

**SEATTLEU**

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**Creating Accessible Documents  
for the Web**

# What is web accessibility?

- Ensuring that **all** users – including users with disabilities – can access and navigate ALL of your web content, including files
  - Screen readers, Braille devices and other assistive technologies
  - Visual enhancements
  - Keyboard-only or voice-controlled navigation



# Why is accessibility important?

- We cannot and should not exclude users with disabilities
  - Part of our mission, and our commitment to diversity and inclusion
  - Not good for business, not serving our stakeholders as well
- Web accessibility benefits **all** users, not just people with disabilities



# Accessibility is a legal requirement

- Seattle U is required by federal law to meet minimum web accessibility standards
- **Beginning in 2020, all new files on our website must be accessible**



# Some ways to increase accessibility

- Use plain language
- Use proper heading structure
- Use 'alt' descriptions for images
- Provide transcripts or captions for video/audio
- Post accessible files
- Use links appropriately
- Use tables appropriately
- Mindful use of color and contrast

[For more information, see the Accessibility page on the Web Team's website](#)



# When is a separate document appropriate for web?

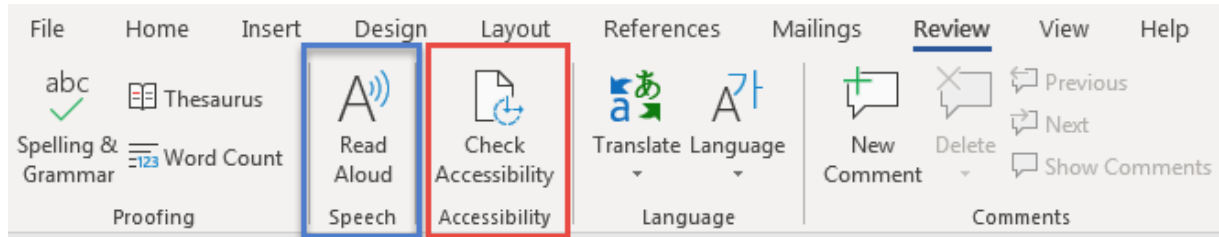
- Does it need to maintain a specific visual format?
- Is the document designed to be printed?
- Internal business process that requires a specific file format?

# Accessible Microsoft Documents

- Resources:
  - [Rules for Accessibility Checker](#)
  - [Make your Word documents accessible](#)
  - [Make your PowerPoint presentations accessible](#)
  - [Make your Excel documents accessible](#)

# Creating accessible Word documents

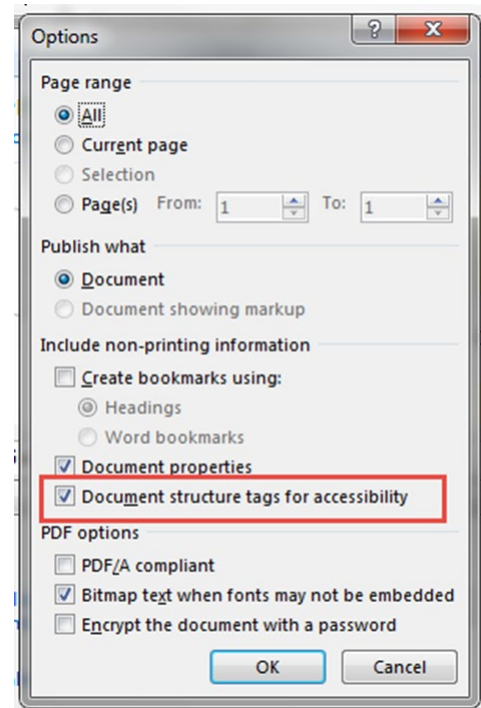
- Listen to your Word document read aloud
- Use built-in accessibility checker to check for and fix issues





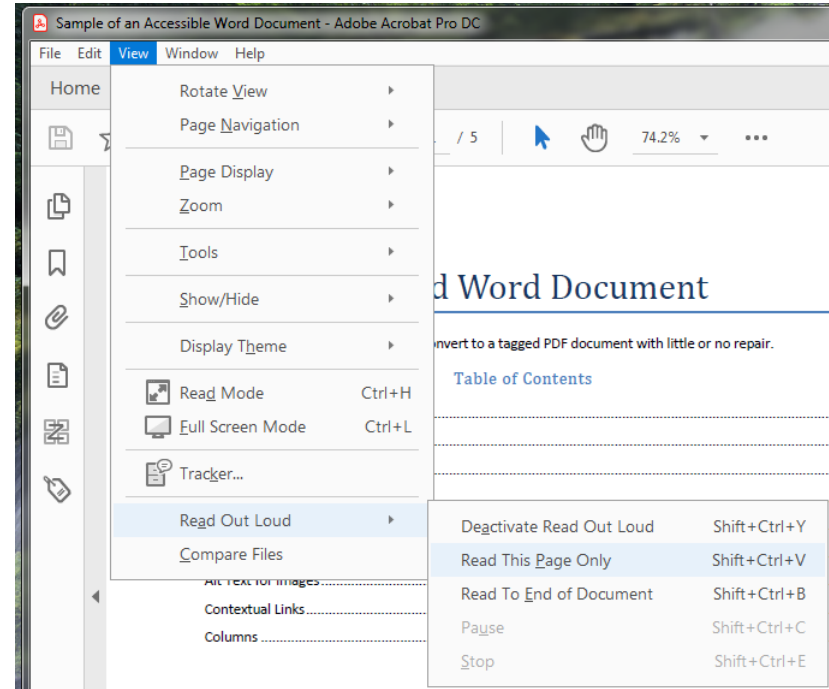
# Creating PDF from MS file

- Follow instructions to create an accessible MS document
- Convert to PDF
  - Options > Check box for Document structure tags for accessibility
- Microsoft: Create accessible PDFs



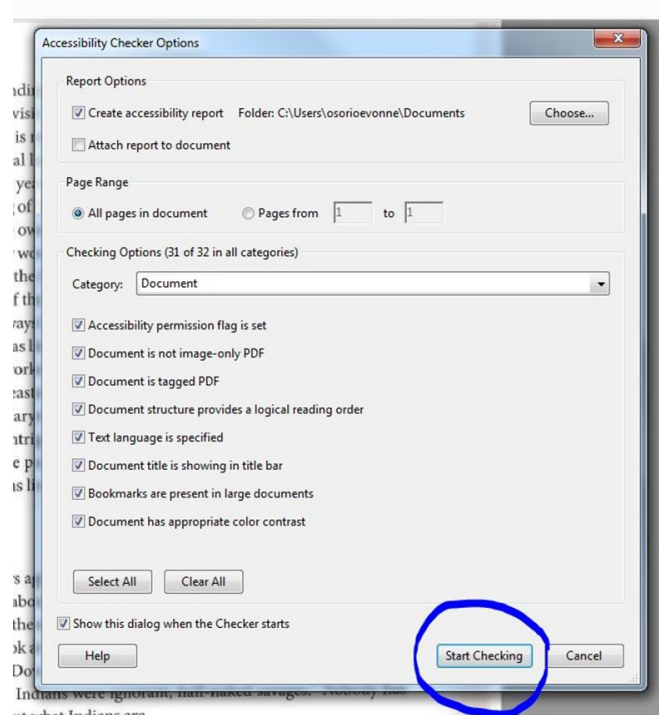
# Accessible PDFs

- Adobe Acrobat
  - Available to all faculty, staff for campus computers
- Listen to your PDF
  - View > Read Out Loud
  - First, activate
  - Then, read page or entire document

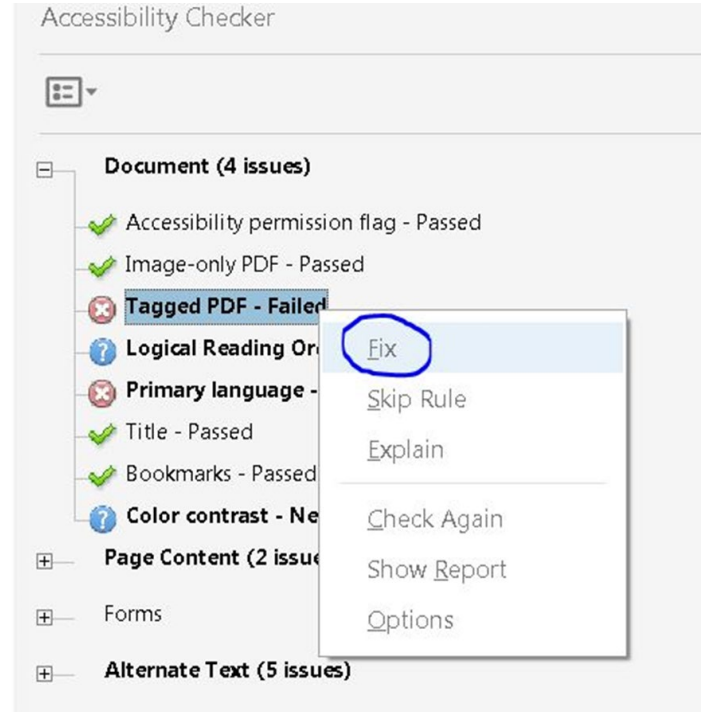
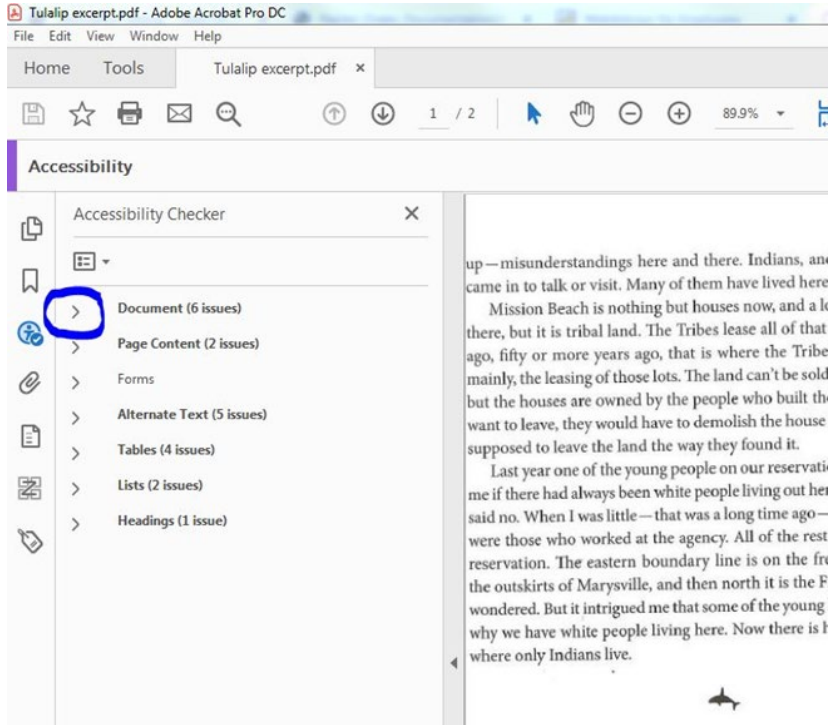


# Adobe PDF Accessibility Checker

- Adobe: Create and verify PDF Accessibility
- Tools > Accessibility > Full Check

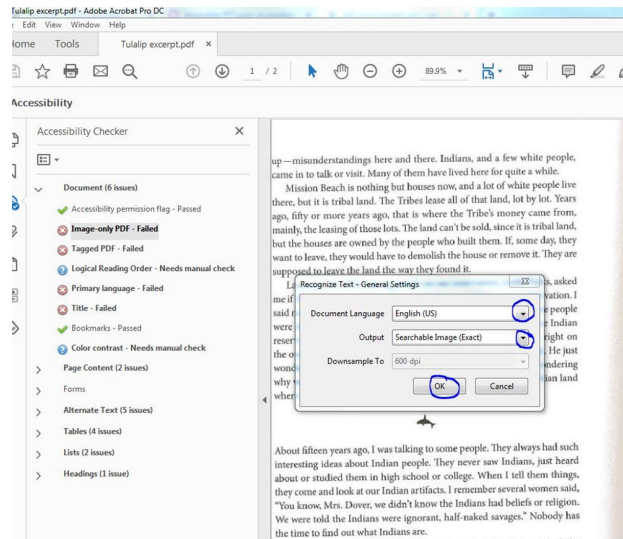


# Fix Failed Issues



# Common Issues

- Image only PDFs
  - Document language: English
  - Output: Searchable Image (Exact)



# Image Only PDFs

up—misunderstandings here and there. Indians, and a few white people, came in to talk or visit. Many of them have lived here for quite a while.

Mission Beach is nothing but houses now, and a lot of white people live there, but it is tribal land. The Tribes lease all of that land, lot by lot. Years ago, fifty or more years ago, that is where the Tribe's money came from, mainly, the leasing of those lots. The land can't be sold, since it is tribal land, but the houses are owned by the people who built them. If, some day, they want to leave, they would have to demolish the house or remove it. They are supposed to leave the land the way they found it.

Last year one of the young people on our reservation, Leslie Parks, asked me if there had always been white people living out here on our reservation. I said no. When I was little—that was a long time ago—the only white people were those who worked at the agency. All of the rest was the entire Indian reservation. The eastern boundary line is on the freeway or I-5, right on the outskirts of Marysville, and then north it is the Fire Trail Road. He just wondered. But it intrigued me that some of the young Indians are wondering why we have white people living here. Now there is hardly any Indian land where only Indians live.



“Warning! Empty page.”

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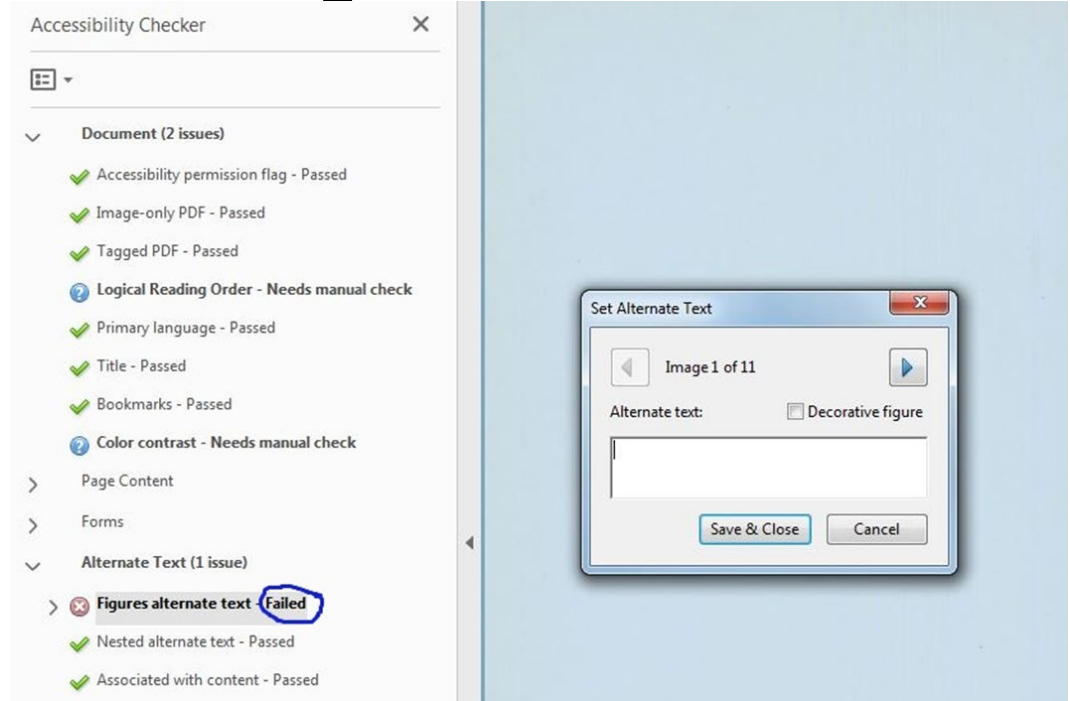
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“...up— misunderstandings here and there.”

# “Alt” Descriptions

- Figures need alternate text, to describe, convey the meaning of the image/figure





# Color Contrast

- WCAG 2 AA requires contrast ratio of 4.5:1
  - Use [WebAIM Contrast Checker](#) to check for compliance
- [Seattle U MarCom Brand Colors](#)
  - With recommendations for color contrast for accessibility





# Tips

- Build accessibility in as a regular, ongoing part of creating documents and managing your website

# Siteimprove

- Contact [Web Team](#) for access
- Help identify, fix accessibility and quality issues on your website
- Resources (requires Siteimprove account):
  - [Webinar: Making PDFs Accessible](#)
  - [Siteimprove Academy: Accessibility for Microsoft Office](#)

# Questions?

- MarCom Web Team – [web@seattleu.edu](mailto:web@seattleu.edu)
  - Megan Otis – [otism@seattleu.edu](mailto:otism@seattleu.edu)
  - Jason Beardriel – [beardriel@seattleu.edu](mailto:beardriel@seattleu.edu)
  - [www.seattleu.edu/web/training/accessibility](http://www.seattleu.edu/web/training/accessibility)
- Other Campus Resources
  - Disability Services, CDLI, ITS