

Creating Accessible Content



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Why is Accessibility Important?

A legal responsibility to provide access, which extends to electronic documents in formats compatible with assistive technologies.

Section 508 states: A text equivalent for every non-text element shall be provided (e.g., via “alt”, “longdesc”, or in element content).

What is Alternative (alt) text?

Text that is read by screen reader in places of images allowing the content and function of the image to be accessible to those with visual or certain cognitive disabilities.

Best Practices for an Accessible PowerPoint

PowerPoint presentations tend to be highly visual, and people who are blind or have low vision can understand them more easily if you create your slides with accessibility in mind.

Working with Readable Text

Purpose: the font you utilize for your PowerPoint can have a massive impact on the readability of the presentation. There are nearly a limitless number of fonts; however, not all fonts are equal when it comes to readability.

Best Practices:

- Use a larger font size (18pt or larger)
- Sans serif fonts
- Sufficient white space
- High-contrast text color

Serif and San Serif

Serif types include a small “decorative” line or flourish at the various ends or tips of letters. This type tends to be more readable in print.

Sans Serif types are void of this feature. These types tend to be easier to read digitally.

Text Examples Do's and Dont's:

Don't: Use Script typefaces such as the example below. While beautiful, it is very difficult to read.

Academic Advising

All students are encouraged to seek academic advising before beginning the registration process to explore program options and learn about academic requirements and course prerequisites. Click the link above to learn more about their services.

Admissions and Records

The office of Admissions and Records assist you in providing information about the academic and technical programs. Click on the link above to learn more about Admissions and Records services.

Do: Use san serif typefaces such as the example below. San Serif fonts make it easier to read the information displayed.

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The office of Admissions and Records assist you in providing information about the academic and technical programs. Click on the link above to learn more about Admissions and Records services.

San Serif Fonts: Helvetica, Arial, Verdana, Tahoma, Myriad Pro.

Including Alternative Text

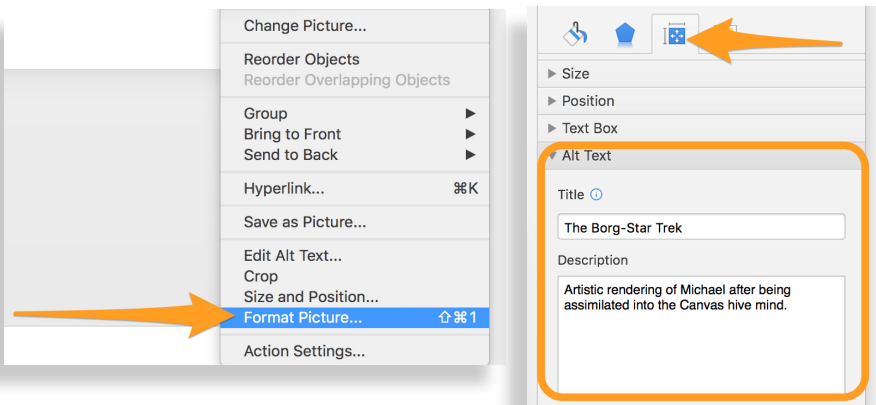
Purpose: Alternative text helps people who cannot see the screen to understand what is important in images and other visuals. PowerPoint does not automatically generate alt texts for images.

Best Practices:

- Avoid using text in images.
- If you must use an image with text in it, repeat that text in the presentation.
- In the alt text, briefly describe the image and mention the existence of the text and its intent.

Fix It!

1. Right-click an image.
2. Select Format Picture...
3. Click the icon shown below, then select Alt Text.
4. Enter a title and a 1-2 sentences to describe the image and its context to someone who cannot see it.



Mark as decorative should only be used in instances where the image is decorative.

Slide Content Order

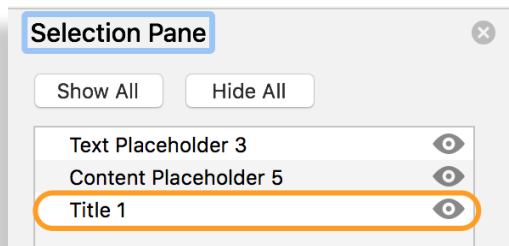
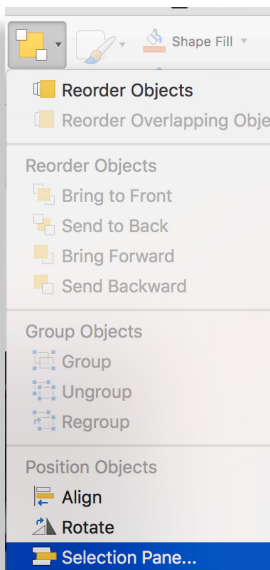
Purpose: When someone who can see reads a slide, they usually read things, such as text or a picture, in the order the elements appear on the slide. In contrast, a screen reader reads the elements of a slide in the order they were added to the slide, which might be very different from the order in which things appear.

Best Practices:

- Use the accessibility checker to find slides that have a possible reading order error.

Fix It!

1. On the Home tab, select Arrange.
2. In the Arrange menu, select Selection Pane.
3. In the Selection Pane, to change the reading order, drag and drop items to the new location.



Working with Color

Purpose: Ensure that color is not the only means of conveying information, eliminating vision barriers.

Best Practices:

- Underline hyper-linked text, rather than relying on only color.
- Use headings with additional formatting such as bold or larger font size.
- Utilize images and text with high levels of contrast between the foreground and background.

Neutrals on a colored background

white on base	base on gray-light
white on gray-warm-dark	base on gray-lighter
white on gray-dark	base on gray-warm-light
white on gray	base on cool-blue-lighter
white on primary-darkest	base on cool-blue-lightest
white on primary-darker	base on primary-alt-lightest
white on primary	base on green-lighter
white on cool-blue-light	base on green-lightest
white on primary-alt-darkest	base on gold-lighter
base on primary-alt-dark	base on gold-lightest
base on primary-alt	base on secondary-lightest
white on green	
base on green-light	
base on gold	
base on gold-light	
white on secondary-darkest	
white on secondary-dark	
white on secondary	

Using Unique Slide Titles

Purpose: People who are blind, have low vision, or a reading disability rely on slide titles to navigate.

Best Practices:

Give every slide a unique title.

Fix It!

1. On the slide, type a unique and descriptive title.

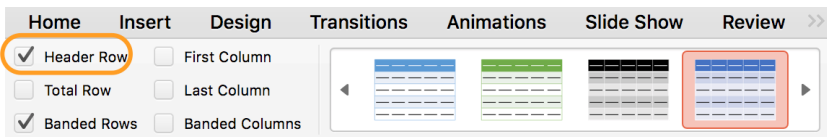
Table Headers

Purpose: Screen readers keep track of their location in a table by counting table cells. Screen readers also use header information to identify rows and columns.

Best Practice: Use a simple table structure and specify column header information.

Fix It!

1. Position the cursor anywhere in a table.
2. On the Table Design tab, select the Header Row check box.
3. Type column headers.



Canvas Content Editor

The Rich Content Editor includes an accessibility tool that checks common accessibility errors within the editor. This tool can **help** you design course content while considering accessibility attributes and is located in the Rich Content Editor menu bar.

Editor's note: The Canvas Accessibility Checker is not a 100000% guarantee that your page is completely accessible. It is only checking for the most common errors.

Locating the Accessibility Checker

The Accessibility Checker can be found in the toolbar above the content editor.



Clicking the Accessibility Checker button will scan the content and help you correct the issues it finds.

Accessibility Checker

Issue 1/1



Images should include an alt attribute describing the image content.

Add alt text for the image

Decorative image

Prev

Next

Apply

Using Structural Headings

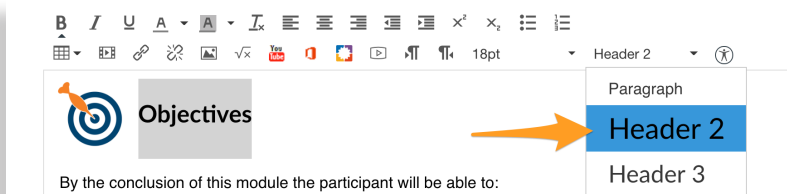
Purpose: Headings styles provide a logical order in a web-page. When creating a Canvas page, it is important to use a consistent heading structure.

Best Practice: Utilize structural headings to identify h1, h2, h3. Avoid skipping levels (jumping from ex. Skipping from h2 to h4).

***In Canvas, page titles are automatically generated at H1.*

Fix It!

1. Select the text you want to apply a heading to.
2. Use the heading dropdown menu to select the appropriate heading style.



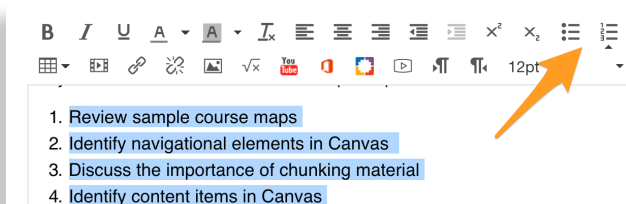
Using List Styles

Purpose: Screen readers can identify lists when they are create using the built-in list feature.

Best Practice: Use the Bullets/Numbering styles to create list items.

Steps:

1. Select the text you want to apply a list style to.
2. Select the appropriate list style in the Content Editor.



Applying Alt Text to Images

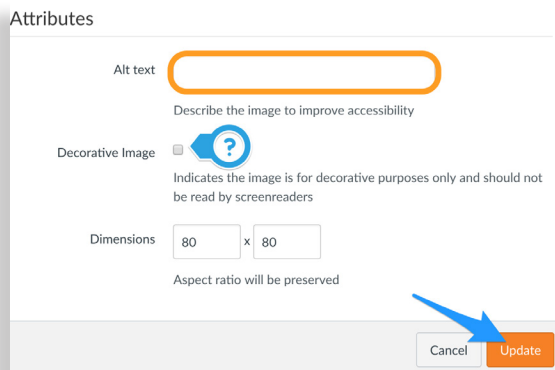
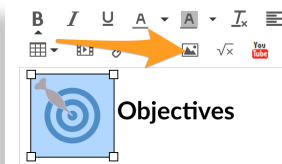
Purpose: Alternative text helps people who cannot see the screen to understand what is important in images and other visuals.

Best Practices:

- Avoid using text in images.
- In the alt text, briefly describe the image and mention the existence of the text and its intent.

Fix It!

1. Select the image you want to add alt text to.
2. Click the embed image icon.
3. Enter the description in the Alt text field and click update.



Mark as decorative should only be used in instances where the image is decorative.

Creating More Accessible Hyperlinks

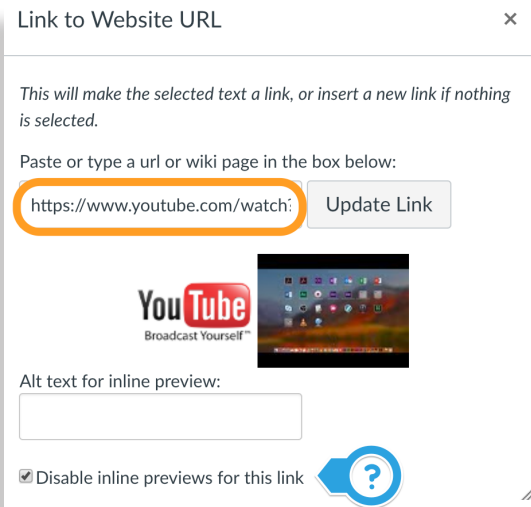
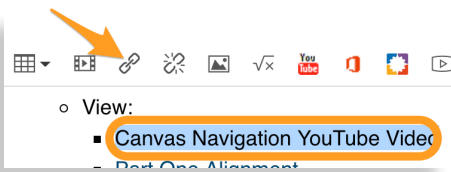
Purpose: Create hyperlinks to accurately describe what is being linked.

Best Practice:

Avoid phrases like, “Click Here”, “Continue”, and pasting the URL as text.

Fix It!

1. Enter an accurate description for the hyperlink. (Ex. Canvas Navigation YouTube Video)
2. Select the Link to URL button and paste the URL.
3. Click Update link.



The disable the inline preview will not create a preview window in the page.

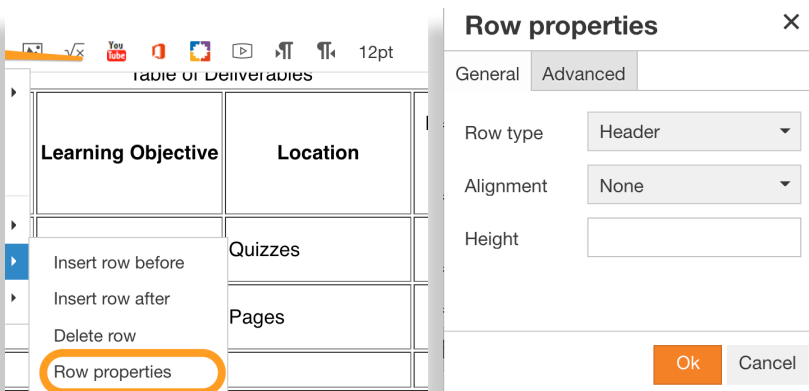
Table Row Headers

Purpose: Screen readers keep track of their location in a table by counting table cells. Screen readers also use header information to identify rows and columns.

Best Practice: Use a simple table structure and specify column header information.

Fix It!

1. Select the first row of the table.
2. From the table formatting icon, select Row>Row Options>Row Properties.
3. From the General Tab, select Header from Row Type.
4. Click Ok.



The image shows a screenshot of a table titled "Table of Deliverables" with two columns: "Learning Objective" and "Location". The table contains three rows: a header row, a row with "Quizzes", and a row with "Pages". A context menu is open over the first row, with "Row properties" highlighted. To the right, the "Row properties" dialog box is open, showing the "General" tab. The "Row type" is set to "Header", "Alignment" is "None", and "Height" is empty. The "Ok" button is highlighted in orange.

Learning Objective	Location
	Quizzes
	Pages

Row properties dialog box:

- General tab selected
- Row type: Header
- Alignment: None
- Height: (empty)
- Buttons: Ok, Cancel

References

Microsoft Office Accessibility Center

<https://support.office.com/en-us/article/Office-Accessibility-Center-Resources-for-people-with-disabilities-ecab0f-cf-d143-4fe8-a2ff-6cd596bddc6d>

Section 508 IT Accessibility Program

<https://www.section508.gov/create/documents>

Best Practices for Building an Accessible Website

<https://18f.gsa.gov/2016/03/29/best-practices-for-building-an-accessible-website-using-the-draft-us-web-design-standards/>

How Do I Use the Accessibility Checker in the Rich Content Editor?

<https://community.canvaslms.com/docs/DOC-13345-4152808104>