



Accessibility Tips

for Online Content

Why is it Important?

Texas A&M University has a longstanding tradition of providing equal access and opportunities to discover, communicate, and apply knowledge and abilities. As part of our university's commitment to enrichment and diversity, it's essential that everyone have access to information resources developed, maintained, distributed and procured by our institution. With this in mind, accessibility should be a concern for all of us, regardless of our roles on campus.



Headings (eCampus, Word/PDF)

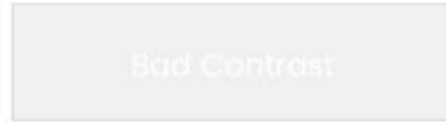
- Allow users with screen reader software to access and navigate an index-like structure of your webpages or documents without having to listen to the **entire webpage/document** to find information.
- Must use <h1>, <h2>, etc. tags if using HTML
 - Using bold or a bigger font size does not accomplish the same function.
 - Use Styles Heading1, Heading2, etc. for Word/PDFs.
- Use a logical & well-formed hierarchy. (Don't skip heading numbers.)

Contrast and Color Accessibility

- **Contrast** is a measure of the difference in perceived “luminance” or brightness between two colors.
 - This brightness difference is expressed as a ratio ranging from 1:1 (e.g., white text on white background) to 21:1 (e.g., black text on white background).
- Contrast Ratio between text and its background must be **4.5:1 for normal** (body) text and **3:1 for large** text. ([WCAG 2.0 level AA](#))
- Don't use color alone to present content or instructions.



Bad and Good Contrast Examples



Contrast Ratio: 1.19 : 1



Contrast Ratio: 4.71 : 1



Contrast Ratio: 2.39 : 1



Contrast Ratio: 9.46 : 1



Contrast Ratio: 4.22 : 1



Contrast Ratio: 15.04 : 1

Goal Contrast:
4.5:1



Images (eCampus, Word/PDF)

- Images meant to convey meaning must have alternative or “**alt**” text descriptions so they will be read out loud by screen readers.
- Decorative images (images that add no meaning) need blank alt text descriptions so screen readers will ignore them.
- [Alt text online](#)
- [Alt text in Word](#)
- [Alt Texts: The Ultimate Guide](#)



Alt Text Should:

- Be **accurate and equivalent** - present the same content or function as the image
- Be **succinct** - a small phrase is best, but no longer than a short sentence or two
- End with a period (.) so screen readers will pause after reading the description
- NOT be redundant - don't provide info already in surrounding text
- NOT use phrases like "image of..." or "graphic of..." Screen readers will already state it has encountered a "graphic."

Alt Text Examples



- Woman who is blind smiles at something to her left.
- Janet smiles because she can hear her bus pulling up in front of her.
- Woman who is blind waits for the walk signal to sound so she can cross the street.
- Janet is wearing sunglasses, a professional khaki-colored jacket over a striped shirt, and has her walking stick at the ready.

Links Should

- Be descriptive and meaningful even out of context
 - **Bad:** For additional information, visit the website at <http://aggiehonor.tamu.edu/>.
 - **Good:** Students are expected to understand and abide by the [Aggie Honor Code](#)...



Links Should (cont'd 1)

- Help people know where they're going
 - **Bad:** [Click here](#) if you believe you have a disability requiring an accommodation.
 - **Good:** If you believe you have a disability requiring an accommodation, please contact [Disability Services](#).



Links Should (cont'd 2)

- Be a maximum of 3-4 words
 - **Bad:** [If you believe you have a disability requiring an accommodation, please contact Disability Services.](#) (whole sentence linked)
 - **Good:** If you believe you have a disability requiring an accommodation, please [contact Disability Services.](#) (most meaningful words linked – “contact Disability Services”)



Good Accessibility Resources

- [Intro to Web Accessibility](#)
- [Constructing a POUR Website](#)
- [Contrast Checker](#)
- [Creating Accessible Word Documents](#)
- [Creating Accessible PowerPoint Presentations](#)
- [IT Accessibility](#) (TAMU)



Contact Us

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