

TSC24

Design for All: Quickly Master the Accessibility Basics



Sarah Mercier

Chief Executive Officer
Build Capable

Design for All

Quickly Master the Accessibility Basics

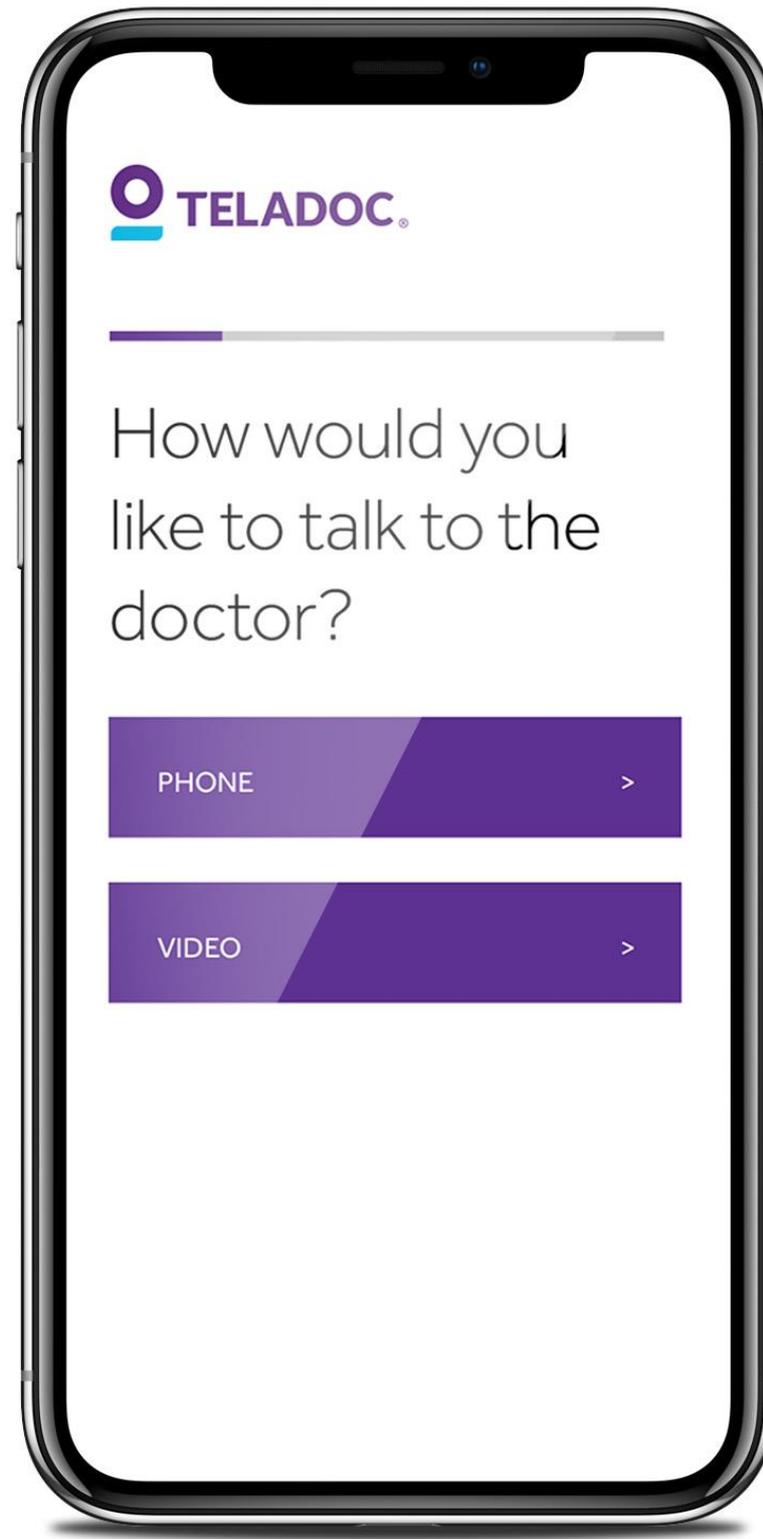
Design for All: Session Materials

BuildCapable.com/d4a





Sarah Mercier, MBA, CPACC



Master Accessibility: Design for All

- ① Testing with Screen Readers
- ② Tab and Focus Order, Structure, and Headings
- ③ Alternative Text and Image Descriptions
- ④ Color and Contrast
- ⑤ Closed Captions, Audio Descriptions, and Transcripts

1

Testing with Screen Readers



Screen Reader Demo

Testing with Screen Readers

Putting it into practice

- ⌘ MacOS users can turn on VoiceOver.
- ⌘ Windows users can install NVDA free or try Narrator.
- ⌘ Experience your content using the screen reader.

②

Focus (Tab) Order, Reading Order, and Headings

Focus (Tab) Order vs. Reading Order?

Spelling Slide Title **Selection Pane** Alt Text Mark as Decorative Group Insert Header Row Link Text

Always Use Subtitles Subtitle Settings Insert Captions Accessibility Help

Focus Order, Structure, and Headings

Putting it into practice

- Verify that all content is tagged appropriately (heading levels and normal text).
- Check the focus order in your authoring tool.

build capable

Text Placeholder 3		
Text Placeholder 2		
Title 1		

Screen Reader Demo — Saved

Layout References Mailings Review View Developer Acrobat

Search (Cmd + Ctrl + U)

Comments Editing

A A Aa A

x² A A

AaBb AaBbCcDdEe

Title Subtitle

Styles Pane Dictate Editor Create PDF and share link

AaBbCcDdEe Normal	AaBbCcDdEe No Spacing	AaBbC Heading 1	AaBbCcE Heading 2
AaBbCcDdEe Heading 3	<i>AaBbCcDdEe</i> Heading 4	AaBb Title	AaBbCcDdEe Subtitle
<i>AaBbCcDdEe</i> Subtle Emph...	AaBbCcDdEe Emphasis	AaBbCcDdEe Intense Emp...	AaBbCcDdEe Strong
<u>AaBbCcDdEe</u> Quote	<u>AaBbCcDdEe</u> Intense Quote	AaBbCcDdEe Subtle Refer...	AaBbCcDdEe Intense Refe...
AaBbCcDdEe Book Title	AaBbCcDdEe List Paragraph	<u>AaBbCcDdEe</u> Hyperlink	
A Clear Formatting			

Screen Reader Demo

#atdtk

Which hyperlink approach is best?

1. To access and download the Build Capable Accessibility Primer, [click here](#).
2. Build Capable Accessibility Primer: <https://www.buildcapable.com/accessibility-primer/>
3. Access and download the [Build Capable Accessibility Primer](#).

Is it okay to use ALL CAPS?

Focus (Tab) Order, Reading Order, and Headings

Putting it into practice

- ⌘ Check the tab and focus order when creating content.
- ⌘ Verify that all content is formatted appropriately (e.g., apply heading levels versus formatted text).
- ⌘ Use descriptive text when sharing hyperlinks.
- ⌘ Avoid using all caps unless intentional (acronyms).

3

Alternative Text and Image Descriptions



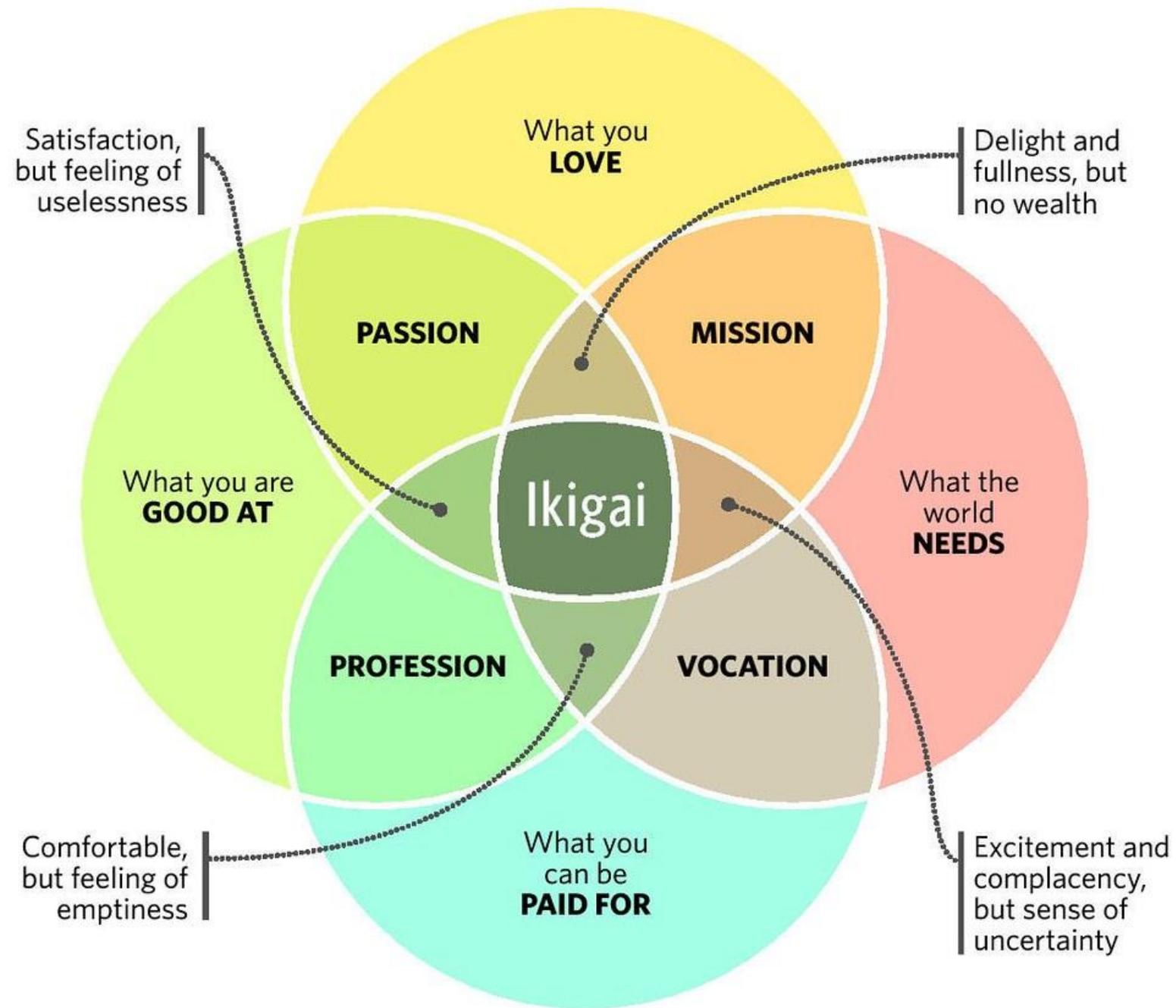
Text Description automatically generated.



Children playing near a pond
in the park on a sunny day.

Ikigai

A JAPANESE CONCEPT MEANING "A REASON FOR BEING"

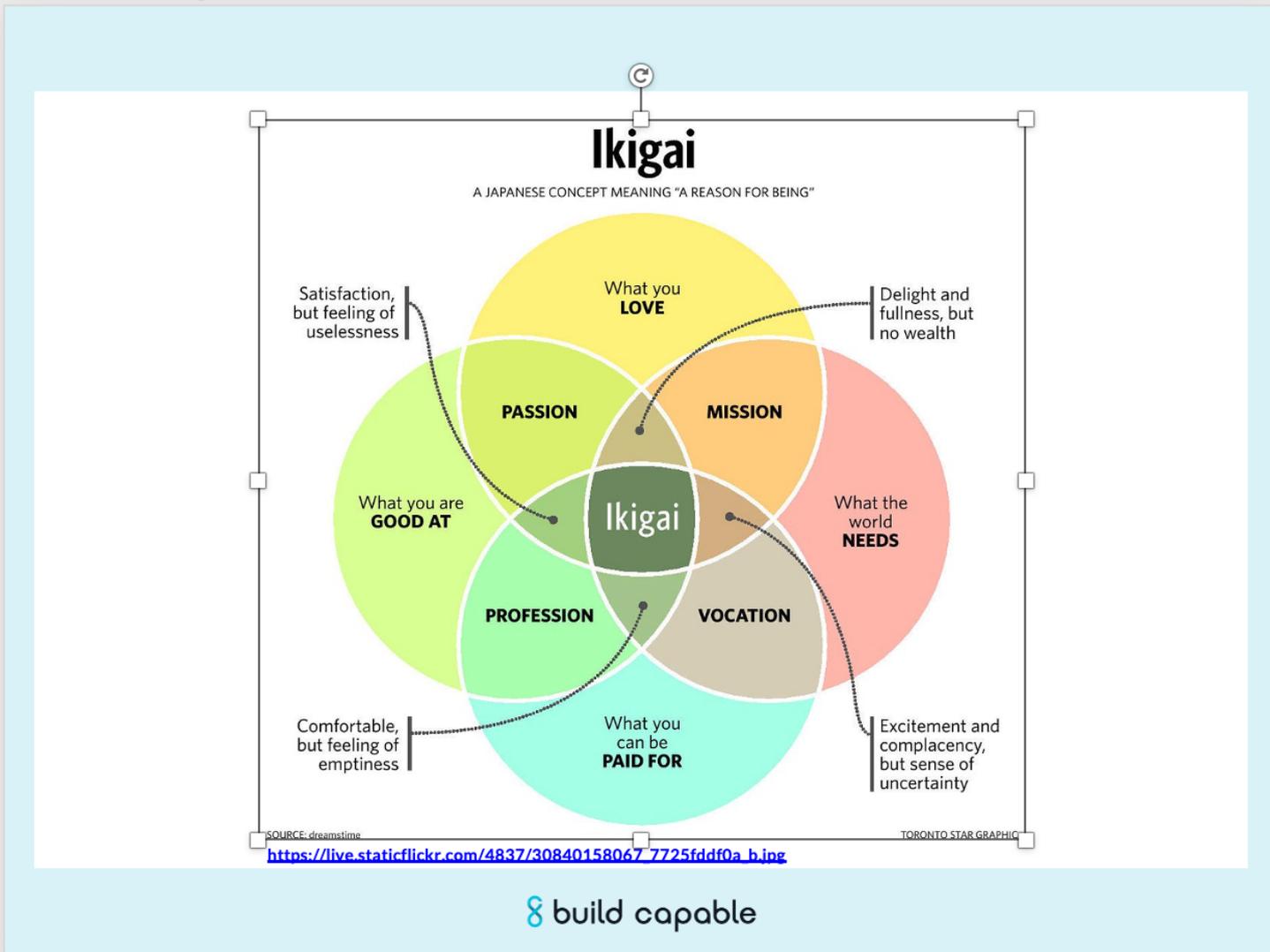


SOURCE: dreamstime

TORONTO STAR GRAPHIC

https://live.staticflickr.com/4837/30840158067_7725fddf0a_b.jpg

example



Alt Text × Format Pict... Selection P...

How would you describe this object and its context to someone who is blind or low vision?

- The subject(s) in detail
- The setting
- The actions or interactions
- Other relevant information

(1-2 detailed sentences recommended)

Ikigai Venn diagram showing Ikigai at the intersection of what you love, what you're good at, what the world needs, and what you can be paid for.

Mark as decorative

Generate alt text for me

AI-Generated Alt Text?



Accessibility Ally

By Sarah Mercier

Your guide to accessible e-learning.

How do I set focus (tab) order in Storyline?

How can I make a PDF accessible in Acrobat?

Generate alt text for this image.

Create accessible Word documents?



Message Accessibility Ally



Build Capable workspace chats aren't used to train our models. ChatGPT can make mistakes.

Alternative Text and Image Descriptions

Putting it into practice

- ⌘ Add alt text of 1-2 sentences to be used by assistive devices such as screen readers.
- ⌘ Add image descriptions as a standalone in a caption, separate page, or within the surrounding content.

4

Color and Contrast

“What is the most challenging thing about having color blindness?”





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<https://www.rawpixel.com/image/3299132/free-photo-image-traffic-light-background-cars>



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<https://www.rawpixel.com/image/3299132/free-photo-image-traffic-light-background-cars>

Which of the following is an essential practice for ensuring accessibility in eLearning?

- Adding alt text to images
- Using a variety of font colors
- Embedding audio without transcripts
- Designing complex visual graphs without alternative formats

Adding alt text to images is an essential practice for ensuring accessibility in eLearning. Alt text provides a description of the image, which is beneficial for individuals using screen readers to access the content. It ensures that the information conveyed by the image is accessible to all learners, including those with visual impairments.

Which of the following is an essential practice for ensuring accessibility in eLearning?

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DEUTAN

Green-Weak/Deuteranomaly

Green-Blind/Deuteranopia

PROTAN

Red-Weak/Protanomaly

Red-Blind/Protanopia

TRITAN

Blue-Weak/Tritanomaly

Blue-Blind/Tritanopia

BLACK/WHITE

Monochromacy/Achromatopsi

Blue Cone Monochromacy

Original

Which of the following is an essential practice for ensuring accessibility in eLearning?

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Simulated

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- Adding alt text to images
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Adding alt text to images is an essential practice for ensuring accessibility in eLearning. Alt text provides a description of the image, which is beneficial for individuals using screen readers to access the content. It ensures that the information conveyed by the image is accessible to all learners, including those with visual impairments.

<https://pilestone.com/pages/color-blindness-simulator-1>

Which of the following is an essential practice for ensuring accessibility in eLearning?

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- Embedding audio without transcripts
- Designing complex visual graphs without alternative formats

✓ **Correct!** Adding alt text to images is an essential practice for ensuring accessibility in eLearning. Alt text provides a description of the image, which is beneficial for individuals using screen readers to access the content. It ensures that the information conveyed by the image is accessible to all learners, including those with visual impairments.

Which of the following is an essential practice for ensuring accessibility in eLearning?

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- Embedding audio without transcripts
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✗ **Incorrect.** Adding alt text to images is an essential practice for ensuring accessibility in eLearning. Alt text provides a description of the image, which is beneficial for individuals using screen readers to access the content. It ensures that the information conveyed by the image is accessible to all learners, including those with visual impairments.



Poor Design

A course about what not to do.



Design for All

A course about designing for people.

What About Hyperlinks?

Text

Normal: #3344dd

Hover/Focus/Active: #b50010

Visited: #804180

<https://webaim.org/blog/wcag-2-0-and-link-colors/>

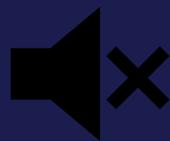
Color and Contrast

Putting it into practice

- ⌘ Check your content for different types of color blindness.
- ⌘ Do not rely on color alone – add other descriptors.
- ⌘ Check the color contrast of colors layered on top of each other.
- ⌘ Verify that hyperlink color states have sufficient contrast.

5

Closed Captions, Audio Descriptions, and Transcripts



<https://www.youtube.com/watch?v=udKE1ksKWDE>



Integrated Audio Description

at a glance

<https://www.youtube.com/watch?v=SgflCec18Gw>

AI-Generated Captions and Transcripts?

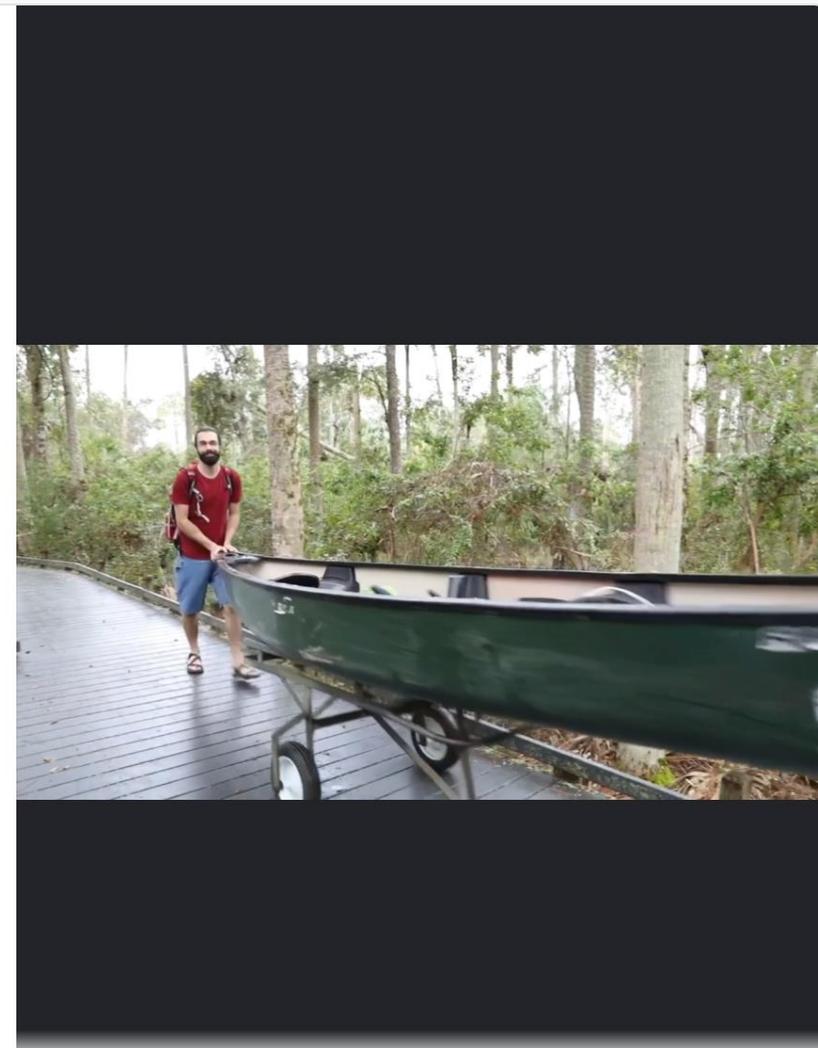


Repackage Food - New

Speaker 00:04 | Are you planning a weekend outing with friends and family?

Have you prepared to Leave No Trace? Trash is an eyesore and an unfortunate impact that we see way too often out in nature. Repackaging our food is a sure way to avoid leaving any trash in the places we visit. It's easy. All you have to do is repackage food and drink into reusable containers and leave any and all trash at home.

Are you up for a challenge? Can you eliminate bringing unnecessary waste on your next adventure by repackaging your food?



00:00 | 00:01 | 00:02 | 00:03 | 00:04 | 00:05 | 00:06 | 00:07 | 00:08 | 00:09 | 00:10

Are plann wee outi with fri and family?

Have you p to Lea Trace?



Closed Captions, Audio Descriptions, Transcripts

Putting it into practice

- ⌘ Add closed captions to all videos with option to toggle on/off.
- ⌘ Do not rely on auto captions.
- ⌘ Evaluate when to describe sounds in captions and transcripts.
- ⌘ Determine if an audio description version of the video is needed.
- ⌘ Include a transcript.

Wrap-Up

Design for All Recap

- ① Testing with Screen Readers
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 build capable



Sarah Mercier

CEO

Build Capable



(844) 844-1595



sarah@buildcapable.com

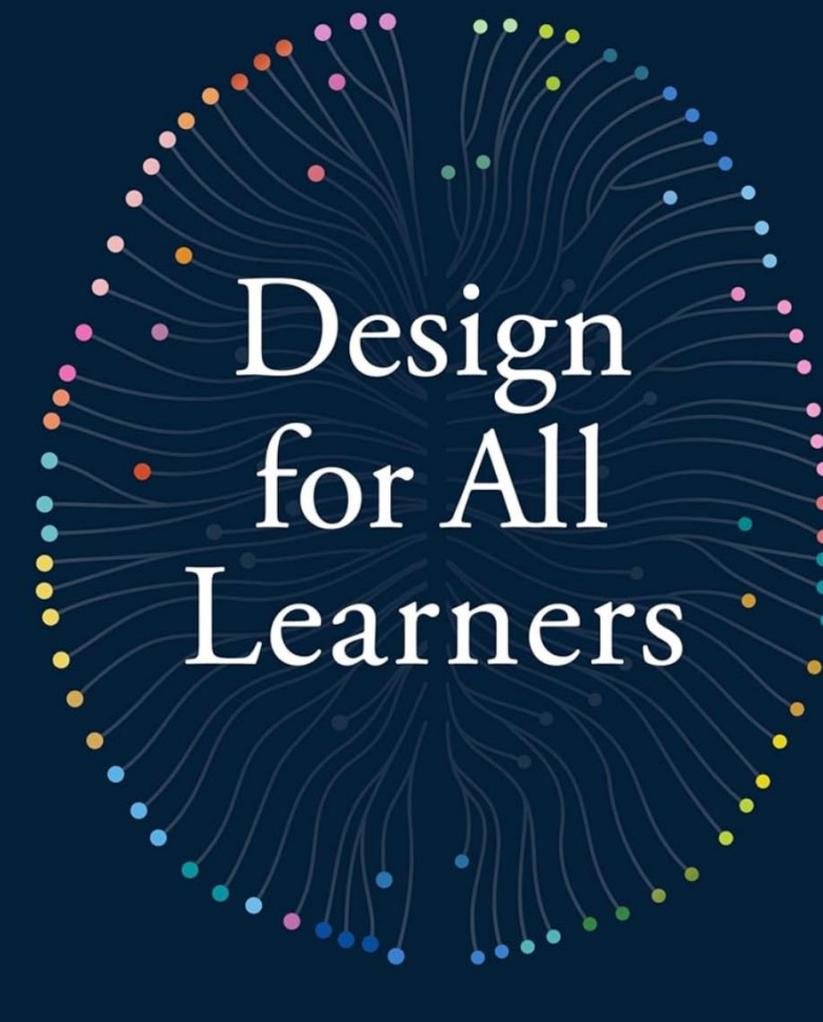


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Save Contact

Sarah Mercier, Editor



Design for All Learners

Create Accessible and Inclusive
Learning Experiences

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