

Accessibility Compliance Basics



Transform your electronic materials
to create an environment where
everyone is welcome!



Workshop Roadmap

- A brief history of accessibility
- Guest Speaker Brenda Davis
- List of guidelines
- Tools for documents and websites
- Resources

History of Accessibility



ADA Section 508 Accessibility Compliance Requirements

In 1998 Congress amended the Rehabilitation Act of 1973 to require Federal agencies to make the electronic information technology (EIT) available to people with disabilities.

Distance Education Accessibility Guidelines Document

- Guidelines developed by Chancellor's Office to address issues community college districts will face in meeting their legal obligation to make distance education courses accessible to students with disabilities
- Lays the groundwork for a holistic approach to designing inclusive environments
- [Distance Education Accessibility Guidelines Document](http://www.htctu.net/dlguidelines/2011%20Distance%20Education%20Accessibility%20Guidelines%20FINAL.pdf) - <http://www.htctu.net/dlguidelines/2011%20Distance%20Education%20Accessibility%20Guidelines%20FINAL.pdf>

What does it mean?

- Big pain
- Tedious
- No time to do it



Reframe the Problem as an **Opportunity**

Making your materials accessible will:

- Open doors to a wider audience
- Comply with the law



Brenda Davis

Accommodations Instructional Technology
Coordinator



Guidelines and Tools



Follow these guidelines!

- ✓ Alternative (alt) text on images
- ✓ Hyperlinks text vs. url
- ✓ Heading styles h1, h2, ...
- ✓ Table headers
- ✓ Bulleted or numbered lists
- ✓ Color: contrast/don't rely on for meaning
- ✓ Audio must provide transcript
- ✓ Video with sound must be captioned

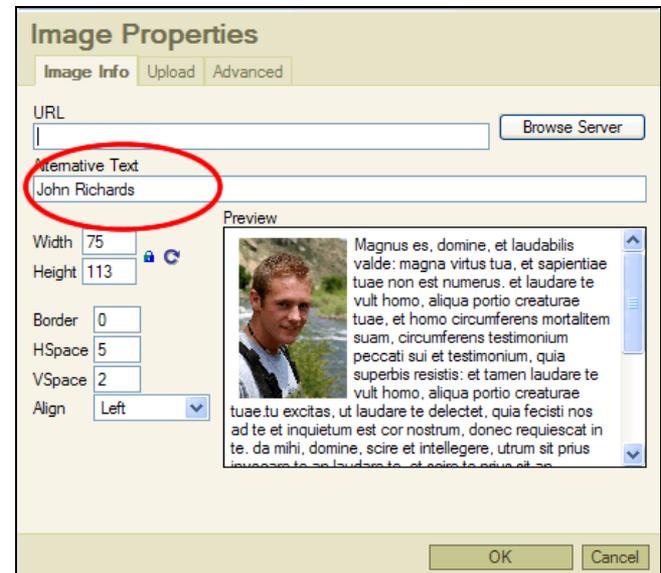
Alt Text on Images

Creating Effective Alternative (alt) Text

- Guidelines for alt text
 - Communicate the purpose of the graphic accurately and succinctly
 - Provide empty or null alt text for graphics which do not convey content ("") such as decorative images
- Describing images effectively may be challenging
 - Much is left to interpretation of the **context** of the images

Alt Text

- **Be accurate and equivalent** in presenting the same content and function as presented by the image
- **Be succinct**
- **Do NOT be redundant** or provide the exact same information as text within the context of the image
- **Do NOT use the phrases “photo of ...” or “graphic of ...”** to describe the image



Because of his role as the Commander in Chief of American forces in the Revolutionary War, and, later, the first President of the United States, George Washington is often called the "Father of his Country."



What would be an appropriate alt text for this image?

- A. "Image of George Washington"
- B. "George Washington, the first president of the United States"
- C. An empty alt attribute (alt="") will suffice
- D. "George Washington"

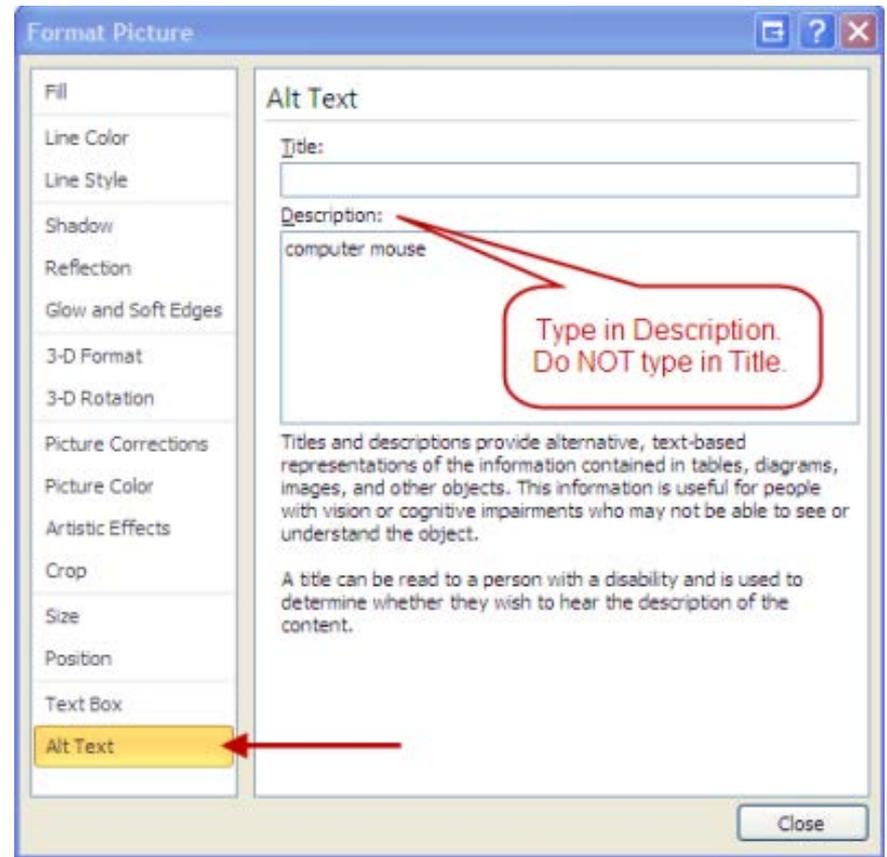
What would be the most appropriate **alt** tag for this image?



- A. "George Washington"
- B. "Painting of George Washington"
- C. "Painting of George Washington crossing the Delaware River"
- D. A classic painting demonstrating the use of light and color to create composition
- E. "Painting of George Washington crossing the Delaware River. Swirling waves surround the boat where the majestic George Washington looks forward out of the storm and into the rays of light across the river as he leads his wary troops to battle"

Add Alt Text to Images in Microsoft Word, PPT, Excel

1. Click on image
2. Right click
3. Click on Format Picture
4. Type in Description



Hyperlinks Text vs. URL

Name Your Links

To find out how, use the Citing Sources webpage. [Click here.](#)

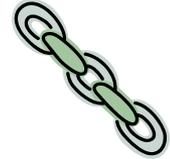
versus

To find out how, see the [Citing Sources](#) webpage provided by the Duke Library.

Meaningful Links and Unclear Links

Good

- Read more about [PCC's Web Accessibility Standards](#).
- Read more about [PCC's Web Accessibility Standards](#) (www.pcc.edu/access).
- [Order now!](#)
- Tell me more about [Web Design](#).
- Find out more about [Dot Monster Graphic Design services](#).

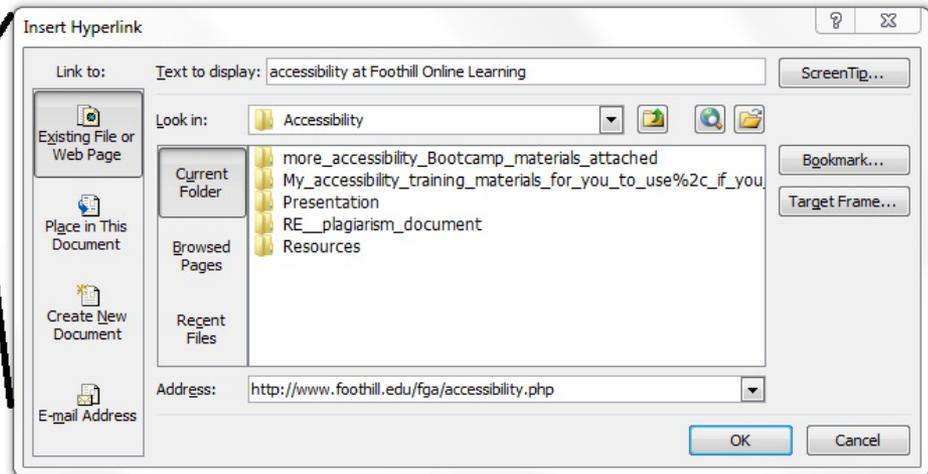
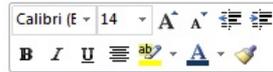


Bad

- To read more about PCC's Web Accessibility standards, [click here](#).
- Read more about PCC's Web Accessibility Standards: [www.pcc.edu/access](#)
- [Click here](#) to order now!
- [Tell me more](#) about Web Design.
- Find out more about Dot Monster Graphic Design services by clicking [here](#).

Creating Hyperlink in Word

Learn more about [accessibility at Foothill Online Learning](#)



Heading styles
(h1, h2, h3...)

Screenreader View with NO Formatting

Navigation when no formatting used

How it appears visually

THE SOCIAL SECURITY ADMINISTRATION'S POLICY PROHIBITING DISCRIMINATION AGAINST EMPLOYEES AND APPLICANTS FOR EMPLOYMENT

It is the Social Security Administration's (SSA) policy to ensure that all employees and applicants enjoy a non-hostile work environment free of discrimination or harassment on the basis of employment decisions, such as hiring, promoting, training and reworking, will be made exclusively on the basis of job-related criteria, e.g., employee's knowledge, skills, abilities and performance. Disciplinary actions will be taken solely on the basis of employee's misconduct and poor performance. Discrimination of any kind based on race, color, religion, sex, sexual harassment, national origin, age, disability, marital status, political affiliation, parental status or non-job-related conduct is forbidden and is subject to appropriate disciplinary action. SSA is proud of its record in providing equal employment opportunity (eEO) to all and will pursue the elimination of any vestige of discrimination by every means at its disposal.

RACE

Discrimination based on race is prohibited by Title VII of the Civil Rights Act of 1964. Racial discrimination occurs when persons are treated differently than others solely because they are members of a specific race or races, e.g., White, Black. Racial discrimination also occurs when persons are treated differently because of their interracial dating or marriage, or their membership in racially oriented groups.

COLOR

Title VII of the Civil Rights Act of 1964 prohibits discrimination based on the color of a person's skin. Color discrimination can occur together with race discrimination, but may also occur between members of the same race.

RELIGION

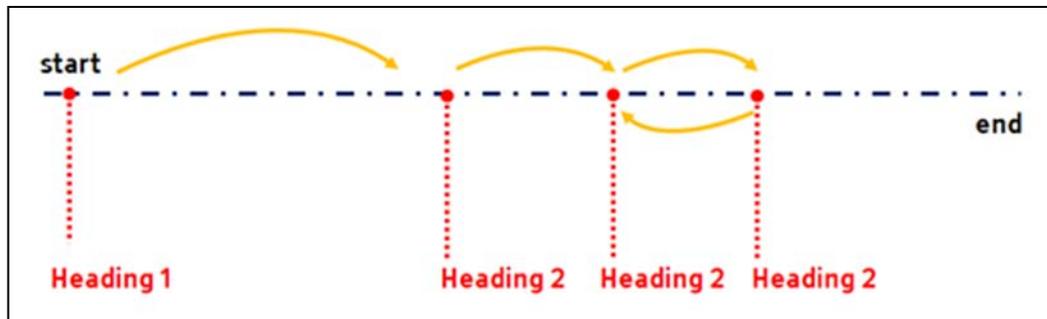
Discrimination based on religion is prohibited by Title VII of the Civil Rights Act of 1964. Religious discrimination can occur in two ways. The first is by treating applicants for employment differently because of their religious beliefs. The second occurs when an employment rule or policy would require an individual to violate a fundamental belief, principle or practice of his/her religion and management fails to provide an accommodation and is unable to demonstrate that such accommodation would impose an undue burden.

How it appears using a Screen Reader

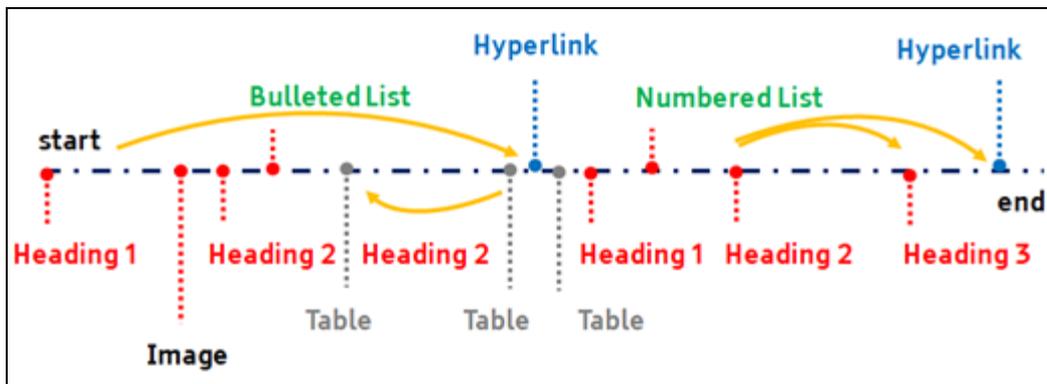
The social security administration's policy. Prohibiting discrimination against employees and applicants for employment. It is the social security administration's (ssa) policy to ensure that every employee enjoys a non-hostile work environment free of discrimination or harassment of any kind. All employment decisions, such as hiring, promoting, training and reworking, will be made exclusively on the basis of job-related criteria, e.g., employees' knowledge, skills, abilities and performance. Disciplinary actions will be taken solely on the basis of employees' misconduct and poor performance. Discrimination of any kind based on race, color, religion, sex, sexual harassment, national origin, age, disability, sexual orientation, marital status, political affiliation, parental status or non-job-related conduct is forbidden and is subject to appropriate disciplinary action. Ssa is proud of its record in providing equal employment opportunity (eEO) to all and will pursue the elimination of any vestige of discrimination by every means at its disposal. Race. Discrimination based on race is prohibited by title vii of the civil rights act of 1964. Racial discrimination occurs when persons are treated differently than others who are similarly situated because they are members of a specific race or races; e.g., white, black, asian, etc. Examples of employees who are similarly situated may be those working in the same position and grade, the same component, or under the same line of supervision. Racial discrimination also occurs when persons are treated differently because of unalterable characteristics; e.g., physical features indigenous to their race. Courts have held that racial discrimination in employment can also occur when employees are treated differently because of their interracial dating or marriage, or their membership in racially oriented groups. Color. Title vii of the civil rights act of 1964 prohibits discrimination based on color. This type of discrimination occurs when persons are treated differently than others who are similarly situated because of the color of their skin. Color discrimination can occur together with race discrimination, but may also occur between members of the same race. Religion. Discrimination based on religion is prohibited by title vii of the civil rights act of 1964. Religious discrimination can occur in two ways. The first is by treating employees or applicants for employment differently because of their religious beliefs. The second occurs when an employment rule or policy would require an individual to violate a fundamental belief, principle or practice of his/her religion and management fails to provide an accommodation and is unable to demonstrate that accommodating the employee would impose an undue burden. In defining what constitutes a religious belief, the United States Supreme Court has held that the term is restricted to the beliefs or practices of orthodox or well-recognized denominations; e.g., Roman Catholicism, Baptist, Judaism or Islam. A religious belief may be one that is compelled by, or central to, a system of religious belief.

Importance of Formatting for Navigation with Screenreaders

Navigation when **only Heading** formatting is used



Navigation when **complete** formatting is used



Headings Example

Heading 1

Etudes Course Accessibility Guide

Heading 2

Accessible Webpages in Etudes

Etudes, Inc. is committed to accessibility compliance. Review the specific ways th [management system addresses accessibility](#).

For the benefit of our students with low-vision who use Screen Reader software, webpages in our Etudes course sites accessible. At a minimum, this means that:

- all meaningful images need to have alternative descriptions
- headings need to be organized and formatted with levels
- lists need to be formatted

Underlined Links

On July 4th, 2013 Etudes made Accessibility Enhancements. This change means t now underlined (accessible) for students and faculty with color blindness and/or

Heading Levels in Word

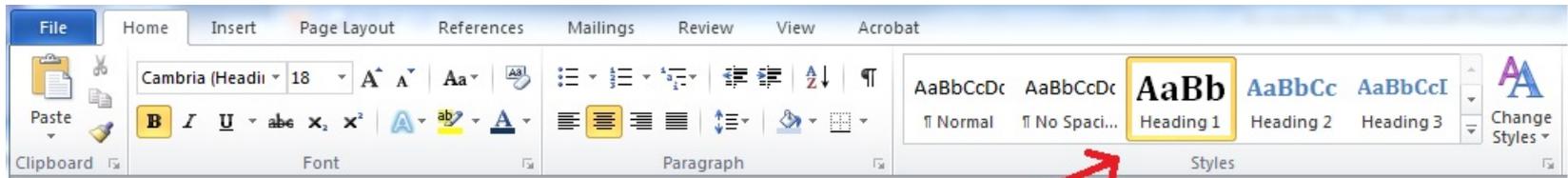


Table Captions and Headers

Table Header →

Spring	Summer	Fall
Wisteria	Dahlia	Aster
Lily	California Lilac	Heliopsis

Caption → **Table 1: Flowers by Season**

Bullets or Numbers/Letters for Lists

Examples of Unintentional Plagiarism:

Failure to cite a source that is not common knowledge.

Failure to "quote" or block quote author's exact words, even if documented.

Failure to put a paraphrase in your own words, even if documented.

Versus

Examples of Unintentional Plagiarism:

- Failure to cite a source that is not common knowledge.
- Failure to "quote" or block quote author's exact words, even if documented.
- Failure to put a paraphrase in your own words, even if documented.



Color Rules

- Contrast between font and background
- Avoid conveying meaning with color only



Color Contrast

Black Text on White Background

Light Color on White Background

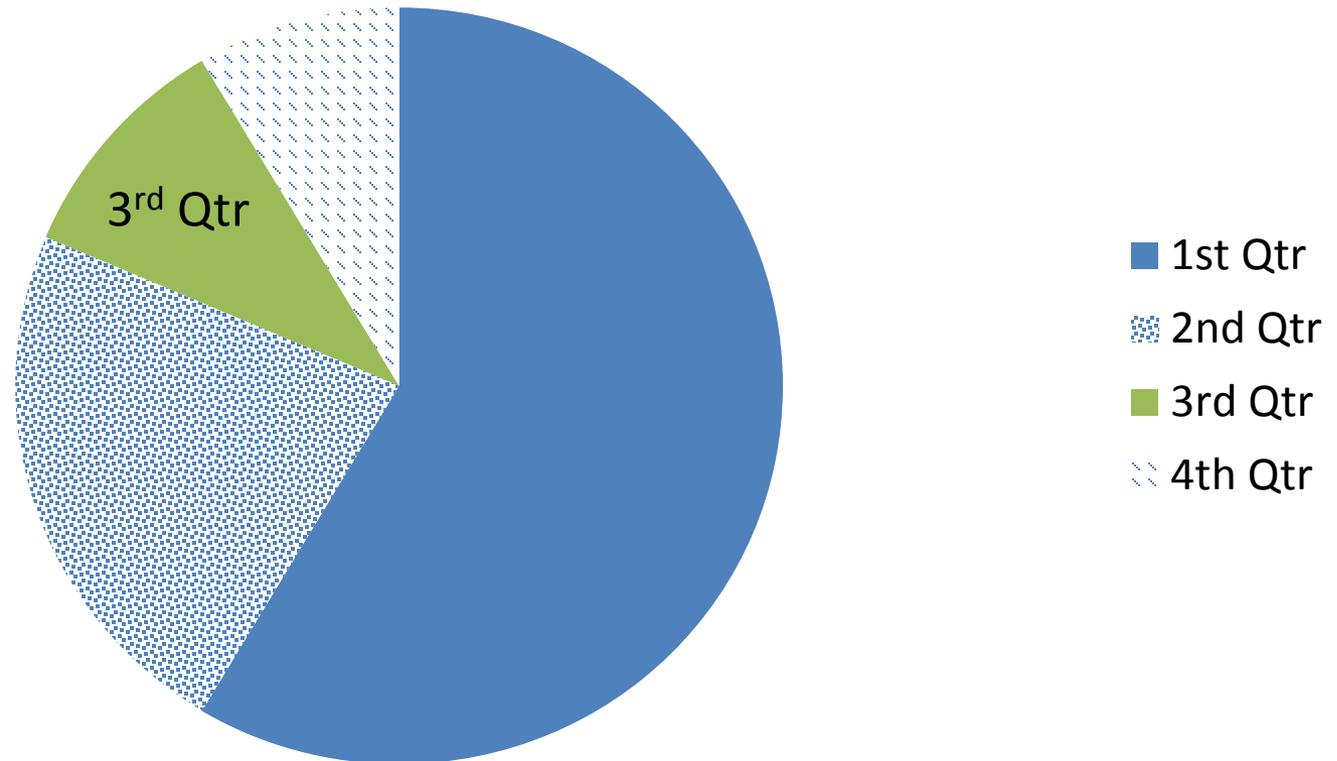
Light Color on Dark Background

Dark Color on Dark Background

[Visit WebAIM to use Color Contrast Checker](https://webaim.org/resources/contrastchecker) -
webaim.org/resources/contrastchecker

Avoid conveying meaning by color alone

Enrollments



Rules for Multimedia

All required instructional video used more than once for online and hybrid courses must be captioned and audio must be transcribed.



Where can I find captioned videos?

- Films on Demand
 - Available online through our library
- YouTube
 - Set advanced video search to check for subtitles and cc
- TED talks
- EduStream

DIY Captioning/Transcribing

- YouTube
 - Upload video
 - Upload transcript to use for captioning or
 - Caption it as you watch it
- Dragon Naturally Speaking speech recognition software to make a transcript

Check Accessibility Tools



What accessibility tools can I use?

Documents

- PC only: Microsoft Word and PowerPoint
 - File > Info
 - Click on button: Check for Issues > Check Accessibility
- Mac and PC: Adobe Acrobat Pro
 - Advanced > Accessibility > full check...

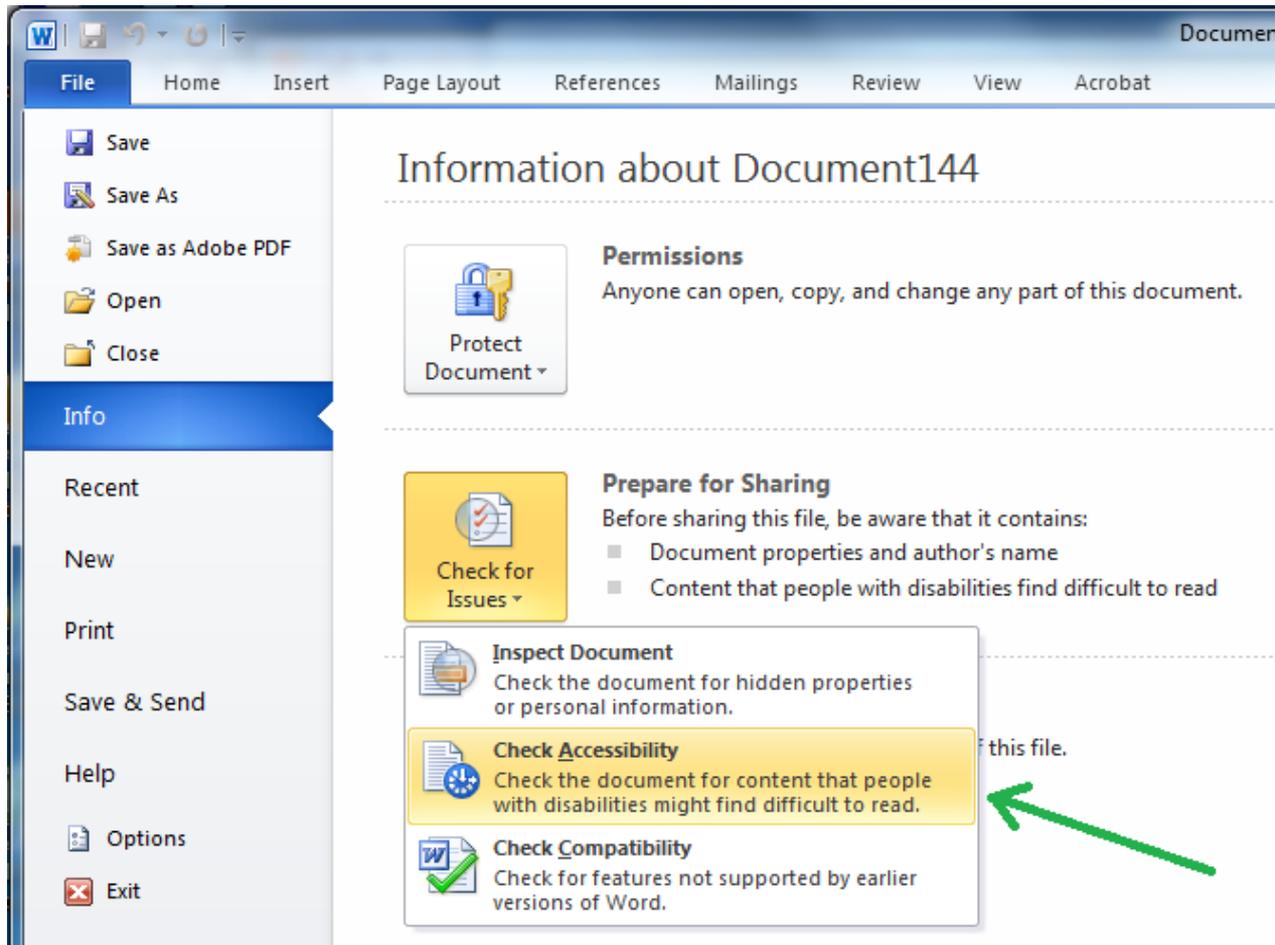
Websites

- wave.webaim.org
 - Validate at WAVE or
 - Install WAVE plugin to your browser
- achecker.ca

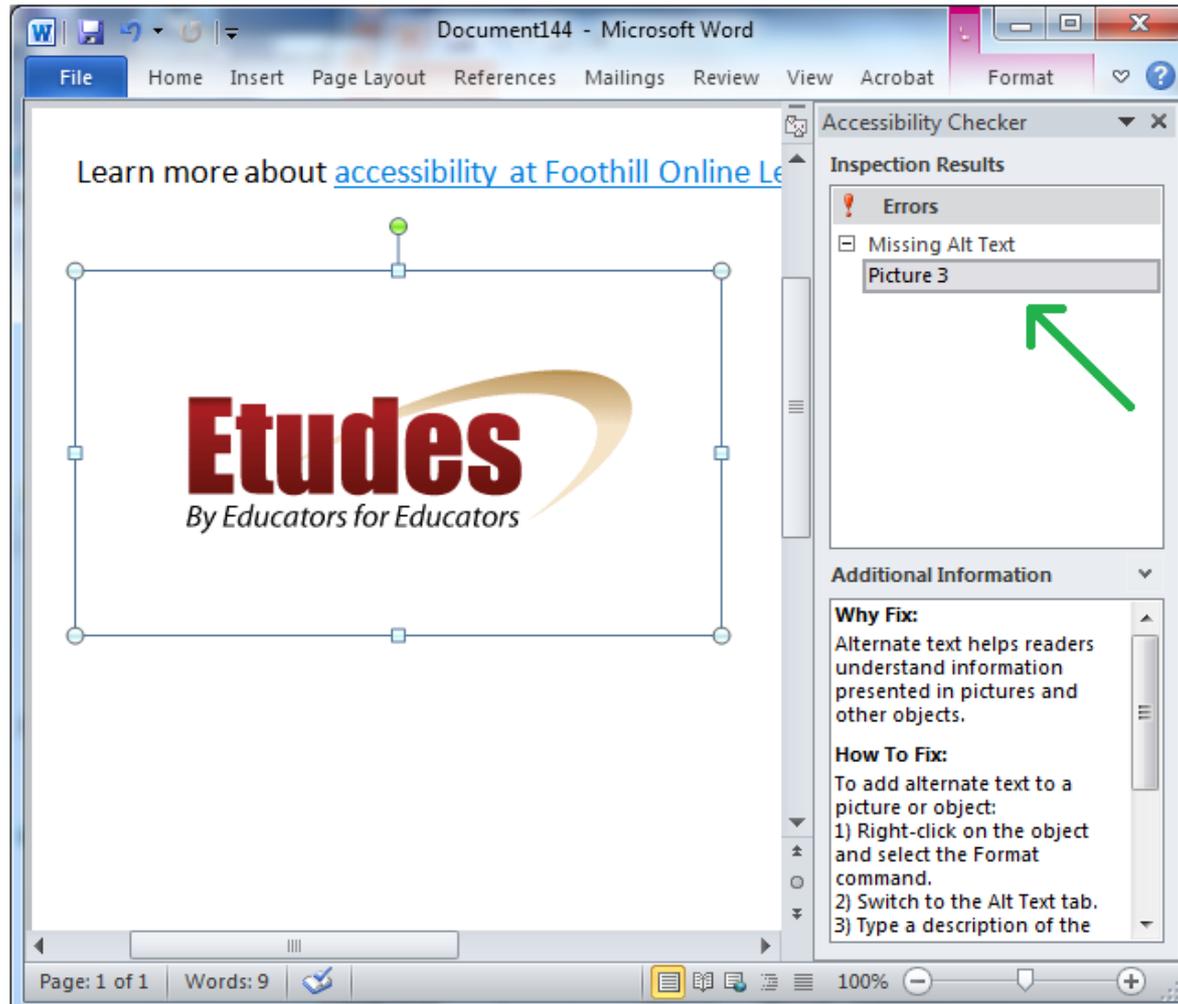
Accessibility Checker in Word and PowerPoint PC Version only!!!

1. Click on **File**
2. Click on **Info**
3. Click on **Check for Issues**
4. Click on **Check Accessibility**

Check Accessibility in Word on PC



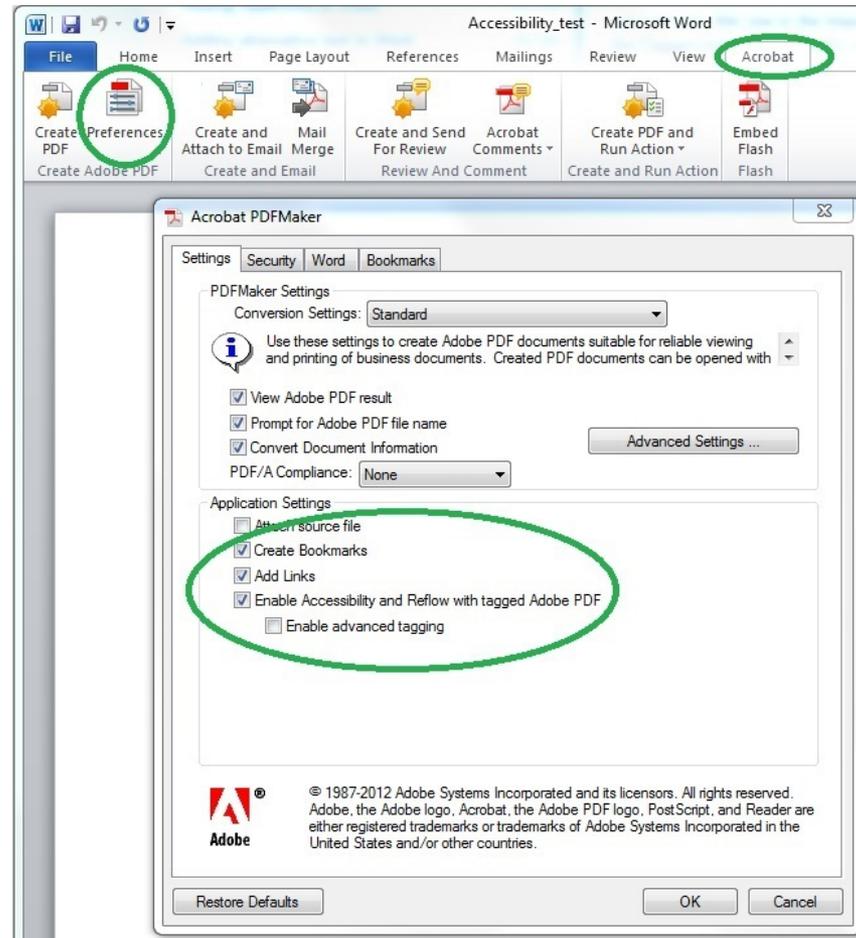
Accessibility Checker Pane



Convert Word to PDF on PC

- Click Acrobat tab
- Set PDFMaker Preferences
 - Check box to “Enable Accessibility and Reflow with tagged Adobe PDF”
- Create PDF by:
 1. Click “Create PDF” button on Adobe ribbon or
 2. File > Save As Adobe PDF

PDF Maker Preferences



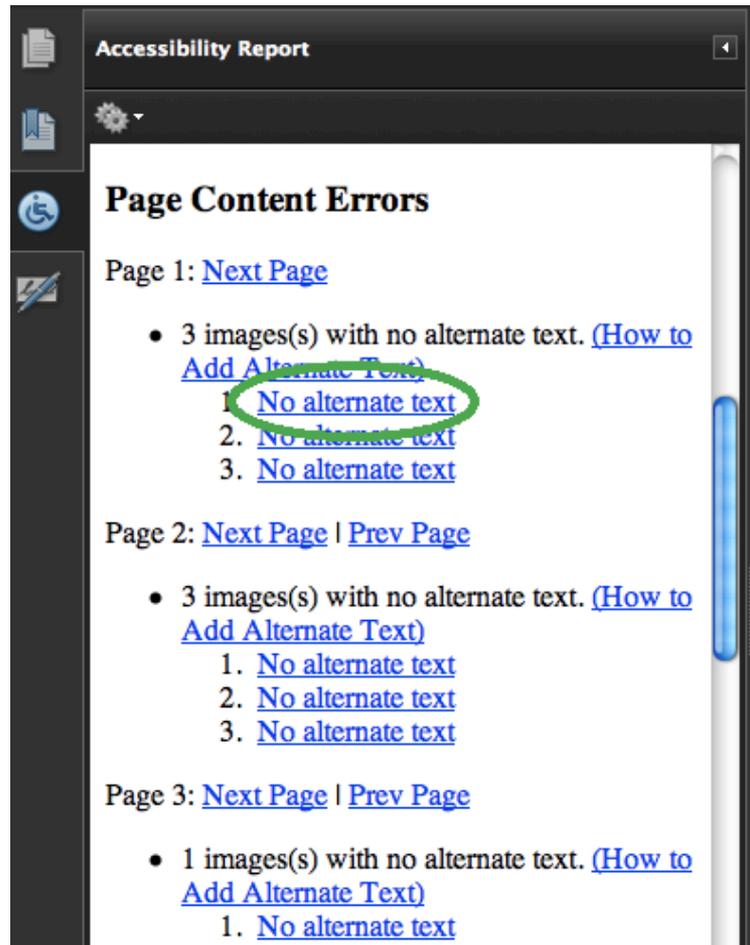
Convert Word to PDF on Mac

- No way to pass all accessibility information from Word to PDF on Mac version of Word!
- To convert:
 - Click Print and select PDF > Save as Adobe PDF
- Must add tags, flow, and metadata in Adobe Acrobat

Adobe Acrobat Pro Accessibility Checker

- Set Language
 - File > Properties > Advanced tab
- Check Accessibility
 - Advanced > Accessibility > Full Check...
- Fix errors in Word if possible
 - Save As PDF

Accessibility Report



The screenshot shows an 'Accessibility Report' window with a sidebar on the left containing icons for document, settings, accessibility, and edit. The main content area is titled 'Page Content Errors' and lists errors for three pages. The first error on Page 1 is '3 images(s) with no alternate text. (How to Add Alternate Text)', with the text 'No alternate text' circled in green. The second error on Page 2 is '3 images(s) with no alternate text. (How to Add Alternate Text)', with the text 'No alternate text' circled in blue. The third error on Page 3 is '1 images(s) with no alternate text. (How to Add Alternate Text)', with the text 'No alternate text' circled in blue.

Accessibility Report

Page Content Errors

Page 1: [Next Page](#)

- 3 images(s) with no alternate text. ([How to Add Alternate Text](#))
 1. [No alternate text](#)
 2. [No alternate text](#)
 3. [No alternate text](#)

Page 2: [Next Page](#) | [Prev Page](#)

- 3 images(s) with no alternate text. ([How to Add Alternate Text](#))
 1. [No alternate text](#)
 2. [No alternate text](#)
 3. [No alternate text](#)

Page 3: [Next Page](#) | [Prev Page](#)

- 1 images(s) with no alternate text. ([How to Add Alternate Text](#))
 1. [No alternate text](#)

How to make an EXISTING image

1. Click on the image in a Module section to select it



2. Click on the image icon in the Toolbar.

Creating Accessible PDFs Tutorial at lynda.com

- Creating a PDF with PDFMaker
- Adding metadata, bookmarks, and links
- Inserting alternative text
- Controlling tab and reading order
- Adding tags, bookmarks, and alt text in Acrobat
- Using the Make Accessible Wizard

Webpage Accessibility Tools

1. **Wave** - wave.webaim.org/cognitive

- Plugins for Chrome and Firefox



2. **AChecker** - <http://achecker.ca/checker>

ACHECKER®

Resources

- Web Accessibility Tools for Web Content:
 - [WAVE](http://wave.webaim.org) - wave.webaim.org
 - [AChecker](http://achecker.ca/checker) - achecker.ca/checker
- [Dragon Naturally Speaking](http://www.nuance.com/dragon) - www.nuance.com/dragon
- [Accessibility Checklist for Web Content and Online Courses](http://www.pcc.edu/resources/instructional-support/access/documents/access-checklist.pdf) - www.pcc.edu/resources/instructional-support/access/documents/access-checklist.pdf
- [Etudes Course Accessibility Guide PDF](http://www.foothill.edu/fga/pdf/Etudes%20Course%20Accessibility%20Guide%202015.pdf) - www.foothill.edu/fga/pdf/Etudes%20Course%20Accessibility%20Guide%202015.pdf
- [WebAIM Color Contrast Checker](http://webaim.org/resources/contrastchecker) - webaim.org/resources/contrastchecker

Resources cont.

- [Alternative Text Basics](http://webaim.org/techniques/alttext) - webaim.org/techniques/alttext
- [Defining Acrobat PDF Accessibility](http://webaim.org/techniques/acrobat) - webaim.org/techniques/acrobat
- [Creating Accessible PDFs with Chad Chelius](http://www.lynda.com/Acrobat-tutorials/Creating-Accessible-PDFs/147579-2.html) (lynda.com tutorial) -
www.lynda.com/Acrobat-tutorials/Creating-Accessible-PDFs/147579-2.html
- [More Accessibility Resources](http://www.foothill.edu/fga/accessibility.php) - www.foothill.edu/fga/accessibility.php
- [Distance Education Accessibility Guidelines PDF](http://www.htctu.net/dlguidelines/2011%20Distance%20Education%20Accessibility%20Guidelines%20FINAL.pdf) -
www.htctu.net/dlguidelines/2011%20Distance%20Education%20Accessibility%20Guidelines%20FINAL.pdf
- [Universal Design for Learning: A Concise Introduction](http://accessproject.colostate.edu/udl/modules/udl_introduction/udl_concise_intro.pdf) -
accessproject.colostate.edu/udl/modules/udl_introduction/udl_concise_intro.pdf

Contact Us

- [Foothill Online Learning Website](http://www.foothill.edu/fga) –
www.foothill.edu/fga
- Paula Schales
 - schalespaula@fhda.edu
 - x7765

Embracing Accessibility as an Opportunity

- Create a campus without borders
- Be a bridge to student success

