DIGITAL DEPLOYMENT

Website Accessibility (WA) Webinar Series

WA 101 // Web Accessibility 101 (5/22/19)

WA 201 // WCAG 2.1 AA Guidelines (5/29/19)

WA 301 // AB 434 Requirements (6/5/19)

Presenter: Steph Bradley
Director of Content Services, Digital Deployment

▸ Worked at Digital Deployment for 4 years and developed the content services team

  ▹ Oversee DD's growing team of content specialists, migrators, and CMS trainers

  ▹ Lead improvements in the company's content offerings

▸ Led content strategies for more than 50 organizations across the US

▸ I'm enthusiastic about website accessibility because I want to make sure online users of all abilities have the best possible experience when visiting Digital Deployment websites

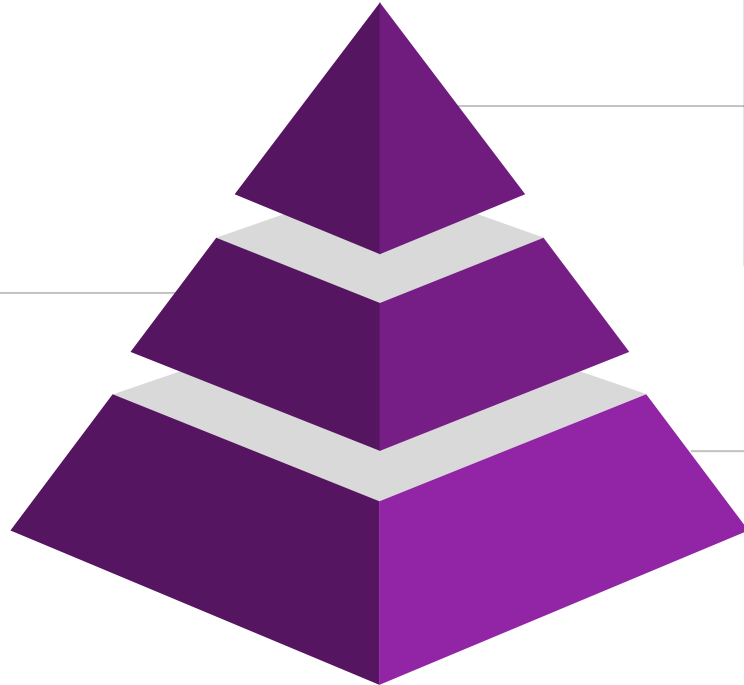▸ This has led me to do in depth research on federal and state laws regarding accessibility

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Key Term Review

Section 508

A law referenced by the ADA that more specifically outlines how to meet accessibility standards for electronic content, including websites.

WCAG Guidelines

The international web accessibility guidelines that are referenced (directly and indirectly) by both state and federal laws regarding web accessibility.

ADA Compliance

The Americans with Disabilities Act protects the rights of people with disabilities. It's broad reach extends to websites, but doesn't reference web accessibility specifically.

Key Term Review

WCAG
- The international standard for website accessibility guidelines, referenced by U.S. state and federal laws.

WCAG Levels A-AAA
- Level A: Lowest restraint on design, lowest accessibility level
- Level AA: Medium restraint on design, medium accessibility level
- Level AAA: Highest restraint on design, highest accessibility level

WCAG 4 Basic Principles
1. Perceivable
2. Operable
3. Understandable
4. Robust

Is my website accessible?

Everybody: Just tell me!
Website vendor: I can't!

WCAG PRINCIPLES

1. Perceivable

Available to the senses (vision and hearing primarily) either through the browser or through assistive technologies (e.g. screen readers, screen enlargers, etc.)

2. Operable

Users can interact with all controls and interactive elements using either the mouse, keyboard, or an assistive device.
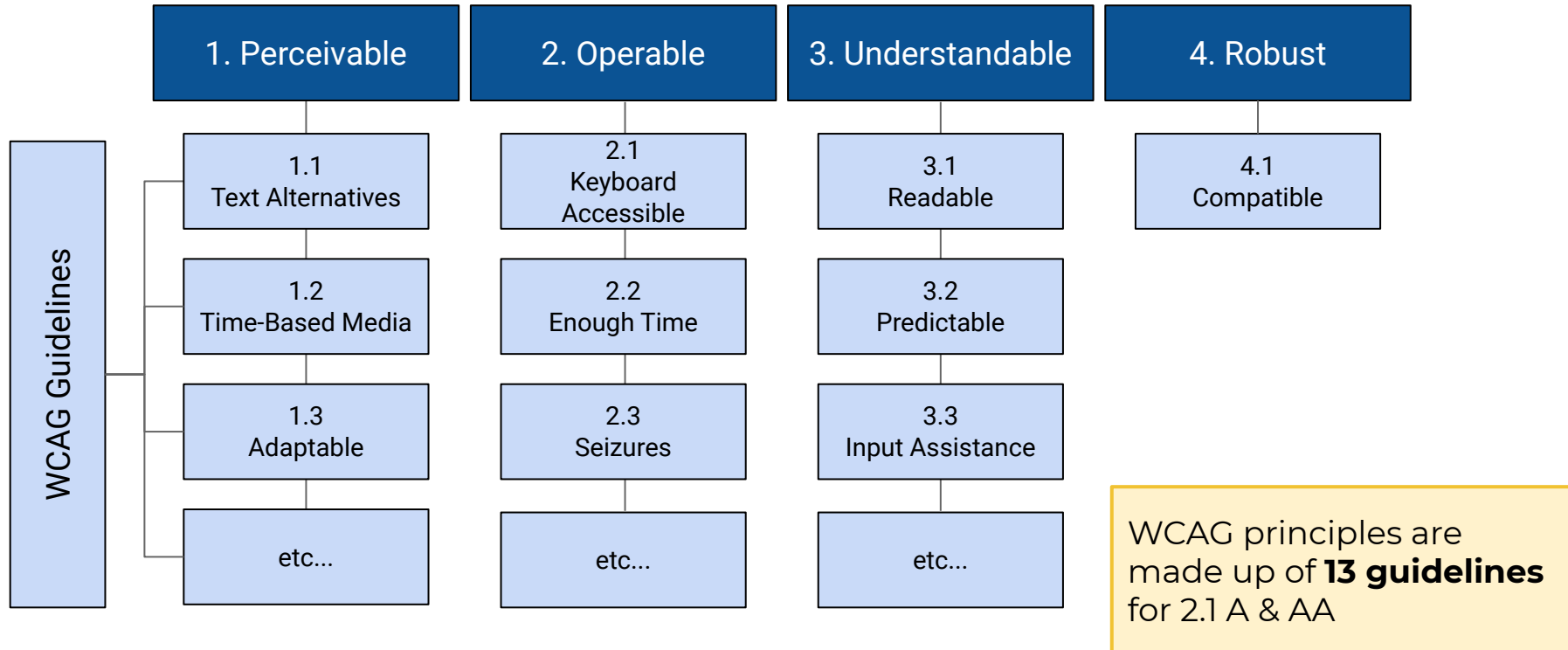
3. Understandable

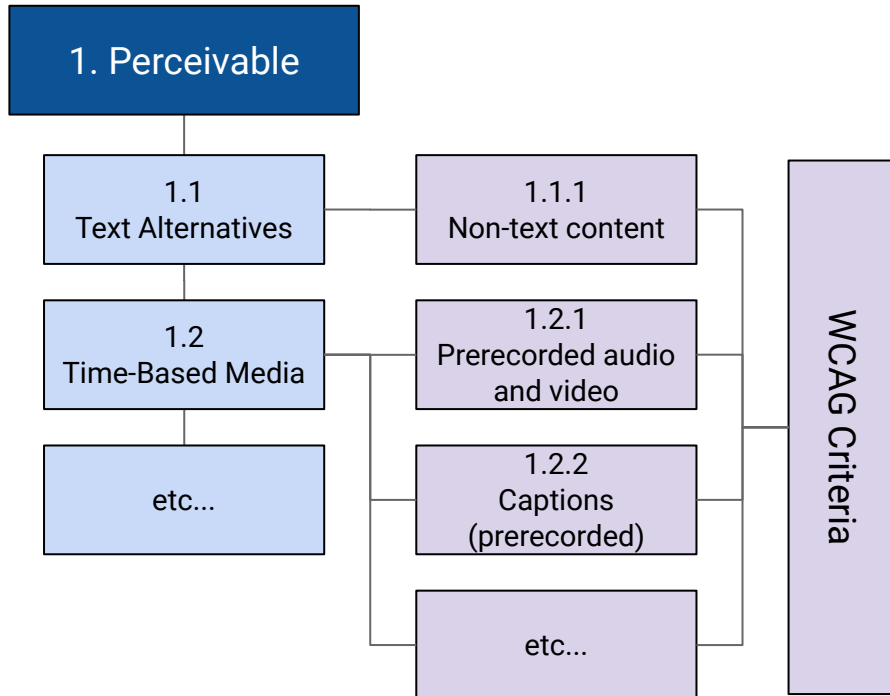Content is clear and limits confusion and ambiguity.

4. Robust

A wide range of technologies (including old and new user agents and assistive technologies) can access the content.
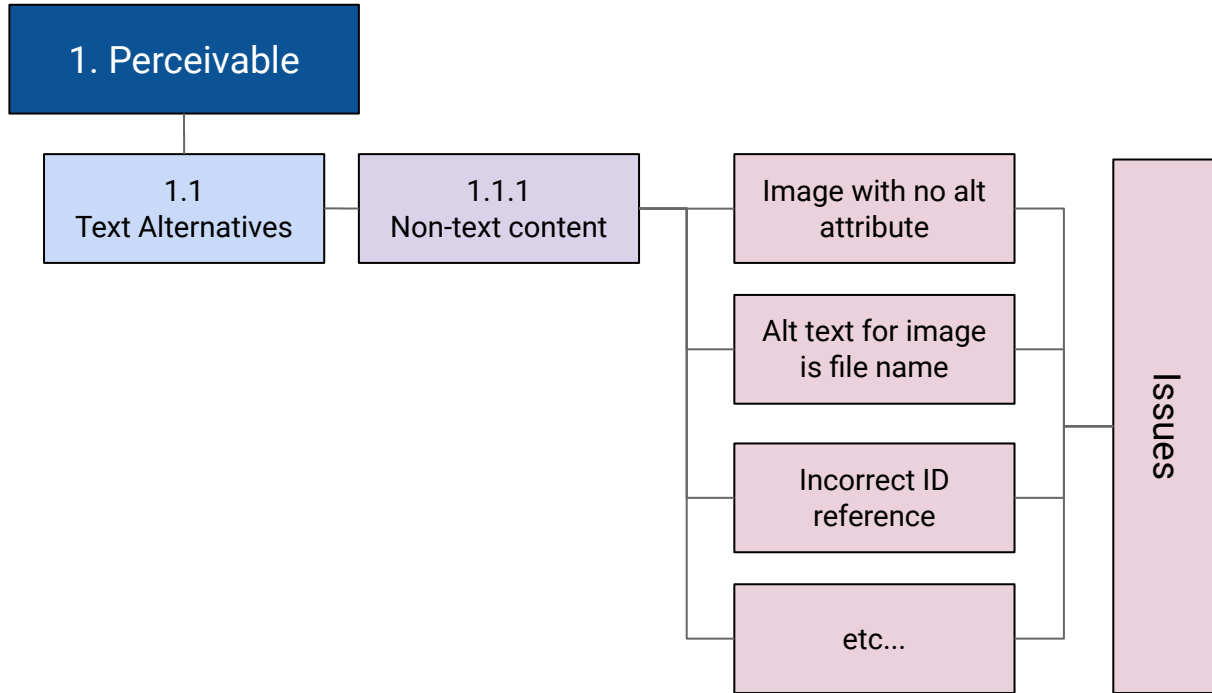
Principles are broken out into **GUIDELINES**

1. Perceivable	2. Operable	3. Understandable	4. Robust

WCAG Guidelines

1. Perceivable	2. Operable	3. Understandable	4. Robust
1.1 Text Alternatives	2.1 Keyboard Accessible	3.1 Readable	4.1 Compatible
1.2 Time-Based Media	2.2 Enough Time	3.2 Predictable	
1.3 Adaptable	2.3 Seizures	3.3 Input Assistance	
etc...	etc...	etc...	

WCAG principles are made up of **13 guidelines** for 2.1 A & AA

Guidelines are broken out into **CRITERIA**

```
1. Perceivable
   │
   ├── 1.1 Text Alternatives ──── 1.1.1 Non-text content ──┐
   │                                                        │
   ├── 1.2 Time-Based Media ──┬── 1.2.1 Prerecorded audio ──┤
   │                          │        and video           │── WCAG Criteria
   │                          ├── 1.2.2 Captions ───────────┤
   │                          │        (prerecorded)        │
   │                          └── etc... ───────────────────┘
   │
   └── etc...
```

2.1 A & AA guidelines are made up of **50 criteria**

Criteria may fail based on various **ISSUES**

1. Perceivable

1.1 Text Alternatives	1.1.1 Non-text content

Issues:
- Image with no alt attribute
- Alt text for image is file name
- Incorrect ID reference
- etc...

2.1 A & AA criteria can fail because of **hundreds of issues**, which can be defined differently based on the tool you're using to scan for issues.

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Issues can have multiple **OCCURRENCES**

1. Perceivable

1.1
Text Alternatives

1.1.1
Non-text content

Image with no alt attribute

This 1 "issue" could occur on multiple pages, with multiple occurrences per page.
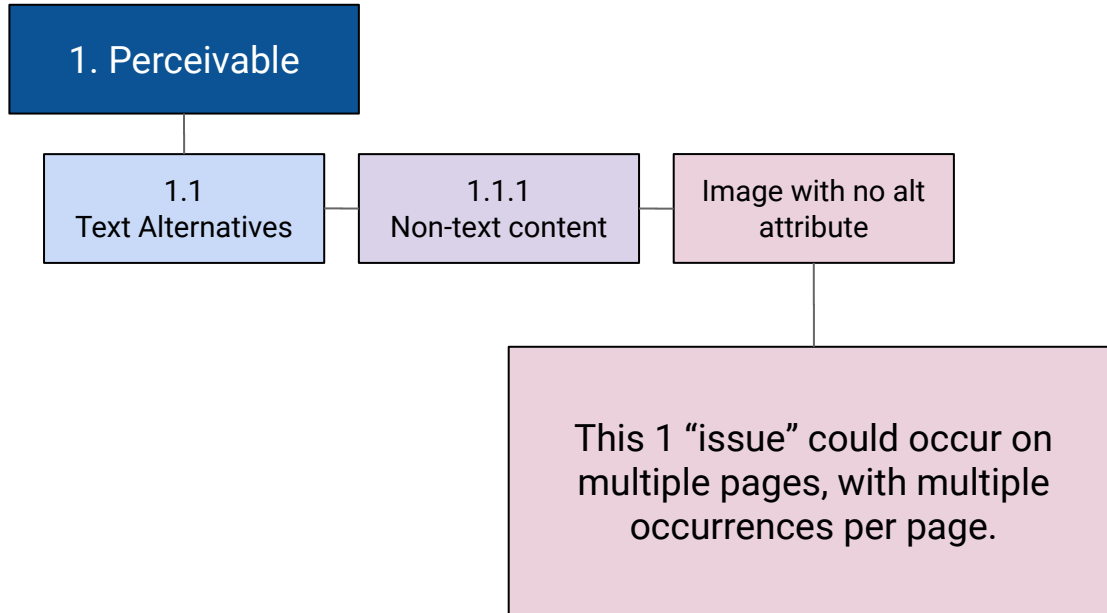
An accessibility scan can come back with **thousands** of violation occurrences.

WCAG 2.1 AA Guidelines Overview

[Full list of WCAG 2.1 A and AA guidelines and criteria here](#)

1.1 Text Alternatives

Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language.

Okay alt text:

```
<img src="escalator.jpg"
alt="man on escalator">
```

Better alt text:

```
<img src="escalator.jpg"
alt="man walking on escalator">
```

Best alt text:

```
<img src="escalator.jpg"
alt="man wearing backpack
walking down escalator">
```

1.2 Time-Based Media

Provide alternatives for time-based media.
- Provide captions for live and prerecorded audio
- Applies to audio and video, except when audio or video is a media alternative for text and is clearly labeled as such
- Provide audio description track if something more than talking is heard on video

1.2 Time-Based Media

Provide alternatives for time-based media.

Adele Carpool Karaoke (view on YouTube)
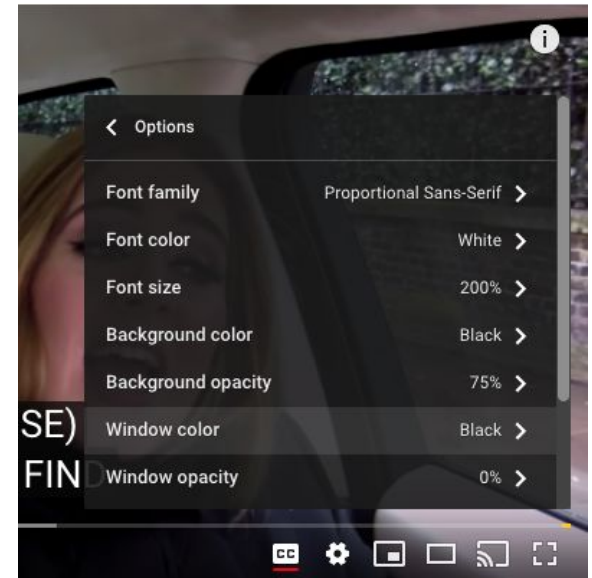
1.3 Adaptable

Create content that can be presented in different ways (for example simpler layout) without losing information or structure.
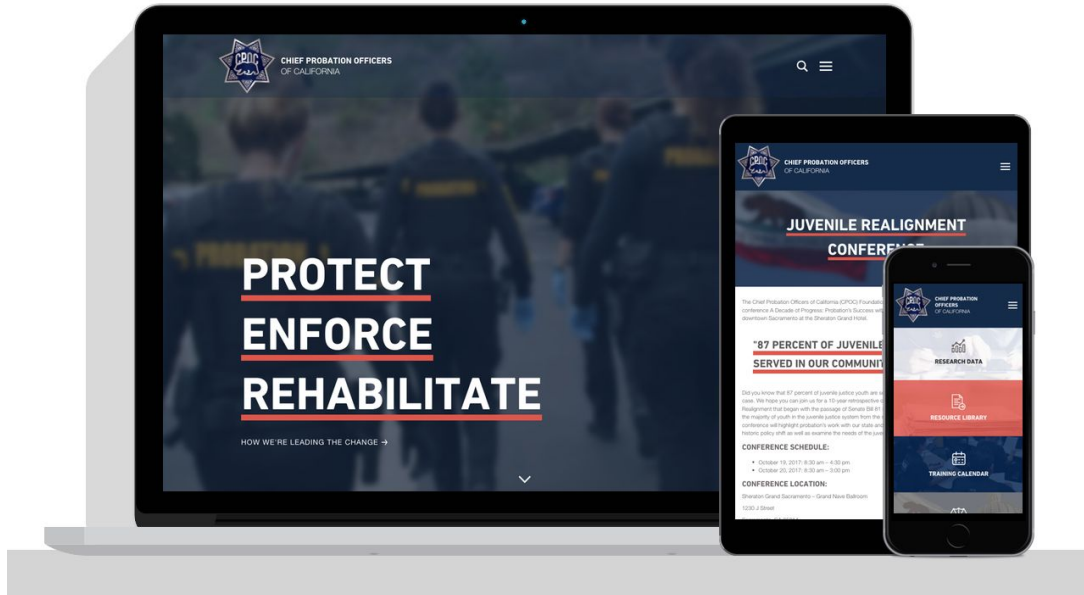
- Add content in an intuitive order
- Don't rely solely on sensory characteristics of components such as shape, size, visual location, orientation, or sound to understand content
- Content comprehension is not reliant on a particular orientation (like landscape or portrait)

1.4 Distinguishable

Make it easier for users to see and hear content, including separating foreground from background.

- Use sufficient contrast based on text size, use case, and context
  - Learn the specifics of minimum color contrast on [w3.org](w3.org)
- Do not use color as the only way to convey information
- Avoid images of text - if an image with text is essential to the meaning of the information being conveyed, add descriptive alt text
- Avoid unnecessary line breaks, or directional instruction, so that content reflows properly if text size is increased up to 200%

1.4 Distinguishable

Digital Deployment sites are designed with color contrast in mind

1.4 Distinguishable

Foreground Color

#152128

Lightness

Background Color

#F38E30

Lightness

Contrast Ratio

6.81:1

permalink

[Webaim.org Color Contrast Checker](#)

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

1.4 Distinguishable

NOTIFICATION

The meetings in red
have been cancelled:

Jan 3, 2018
Feb 7, 2018
Mar 10, 2018
Apr 2, 2018

Don't do this

NOTIFICATION

The meetings in red
have been cancelled:

Jan 3, 2018
Feb 7, 2018 (cancelled)
Mar 10, 2018
Apr 2, 2018

Do this instead

1.4 Distinguishable
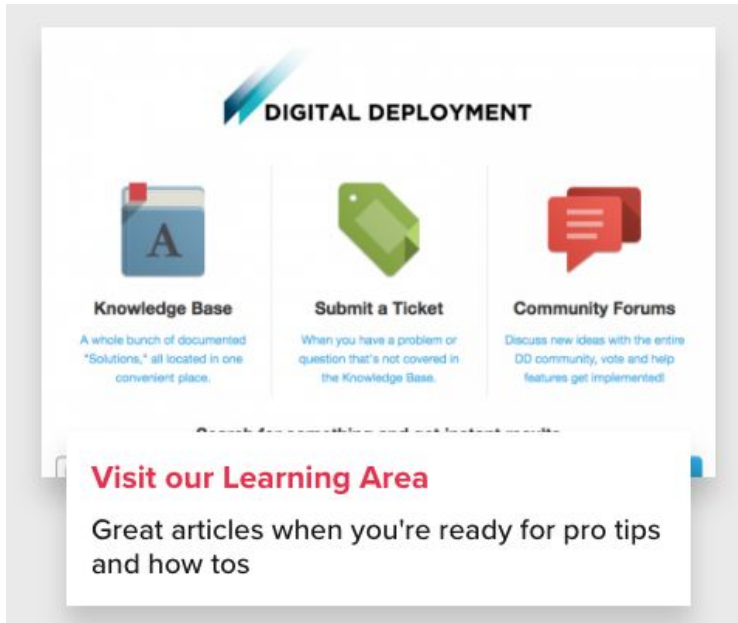
Don't do this
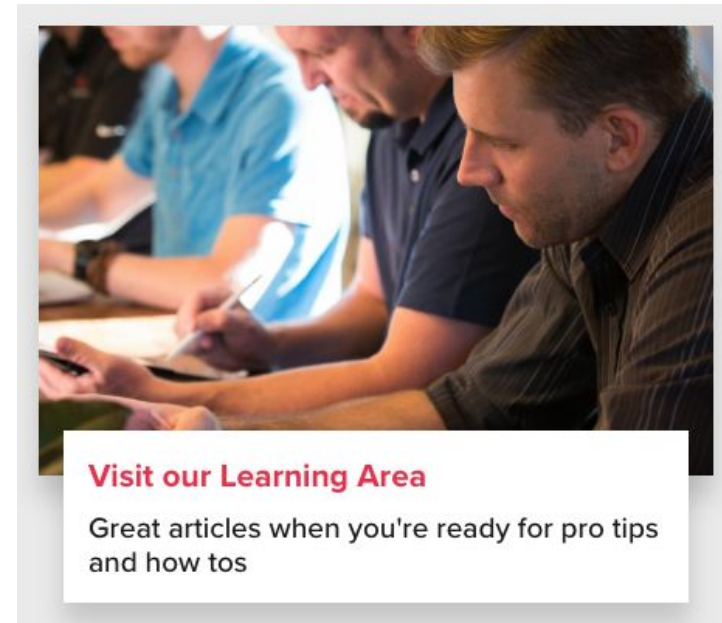
Do this instead

1.4 Distinguishable

Have Questions?

Find answers in the knowledge base!

While our content management system is built for technical and non-technical people alike, we know there's a lot to learn! If you have any questions, check out our online knowledge base.

Our extensive knowledge base includes support articles on everything from what your SLA program includes, to how to float an image caption to the right. Click the link to the right to find the Digital Deployment knowledge base.

Share this page

This item appears in

1 column w/pods right

Related links

Knowledge Base

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Heh?

Share this page

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1 column w/pods right

Related links

Knowledge Base

2.4 Navigable

Provide ways to help users navigate, find content, and determine where they are.
- Follow best practices for page/post structure:
  - Overview title should match navigation term name
  - Use headings appropriately and in hierarchical order
  - Make sure your links make sense in context and be careful with "read more" or other generic links

2.4 Navigable

- Screen readers depend on correct heading order to follow the outline of the page
- Use headings appropriately - they are not meant to call out important lines of text

3.2 Predictable

Make web pages appear and operate in predictable ways.

- Use an industry-standard content management system (like Digital Deployment's!)
- Have a consistent navigation
  - Avoid unnecessary navigation duplication and redirects
- Keep your website identity consistent
  - Don't add custom HTML that disrupts the flow and design of the site
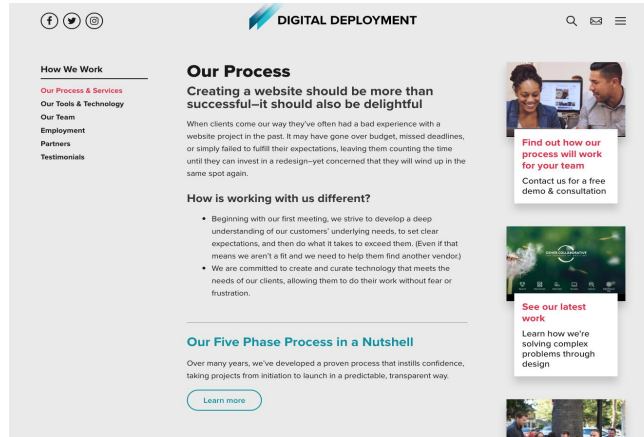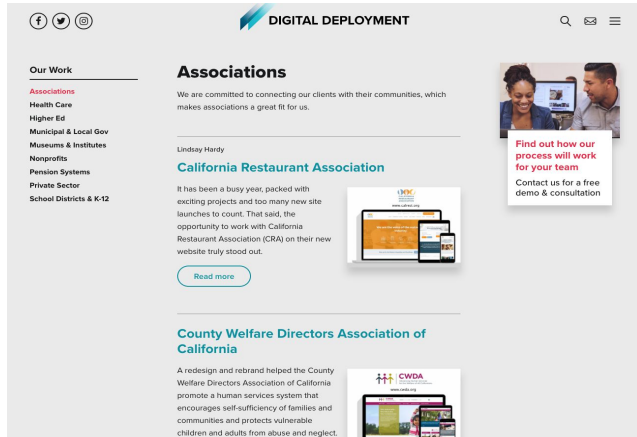
Unique content, same layout

3.3 Input Assistance

Help users avoid and correct mistakes.

- Add form input instructions within labels of form components

Don't do this

Contact Us

Name: *

Number: *

Please type the numbers into the box below: *

7494 »

By proving you are not a machine, you help us prevent spam and keep the site secure.

Submit

Do this instead

Contact Us

Fill out the form below and we will respond in 1-2 business days.

First name: *

Last name: *

Phone number (format: xxx-xxx-xxxx): *

Message: *

Please type the numbers into the box below: *

8223 »

By proving you are not a machine, you help us prevent spam and keep the site secure.

Send message

Guidelines Overview Recap

How to check your site's accessibility level

- There are many online tools available to check your website for accessibility issues

- Automated scanning tools are helpful, but even the best of them can only find 20-30% of issues

- For a complete understanding of your website's accessibility level, some companies offer full audits which include scanning tools, manual site and work flow testing by users with disabilities, and guided remediation

- Which tool, or tools, you use depend on your needs, skills, and budget

- WebAIM's [review on accessibility evaluation tools](#) is a good place to start for anyone who's looking to have their website professionally checked for success criteria

If you're interested in working with Digital Deployment on an accessibility audit, email me at steph@digitaldeployment.com

Final Thoughts

- Remember, accessibility goes beyond your website

- Accessibility applies to PDFs, videos, and other electronic content

- Reasonable effort can go a long way

- Take quick action if you receive an accessibility complaint

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Additional Resources

Online accessibility tools used by Digital Deployment:

- [Color Contrast Analyzer](#) (Chrome browser extension)
- [WebAIM Color Contrast Checker](#)
  - Find hex colors using [ColorZilla](#), or a similar tool
- Check single pages using [achecker](#) (note: doesn't yet include WCAG 2.1 criteria)

Free or low-cost options for images:

- [Unsplash.com](#) (free)
- [Pixabay.com](#) (free)
- [Twenty20.com](#) (low-cost)

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Thank you for joining!