

Get on Board with Accessibility Basics

4 KEY DESIGN TECHNIQUES TO MASTER

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Even though it can take a while to master accessibility, you can set yourself up for some smooth sailing by using these 4 key design techniques to ensure your digital content is accessible and a good user experience.

Styles Accessible documents use styles in the source application to ensure the accessibility tags are present in the resulting PDF.

1

Headings Accessible documents have meaningful and logical heading structure that starts with H1.

Remember: Just because a block of text is large doesn't automatically mean it should be tagged as a heading.

2

Image Descriptions (Alt-text)

Alternate text is a short 2 to 3 sentence description that describes the meaningful elements of a visual object for those with low or no vision.

3

Color Contrast

Making sure the text and graphic elements are dark enough for everyone to see them falls into 3 categories: Headings, Body and graphics.

3:1

Large Text

4.5 to 1

Regular Text

3:1

Graphics

4

Accessibility is too hard?

Most of the barriers we encounter when trying to create accessible documents comes from "work-arounds" instead of keeping with the best practices and standards of solid design and a good understanding of how to use the programs correctly. Starting with these key principles will launch you on your way to an accessible destination regardless of the source program* or final format.



*except Canva

To schedule training for your team or for more info visit: accessibilityUnraveled.com

3 WCAG Success Criteria to get you on course:

1.3.1 Info and Relationships

The accessibility tag and the visual intent of that item should match. Headings and lists should be tagged as a list, etc.

1.3.2 Meaningful Sequence

When the order the items are read on a page matters, make sure the tags follow that same sequence.

1.4.1 Use of Color

Do not use color as the only way to tell one item from another. Use shape, symbols, line styles, fills and patterns as a secondary marker. Alt-text can also be used in certain situations.



For more detailed information visit <https://www.w3.org/TR/WCAG21/>