Tools for Digital Accessibility

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Digital Accessibility

Digital accessibility is about ensuring the online and digital world is open and accessible to people with disabilities.
Principles for Digital Accessibility

1. Commitment to Equity
2. Commitment to Growth
3. Commitment to Flexibility
Tools for Digital Accessibility
Making Visual Content Accessible

Making Audio Content Accessible

Making Content in Plain Language
Making Visual Content Accessible
ALTERNATIVE TEXT

Alternative text describes an image and can be read aloud by screen readers.
Image Description: A woman with medium brown skin and short dark brown hair, wearing a black mask, headphones, and a jean jacket over a black dress, is sitting in a chair outside and writing on a notepad.

From the Disabled and Here Collection
Tips

- Keep it short
- Focus on what is important
- Quote any text in the image
- Use full sentences
Audio description or “visual description” communicates what is happening on screen, in a video, or live.
by kinetic light

Descent

A white woman with sea green hair,
Tips
- Focus on what is important
- Avoid overlap with dialogue
- Use full sentences
HIGH CONTRAST COLORS

High contrast colors are colors that are very different in lightness and darkness. Using high contrasting colors makes the content easier to perceive.
HIGH CONTRAST COLORS

LOW CONTRAST

HIGH CONTRAST
HIGH CONTRAST COLORS

Tips

● Use light versions of colors with dark versions of other colors.
● Use a mix of white or black with a color.
● Avoid red and green.
● Avoid depending on color for meaning.
Using larger text is important for making text accessible to people with low vision.
LARGE TEXT

Text that is too small and makes it difficult to read.

Text that is large enough.
Pauli Murray’s Proud Shoes: A Classic in African American Genealogy

This temporary exhibition of the Robert F. Smith Explore Your Family Center showcases the racial and social dynamics between the union of a free black family from the north and a mixed-race family of the south.
DESCRIPTIVE LINKS

Descriptive links replace the long URL with a short description of what the link leads to.
DESCRIPTIVE LINKS

Long, Redundant Links
https://thewalters.org/experience/exhibitions/future/
Link to Future Exhibitions & Installations at the Walters

Short Descriptive Links
The Walters - Future Exhibitions & Installations
thewalters.org
Content Structure

The structure of text content allows a screen reader to understand the different parts of writing, such as the title and headings.
Providing Structure in Web Pages and Documents

Overview

In order to understand a document, everyone depends on understanding its structure. For example, consider the current web page. It includes a banner, multimedia, and the main content which you are reading currently. The main content is organized and marked by headings and subheadings, and the content within those sections is comprised mostly of paragraphs and lists. Sighted users understand all these relationships at a glance, based largely on visual characters such as the size and position of content relative to other surrounding content.

Screen reader users need to understand this structure just like everyone else. Therefore, they are dependent on content authors clearly identifying the headings, paragraphs, lists, tables, banners, menus, and other features as exactly what they are. In the world of web design this is referred to as semantic markup.
Work Plan:

Steps
- Think about what I would sell.
- Make a budget.
- Set up shop.
- Take photos of products.
- Post products.
- Research SEO optimization.
- Launch store.

Selling Ideas
- Art Prints (art you've already made)
- Art-based Enamel Pins (from art you've already made)
- Mugs (from art you've already made)
- The Nerdware Store
  - Pins
Title

Plan:

- Sell digital products.
- Sell based on your art.
- Sell Art-Based Enamel Pins (from art you've already made).
- Sell Mugs (from art you've already made).
- Sell The Nerdware Store
  - Pins

- Sell art prints (art you've already made).
Making Audio Content Accessible
American Sign Language (ASL) Interpreting

ASL interpreting makes content accessible to the roughly 1 million people whose main language is American Sign Language.
American Sign Language (ASL) Interpreting

**Tips**
- Use experienced ASL interpreters
- Incorporate ASL interpreters for music
- Provide prep material for interpreters
Captioning

Captions turn audio content into streams of text or static transcripts capturing each word.
Captioning

Tips
- Provide prep material to captioners in advance
- Ask participants to say their names before speaking
a white woman with sea green hair,
Making Content in Plain Language
Plain Language

Plain language is a way of communicating clearly and in a way that everyone can understand and is compared to a middle school reading level or lower.
Plain Language

Tips

- Write short sentences and paragraphs.
- Use vocabulary that everyone can understand.
- Focus on what is important.
- Explain new terms and avoid acronyms.
- Use visualizations.
COVID-19 Vaccine Information in Plain Language

What is COVID-19?

It is a short way of saying Coronavirus Disease 2019. It’s nickname is Coronavirus. It is a terrible virus making people sick all around the world. **Getting this virus is bad for you.**

What is a vaccine?

A vaccine is medicine. It usually comes in a shot. It protects you from getting sick. Each vaccine protects you from one illness. For example, the flu vaccine protects you from getting the flu. It does not protect you from getting a cold.
Thanks!

Come back for **Workshop 2: Making a Digital Accessibility Plan**

March 25, 11am

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