

# WEB ACCESSIBILITY

DEPARTMENT WEB FRAMEWORK  
USERS MEETING - MARCH 11, 2019



# WHAT IS ACCESSIBILITY?

IF SOMETHING IS ACCESSIBLE:

“...a person with a disability is afforded the opportunity to acquire the same information, engage in the same interactions, & enjoy the same services as a person without a disability in an equally effective & equally integrated manner, with substantially equivalent ease of use. The person with a disability must be able to obtain the information as fully, equally & independently as a person without a disability.”



# DISABILITIES / IMPAIRMENTS

## FOUR CATEGORIES

- **Visual:** blindness, low vision, color-blindness
- **Hearing:** deafness, hard-of-hearing
- **Motor:** inability to use a mouse, slow response time, limited fine motor control
- **Cognitive:** memory, attention, problem-solving, reading comprehension



# ACCESSIBILITY ON THE WEB

## UNIVERSAL DESIGN

**“... the design of products & environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.”**



# WHY IT MATTERS

SOCIAL JUSTICE, DIVERSITY, AND INCLUSION

- **The Right Thing**
- **Communicating to an inclusive audience, not an exclusive one**
- **Supports UW Values, especially:**
  - Diversity
  - Innovation
  - Respect





# WHY IT MATTERS

## TECHNICAL AND MARKETING ADVANTAGES

- **Search Engine Optimization (SEO)**
- **Readability**
- **Expanded audience and making a good impression**
- **Accessible is Usable**



# WHY IT MATTERS

## POLICY AND LEGAL REQUIREMENTS

- UW Executive Order 31
- UW Administrative Policy Statement 2.3
- Washington State Policy #188
- Section 504 of the Rehabilitation Act of 1973
- The Americans with Disabilities Act

[UW Policy on IT Accessibility](#)



# AN EXPERIMENT





# ⚙️ DEVELOPER & DESIGNER CONSIDERATIONS

- Overall page structure
- WAI-ARIA landmarks and roles
- Keyboard navigation (skip links, menus)
- Modals and error messages
- Form markup
- Color contrast
- Font size and spacing
- Icons and visual symbols
- Link indicators
- Button size



# HOW CAN CONTENT EDITORS IMPROVE ACCESSIBILITY?



HOW WOULD EACH SUGGESTION AFFECT  
*YOUR* BROWSING EXPERIENCE?

# NOTES:

- Sites linked as examples below may have changed since this presentation was delivered and may no longer illustrate the relevant point.
- Links to help on each topic appear on each slide



# ☰ PAGE STRUCTURE

USE VISUAL EDITOR TO APPLY PROPER MARKUP

- Headings
- Lists
- Tables
- Clear and concise content

Good, Needs Work, Needs Work, Heading Help  
Good, Needs Work, Table Help





# LINKS

- Meaningful link text
- No ambiguous links (“click here” “read more”)
- No full URLs as link text
- Open in same window, unless user would lose their place in a form or workflow

Good, Needs Work, Improved, Help





# IMAGES

- Succinct, meaningful alt text
- No flyers/posters as images
- Long descriptions for complex informative images

Good, Needs Work, Needs Work, Help



# DOCUMENTS & FORMS

- Linked documents also need to be accessible
- Web pages and forms are easier to make accessible than DOCs and PDFs

Good, Needs Work, eSignatures, Help



# MULTIMEDIA

- Transcripts for audio
- Captions and audio description for video
- Players with keyboard controls

Good, Needs Work, Help



# MORE RESOURCES

- [UW IT \(help@uw.edu\)](mailto:help@uw.edu)
  - [Developing Accessible Websites](#)
  - [Learning Technologies Workshops](#)
  - [Access Technology Center](#)
- [WebAIM Articles](#)
- [W3C WAI Tips for Writing](#)



# DISCUSSION

- What has worked for you?
- What are the biggest challenges?
- What topics would you like to know more about?





# ACCESSIBILITY BENEFITS EVERYONE



# SPRING MEETING

APRIL 23, 1-2PM, CMU 202

STUDENT-FACING WEB CONTENT