji on it's own



Look at the image below 🐶



Tag people

Add description

Everyone can reply



Tweet

# Don't forget

- ★ Use simple sentences and sans-serif fonts
- ★ Caption your videos
- ★ Use high contrast if you put writing on top of images or a background





# Legislation

Things you need to know



# Accessibility legislation

- ★ Websites should meet 2.1 WCAG standards
- ★ Websites now need an accessibility statement



# Simple accessibility self-audit

- ★ The Gov.uk site has a simple guide on how to self-evaluate your website

GOV.UK Search on GOV.UK

→ [Coronavirus \(COVID-19\)](#) | National restrictions in England until 2 December

→ [Brexit transition](#) | Take action now for new rules in 2021

[Home](#) > [Content and publishing](#) > [Doing a basic accessibility check if you cannot do a detailed one](#)

Government Digital Service

## Guidance

# Doing a basic accessibility check if you cannot do a detailed one

Published 22 August 2019

Contents

- Preparing to do a basic accessibility check
- 1. Text content
- 2. Images, video and audio content
- 3. Interactive tools and transactions
- 4. PDFs and other documents
- 5. Technology
- 6. HTML checks
- Once you've finished the checks

The first step towards meeting [the new accessibility requirements](#) involves evaluating how accessible your website is.

This means checking whether or not it meets the [international WCAG 2.1 AA standard](#).

Checking this in detail requires a large amount of technical expertise and is best left to either:

- an accessibility expert within your organisation
- a third-party accessibility auditor

Some organisations will not have the expertise to do a detailed check themselves and paying a third party would place a 'disproportionate burden' on them. This means a

# Accessibility statement generator

- ★ The W3C have created an easy to use accessibility statement generator to help you create your own

The screenshot shows the W3C Web Accessibility Initiative (WAI) website. The header includes the W3C logo, the text 'Web Accessibility Initiative WAI', and the tagline 'Strategies, standards, resources to make the Web accessible to people with disabilities'. There are links for 'Get Involved' and 'About W3C WAI', and a search box. A navigation bar contains links for 'Accessibility Fundamentals', 'Planning & Policies', 'Design & Develop', 'Test & Evaluate', 'Teach & Advocate', and 'Standards/Guidelines'. The breadcrumb trail is 'Home / Planning & Policies / Developing an Accessibility Statement / Generator Tool'. The main content area is titled 'Generate an Accessibility Statement'. It features a sidebar with a 'Planning & Policies' section containing links for 'Approaches for Interim Repairs', 'Planning and Managing Accessibility', 'Developing an Organizational Policy', 'Developing an Accessibility Statement' (with 'Generator Tool' highlighted), 'Minimal Example', 'Complete Example', 'Involving Users for Better Accessibility', and 'International Laws & Policies'. The main content includes a 'How to use this generator tool' section, a 'Page Contents' list with links for 'Basic information', 'Your efforts', 'Technical information', and 'Approval and complaints process', and a 'Basic information' section with a description of the minimal set of information recommended for an accessibility statement.

# Tools & resources

## Things to try



# Accessibility course

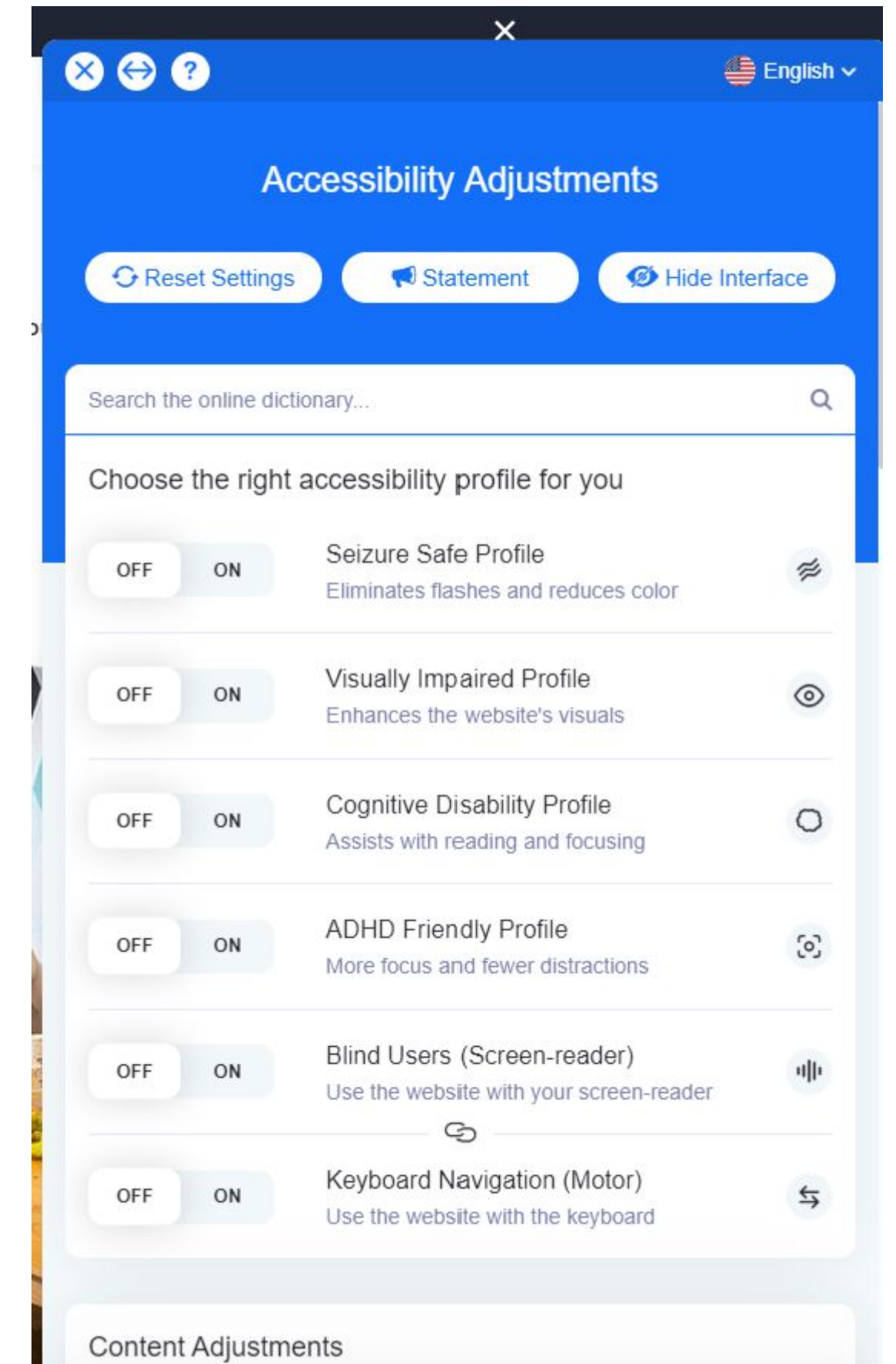
- ★ This free course, created by the people behind the W3C, is an excellent introduction and overview of accessibility

The screenshot shows the edX website interface. At the top, there is a navigation bar with the edX logo, links for 'Courses', 'Programs & Degrees', 'Schools & Partners', and 'edX for Business', and a search bar containing the text 'bertiebt'. Below the navigation bar, the breadcrumb 'Catalog > Computer Science Courses' is visible. The main content area features the course title 'Introduction to Web Accessibility' with a subtitle: 'Get a strong foundation in digital accessibility to make your websites and apps work well for people with disabilities, meet international standards, and provide a better user experience for everyone.' The W3C logo is prominently displayed. A red button labeled 'View Course' is positioned below the enrollment information, which states '17,021 already enrolled!'. To the right of the text is a video player thumbnail showing a man and a woman at a laptop, with a 'Play Video' button and icons for accessibility (hand, eye, ear, brain). Below the main content, there is a section titled 'About this course' with a detailed description of the course's purpose. To the right of this section is a table of course details.

🕒 Length:	4 Weeks
🕒 Effort:	4–5 hours per week
💰 Price:	FREE Add a Verified Certificate for £74

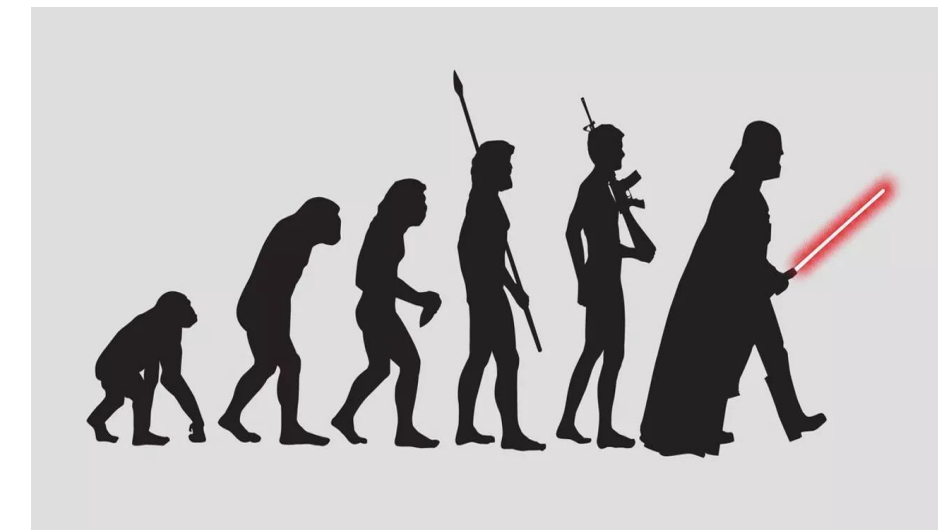
# Website accessibility controls

- ★ Overlays tools that allow users to control the appearance of your site
- ★ Using these tools, won't automatically make your site WCAG 2.1 compliant



# Accessibility tools & resources

## Google Lighthouse





**Break**  
5 Minute comfort break



GRANDAD

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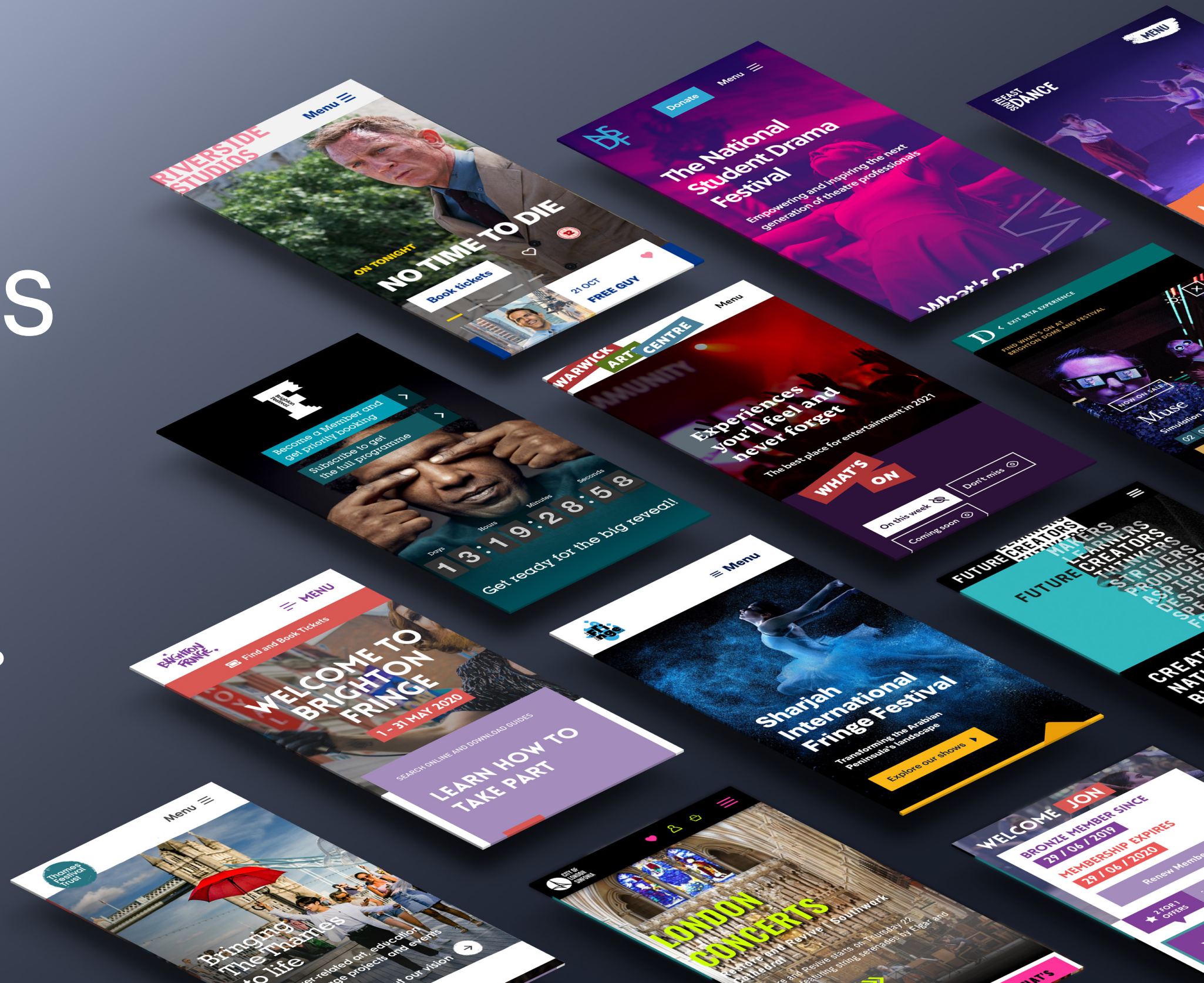
&

Digital Culture Network

Accessibility and beyond

January 2021

Accessibility is about people and not just compliance...

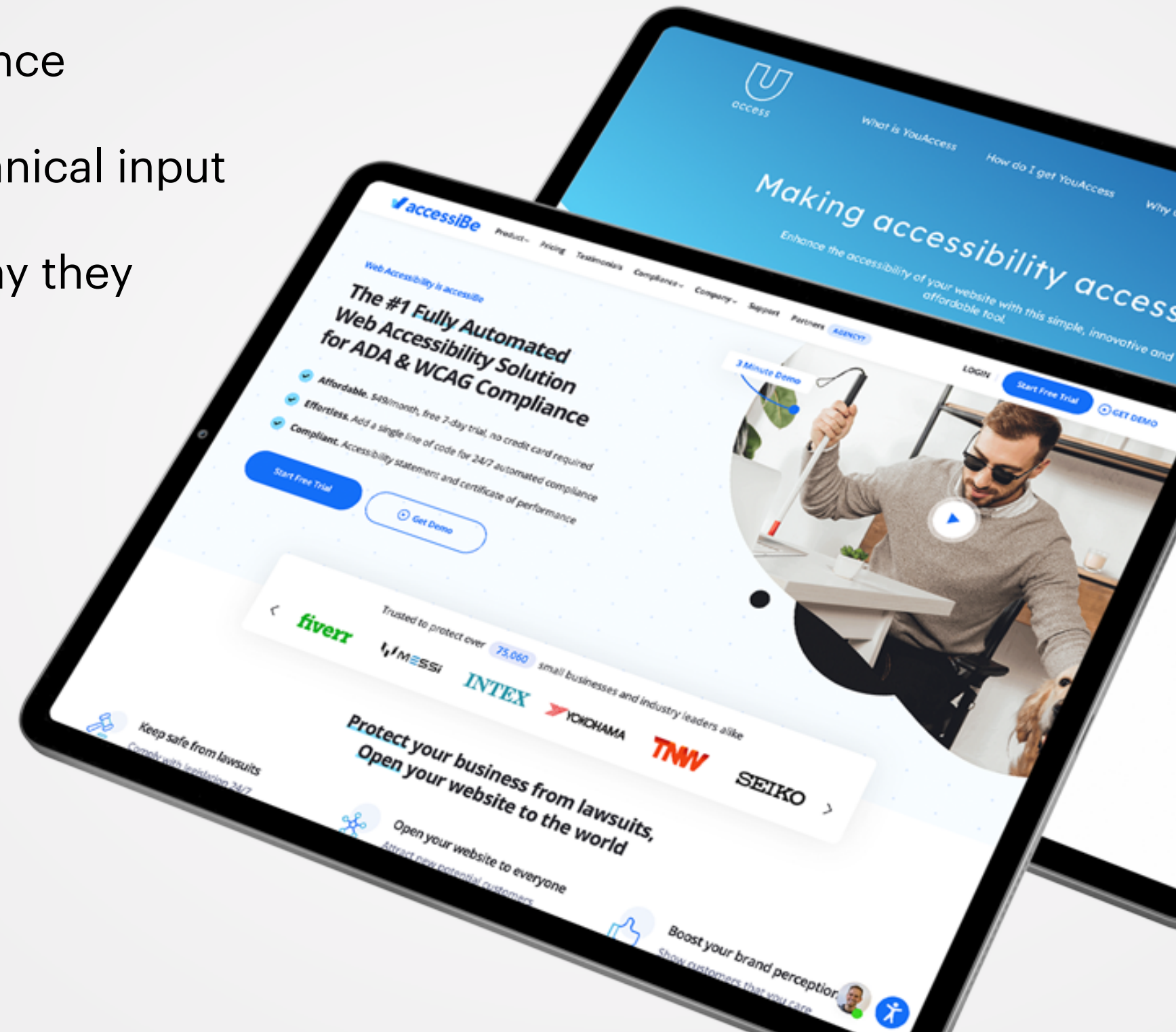


# Compliance & beyond

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# Going beyond compliance - using established tools...

- Add-on tools can enhance basic compliance
- Usually easy to install; requiring little technical input
- Users can instantly use your site in the way they want and need to
- Settings can be stored in site cookies for future visits
- Many tools to deliver accessibility benefits, including YouAccess, created by Grandad



## Going beyond compliance - for reach benefits...

- 20% of people have some form of disability (Scope)
- Present content that is inclusive & easy to engage with
- Empowered audiences boost site reach
- Grow your brand impact & loyalty



**20% of the UK**

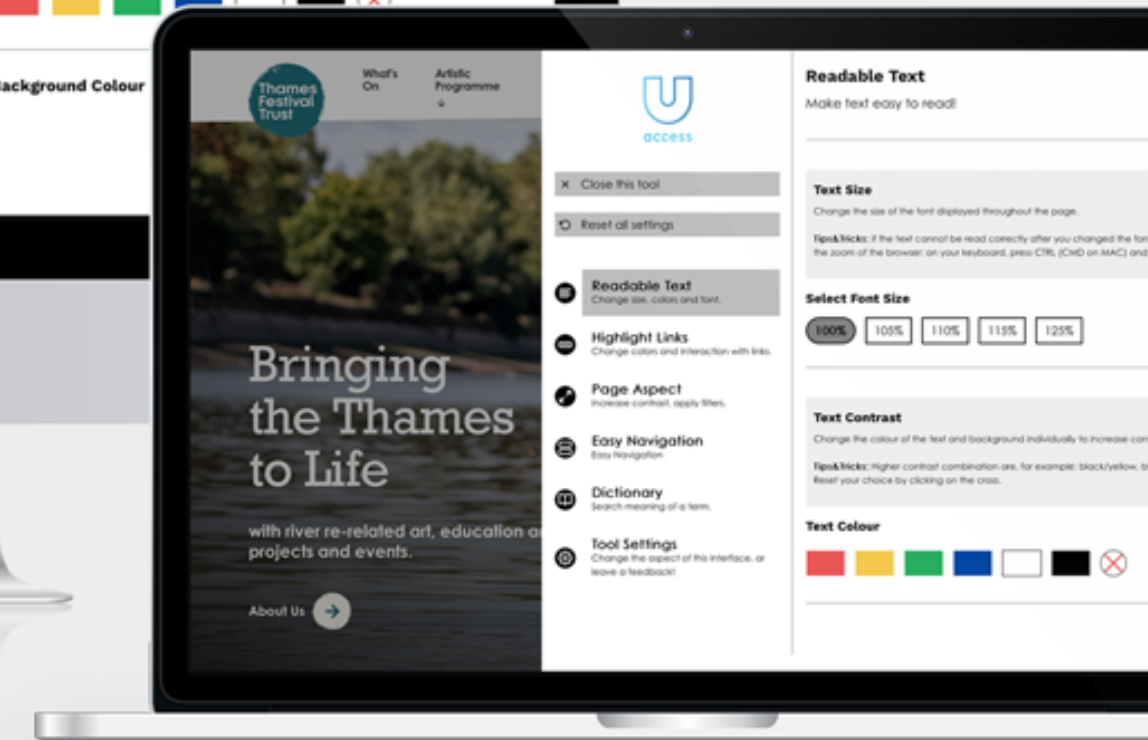
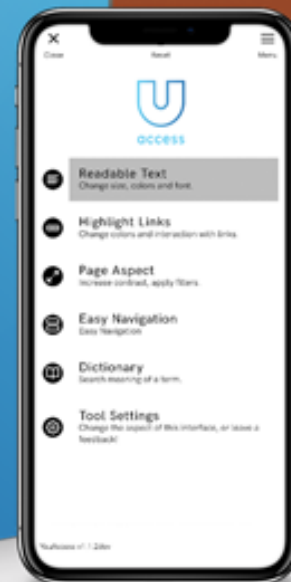
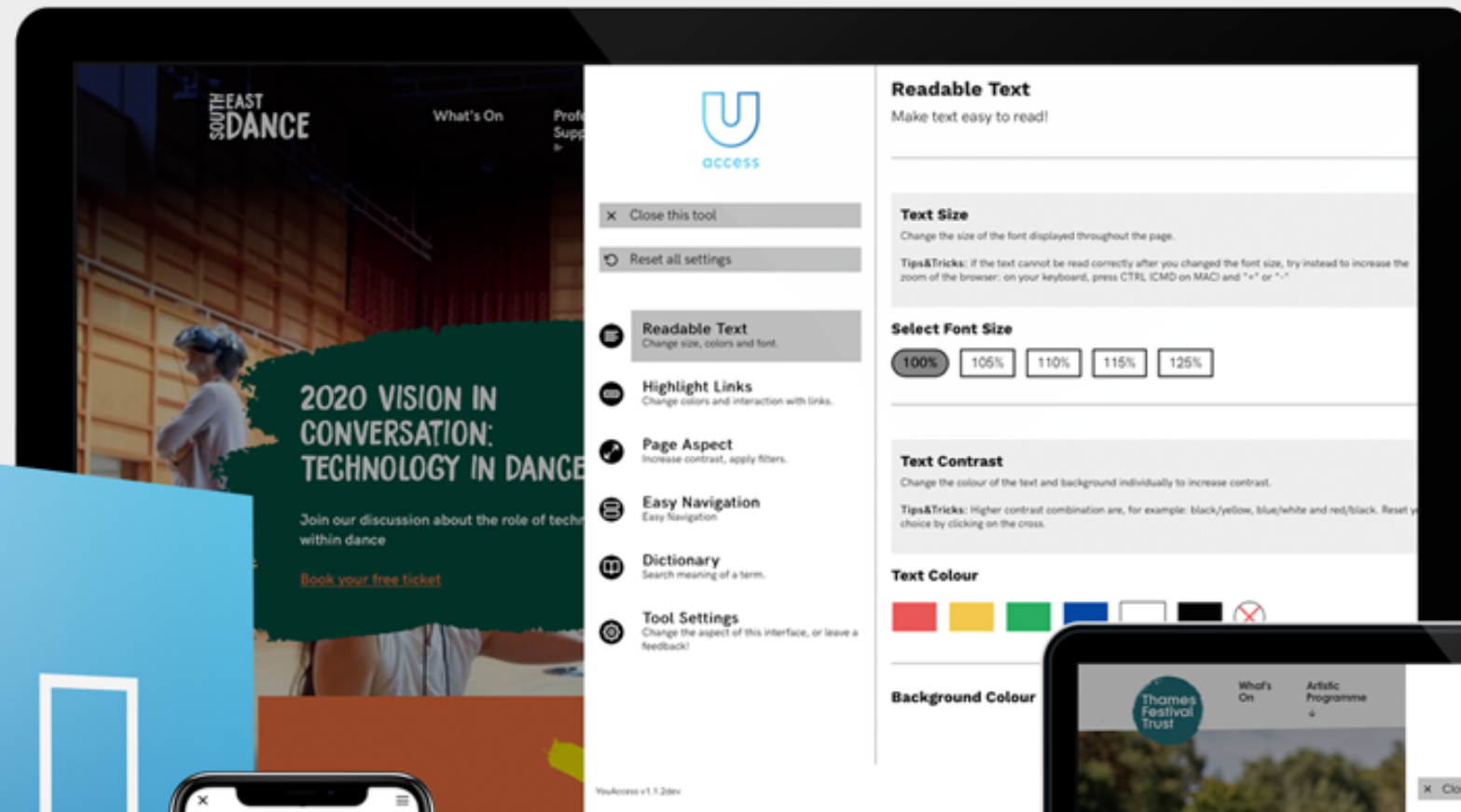
# Going beyond compliance - for your brand...

- Boosts brand image
- Demonstrates you care
- Builds brand trust & credibility
- Presents you & your brand as inclusive
- Removes blockers, frustration & negative brand impact



# YouAccess Demonstration

## South East Dance





## Easy installation process

- Most tools are very easy to add to your site
- A simple piece of code
- Added through Google Tag manager or a simple plug-in for Wordpress, Drupal etc.
- See and test the tool in staging/live site
- These tools do not require a site redesign
- We can help you ensure that the tool displays & functions properly

A

B

C



Insight from one of  
our client partners

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# Insight from one of our client partners...

**Darren Smallman** - Marketing Director

Thames Festival Trust

The Accessibility Strategy

- Digital development & accessibility at our heart
- Most important element to effective marketing
- At the forefront of development & marketing discussions



## Insight from client partner...

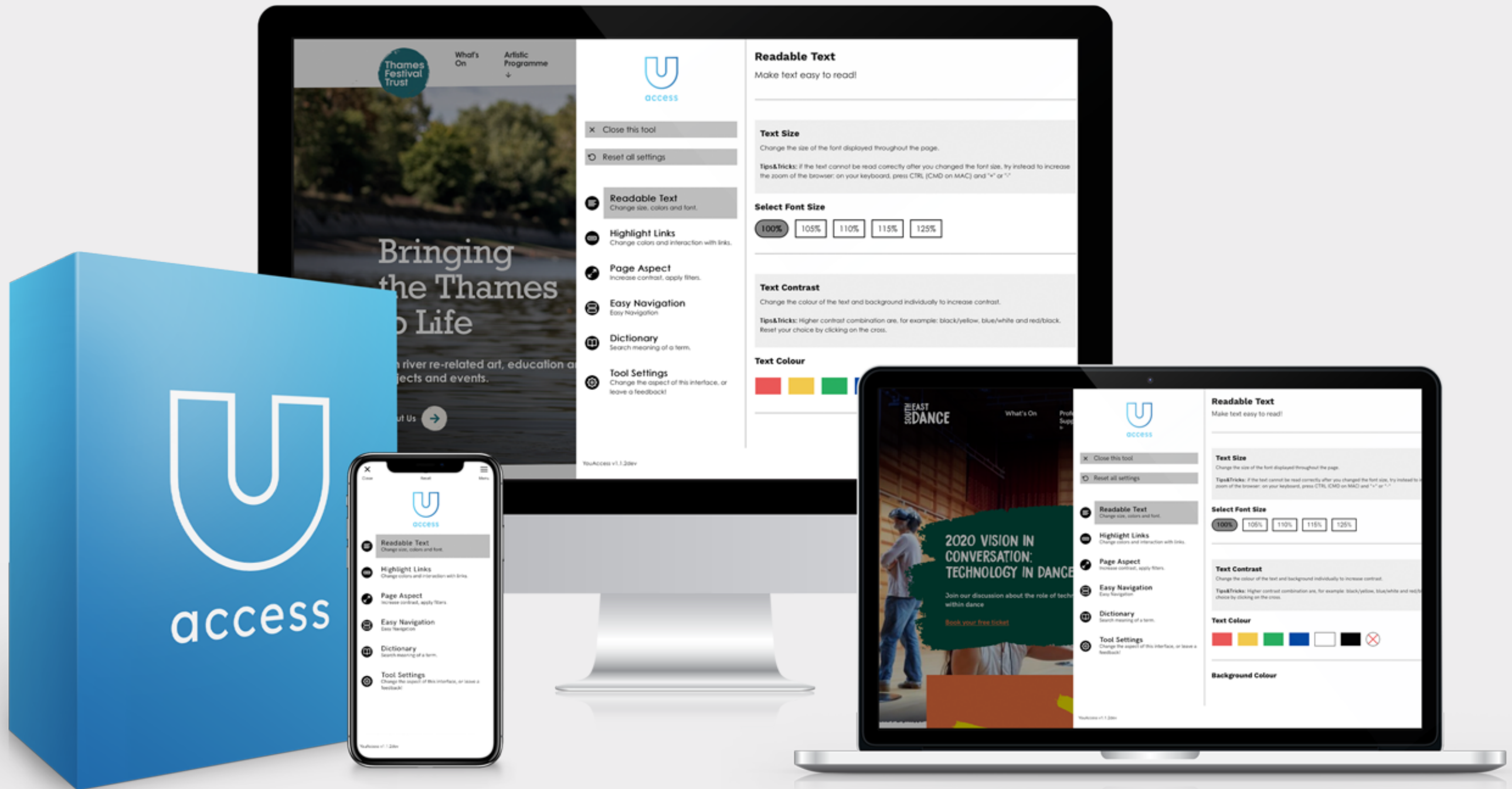
### Simplicity is Key

- Clean content, clear journeys in comfort
- Clean fonts, short and concise sentences
- Flexible visuals and navigation to limit hurdles

### The Right Tools

- Requires little effort
- Offers lots of options
- Cost efficient
- Perfect for arts organisations





## Conclusions

- Benefits beyond legal requirements
- Boost your brand
- Drive site reach
- Easy installation
- Put your site in your users' hands



GRANDAD

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Thank you

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[grandad.digital](https://grandad.digital)

[hello@grandadlondon.com](mailto:hello@grandadlondon.com)

01273 944 400



# Questions



[digitalculturenetwork.org.uk](http://digitalculturenetwork.org.uk)

