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Making Content Accessible

What is Accessibility?

- Ensuring **all** students – including and especially students with disabilities – can access and navigate your course content
  - Including screen readers, braille devices, and other assistive technologies
  - Visual enhancements
  - Keyboard-only or voice-controlled navigation

Types of Disabilities That May Impact Online Learning

- Visual
  - Blindness, low vision, color-blindness, contrast sensitivity
- Auditory
  - Deafness, hard-of-hearing
- Motor
  - Inability to use a mouse, slow response time, limited fine motor control
- Cognitive
  - Learning disabilities, distractibility, inability to remember or focus on large amounts of information
- Seizure or Vestibular Disorders
  - Seizures, nausea, dizziness from strobing, flickering, flashing or animated/moving objects of visual effects

Why is Accessibility Important?

- We cannot and should not exclude users with disabilities
  - Part of our mission, commitment to diversity and inclusion
  - Not good for business, not serving our students as well
- Accessibility benefits *all* users, not just people with disabilities
- Legally required in certain circumstances

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Some General Accessibility Principles & How to Incorporate Them in Canvas

Proper Use of Headings

- Organize your content into a structure or outline using headings that convey a meaningful hierarchy
  - Text should be divided into parts labeled by headings
  - All text that *looks* like a heading should be marked up as a heading
  - Only one H1 heading per page
  - Don't skip levels (don't use an H3 if you haven't used an H2)

Marking Up Headings in Canvas
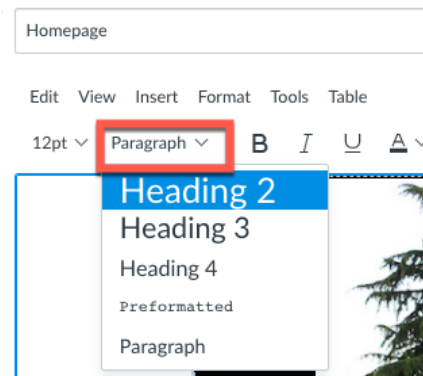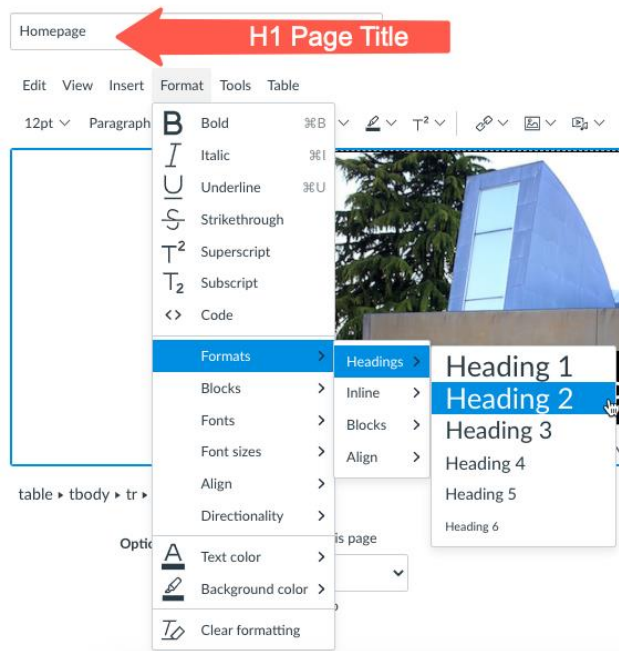
Lists

- Use bulleted (unordered) list or numbered (ordered) list to mark up list items
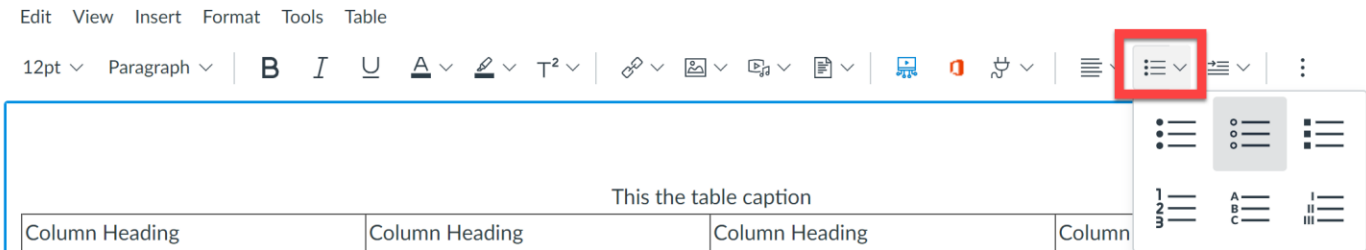
Alt Descriptions for Images

- All images/graphics must have a short 'alt' description
  - Conveys the meaning/function of images to users who cannot see it (or see it well)
  - Read aloud by screen readers
- If images are not conveying important content, they can be marked as purely decorative

Accessible Alternatives for Text-Heavy Images

- Try to avoid images with lots of text in them
- If you decide to use a text-heavy image, provide an accessible alternative
  - If it's short, put the text in the 'alt' description (or add a lengthier caption)
  - Put the text straight on the page instead of within an image
  - Post an accessible file/PDF version

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Adding Alt Text in Canvas

- When adding an image, either add Alt Text or mark box for 'Decorative Image'

Links

- Link text should be a concise description of where users will go when they click link and make sense out of context
  - Don't use "click here" or "read more" as link text
- Make sure they're working correctly
  - Fix broken links!
- Links should be the only thing on the page that are underlined
- As link text is read aloud by screen readers, don't use a URL as link text unless it's human-readable

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Inserting Links in Canvas

- Highlight text, then select Link icon or Insert > Link
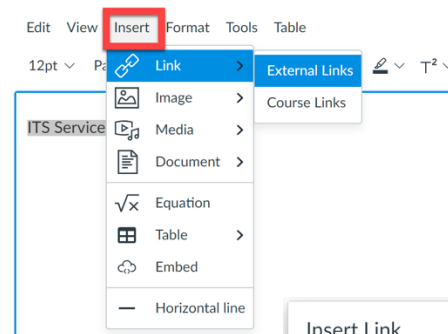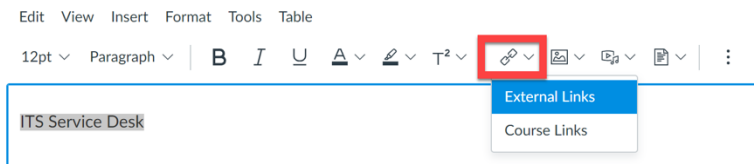
- In pop up, paste in URL

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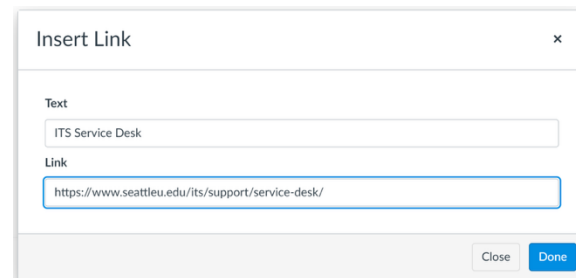
Tables

- Tables should present tabular data
  - Avoid using tables to control page layout
- Add column and row headings to help users derive meaning from table data
- Add table caption to describe/summarize table data

Inserting Tables in Canvas

- Select Table > Table in menu, select number of rows/columns you need
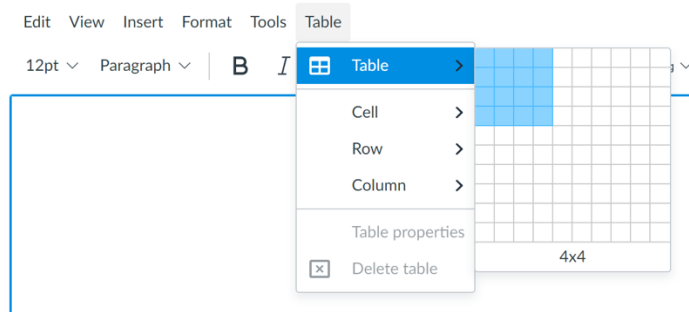
Adding Headings to Table

- To mark up headers, highlight cells then select Table > then cell, row or column properties

- Under "Type" select "Header"
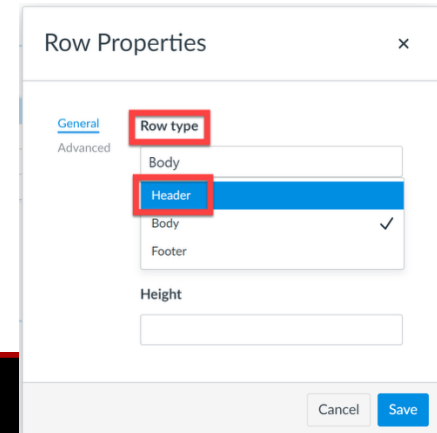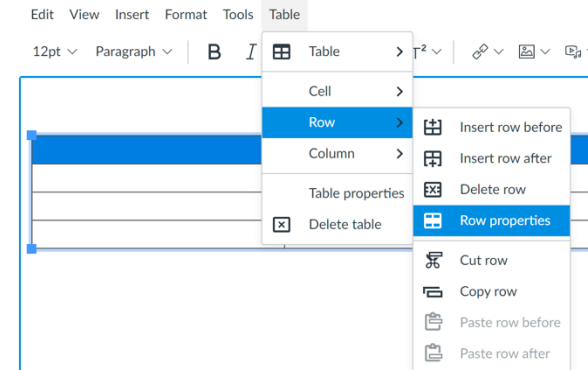
Adding Caption to Table
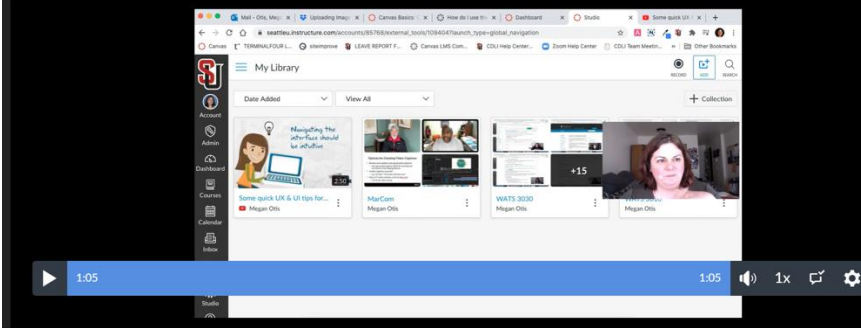
- Click to highlight table, then click Table > Table properties

- Check box to Show caption
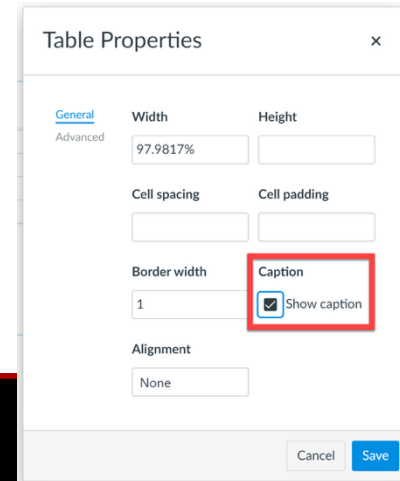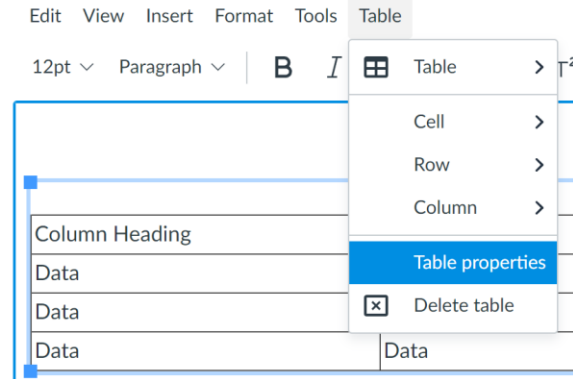
Captions/Transcript for Multimedia Content

- Provide captions for video content
  - Canvas Studio & Zoom Cloud Recordings will generate and publish captions AND a transcript for you automatically
  - Autogenerated captions/transcripts **must be reviewed and corrected** to meet legal guidelines

Review and Edit Autogenerated Captions in Canvas Studio

Embedded Content

- Use thoughtfully as not all embedded content from other sources is accessible
  - Unsure? Ask IDS
- Provide an accessible alternative

Accessibility Checker: Canvas

Color and Contrast

- Don't rely on color alone to convey meaning, direct navigation, or differentiate between items

- Contrast ratio between the text color and the background color
  - WCAG AA: 4.5:1 for normal text, 3:1 for large text

- Contrast ratio for graphics is 3:1

Changing Background/Text Color in Canvas

Resources on Color Contrast

- [Colour Contrast Analyzer by Paciello Group](#)

- [WebAIM Color Contrast Checker](#)

  – Need HEX codes

- [MarCom Brand Colors](#)

  – Includes HEX codes for Seattle U brand colors
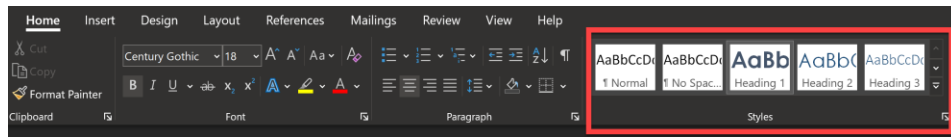
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Accessible Files

- Word
  - [Make your Word documents accessible to people with disabilities](#)
- PPT
  - [Make your PowerPoint presentations accessible to people with disabilities](#)
- PDFs
  - [Create and verify PDF accessibility (Acrobat Pro)](#)
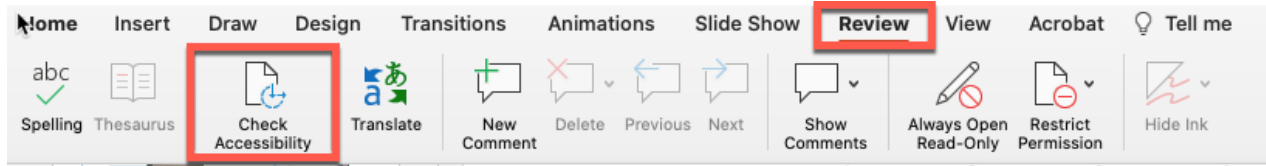
Accessibility Checker: Word

- Review > Check Accessibility
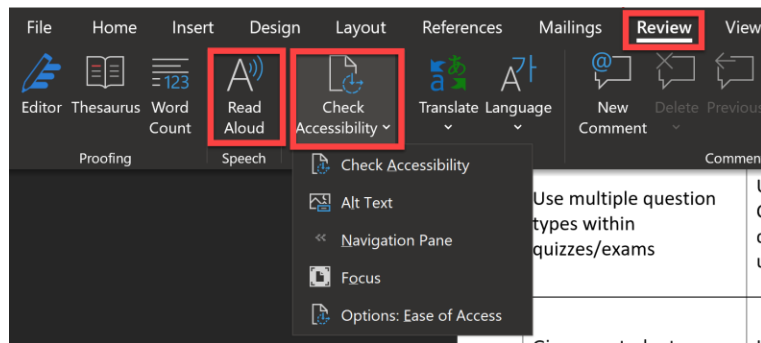
- Review > Read Aloud

- Use built-in Headings and Styles
- Change look of Style by right click > Modify

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Accessibility Checker: PPT

- Review > Check Accessibility

- Alternative text for images (can mark as decorative)
- All slides need titles
- Don't use same title for multiple different slides
- Reading order of objects on a slide

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Accessibility Checker: PDF

Inaccessible

Accessible

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.
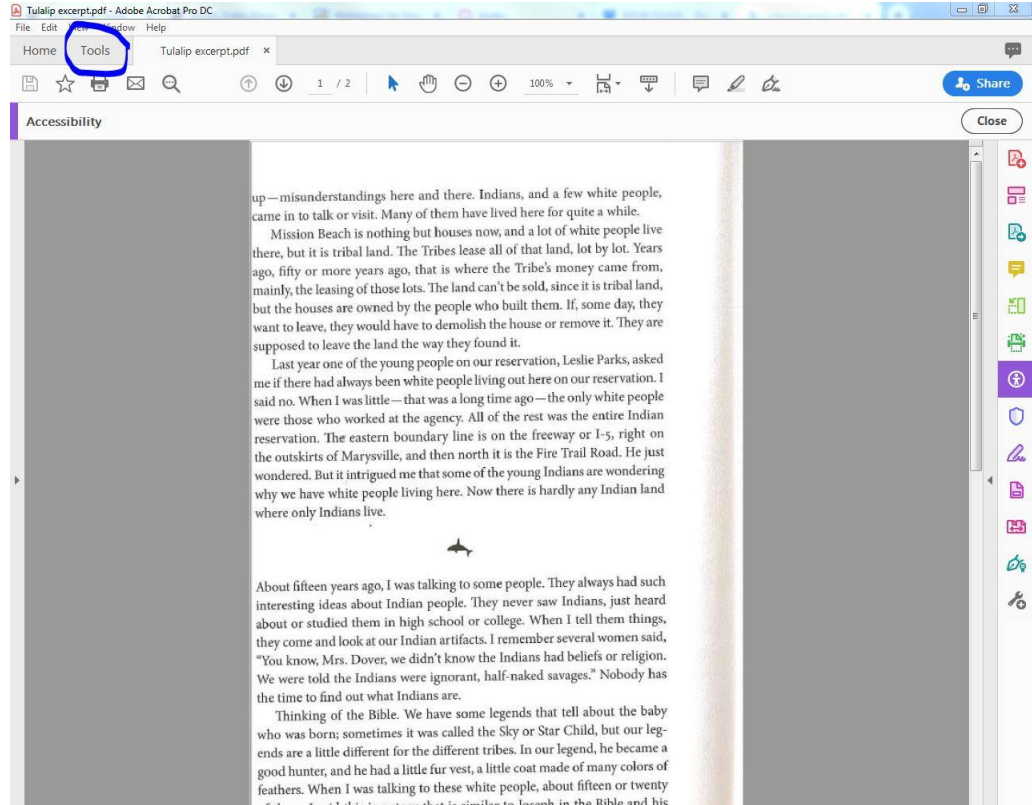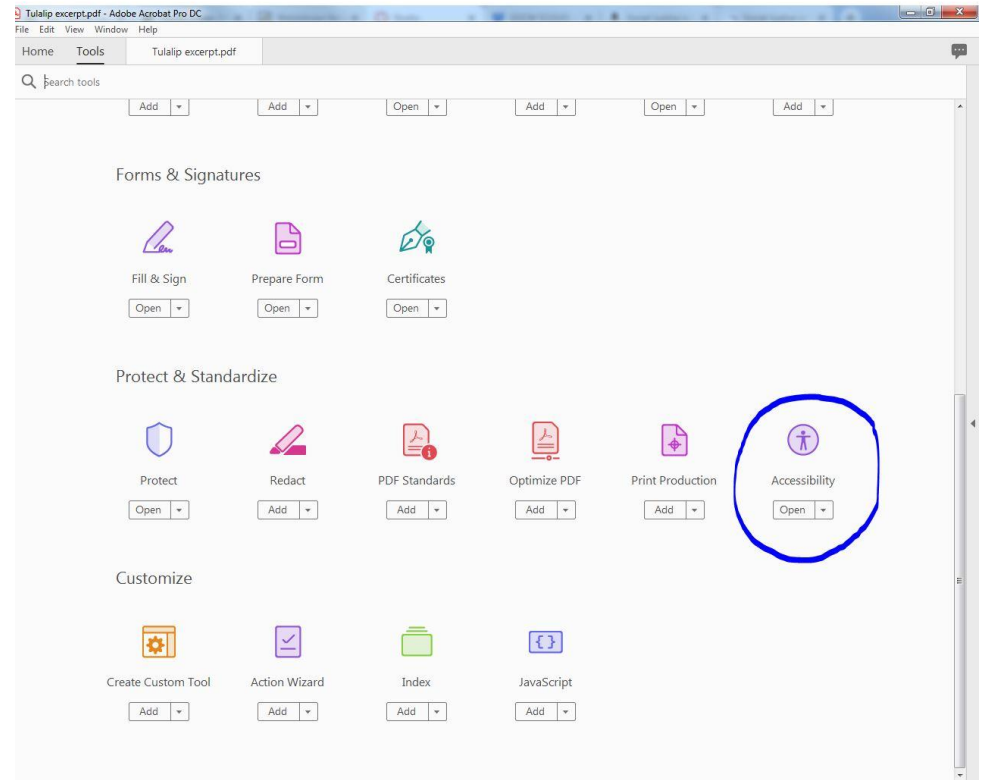
Step 1:

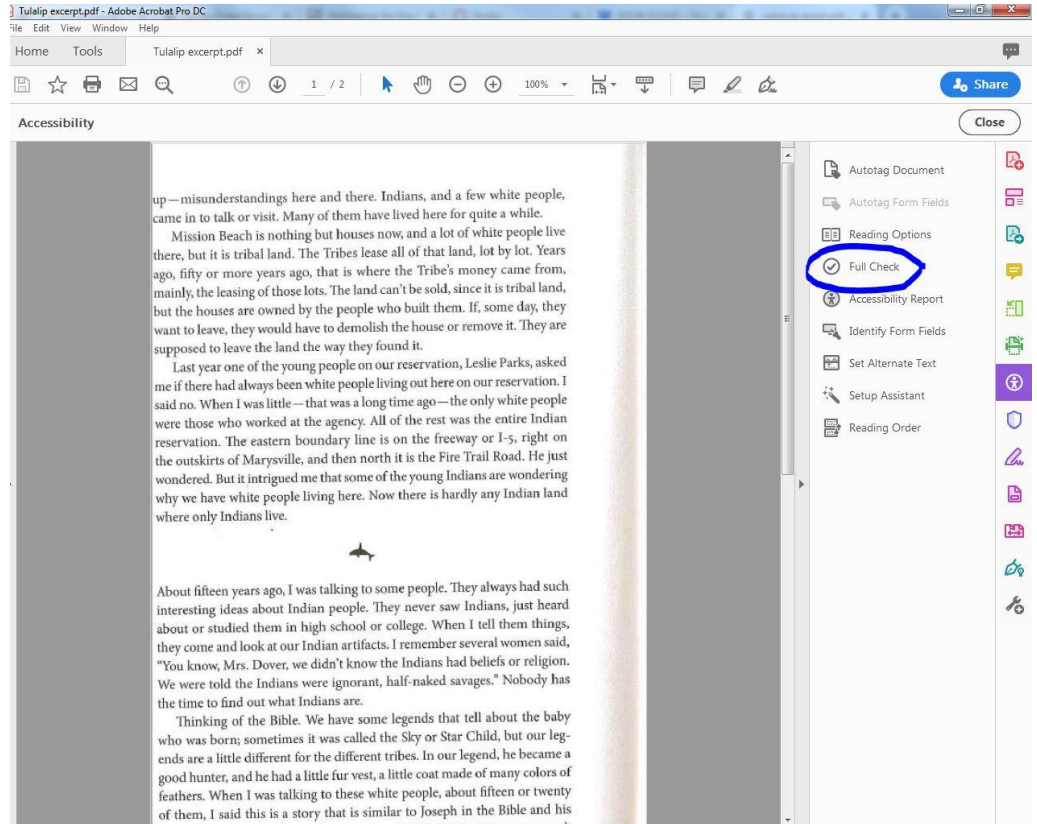Open your pdf file in Adobe Acrobat Pro.

Click on Tools

Step 2:

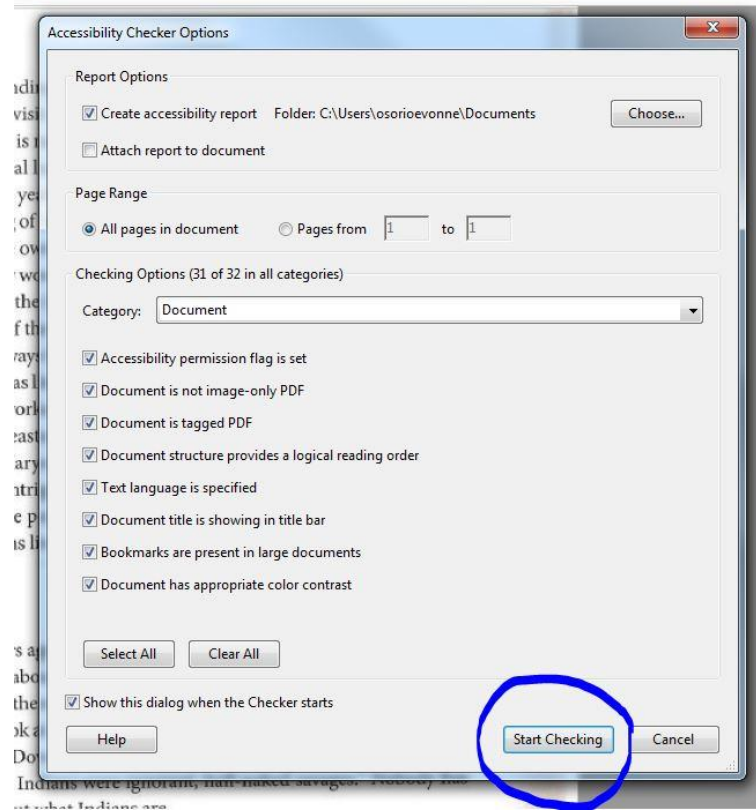Scroll down and click on Accessibility

Step 3:

Select Full Check
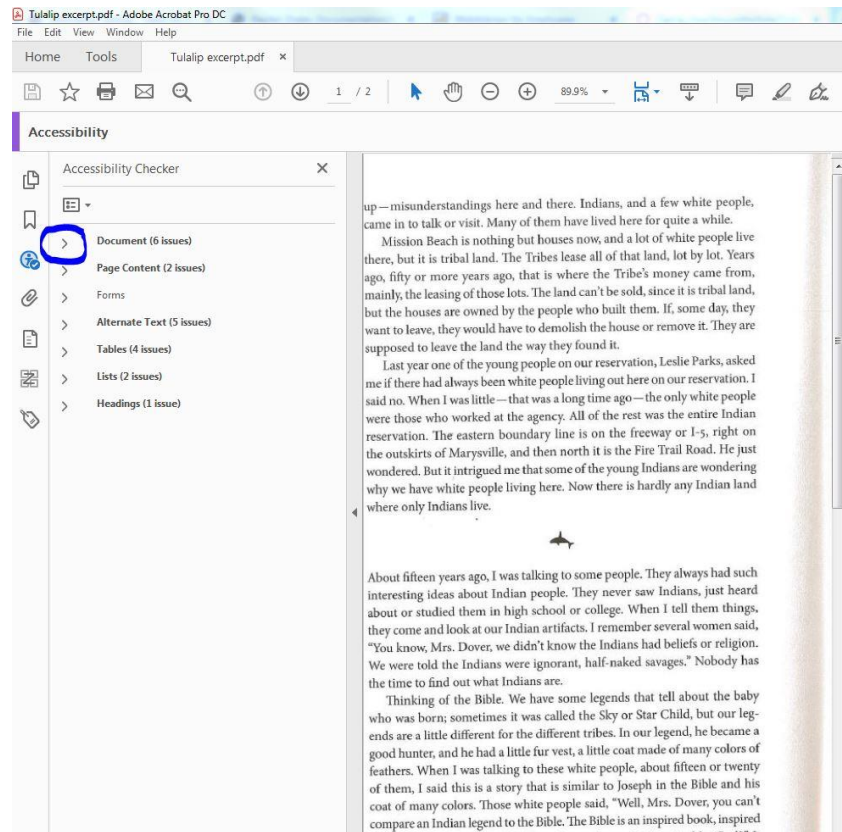
Step 4:

Start Checking.

Step 5:

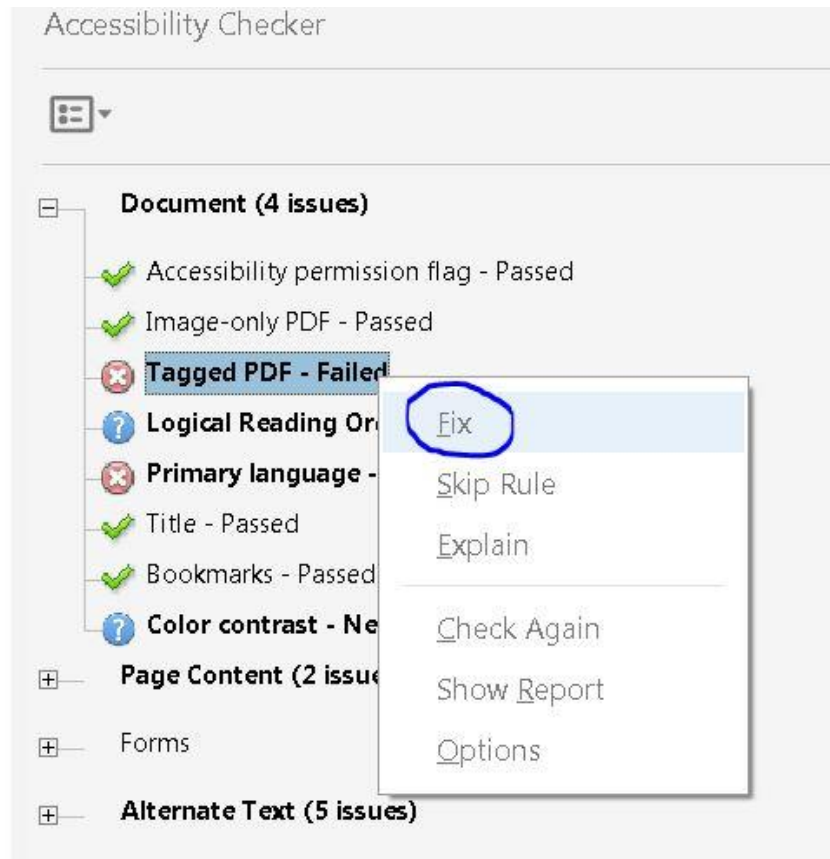Open the 'tree' by clicking the greater than symbol:

>

(may also be seen as a plus symbol: +)

Step 6:

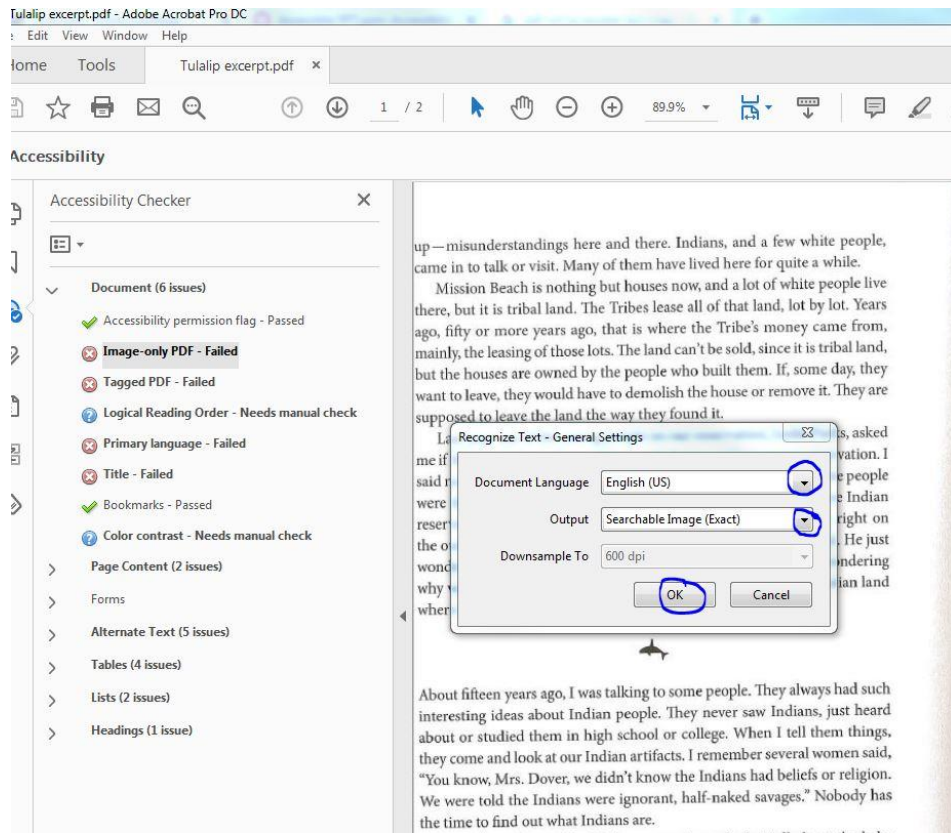Right click on the issues marked as 'Failed' and choose Fix.
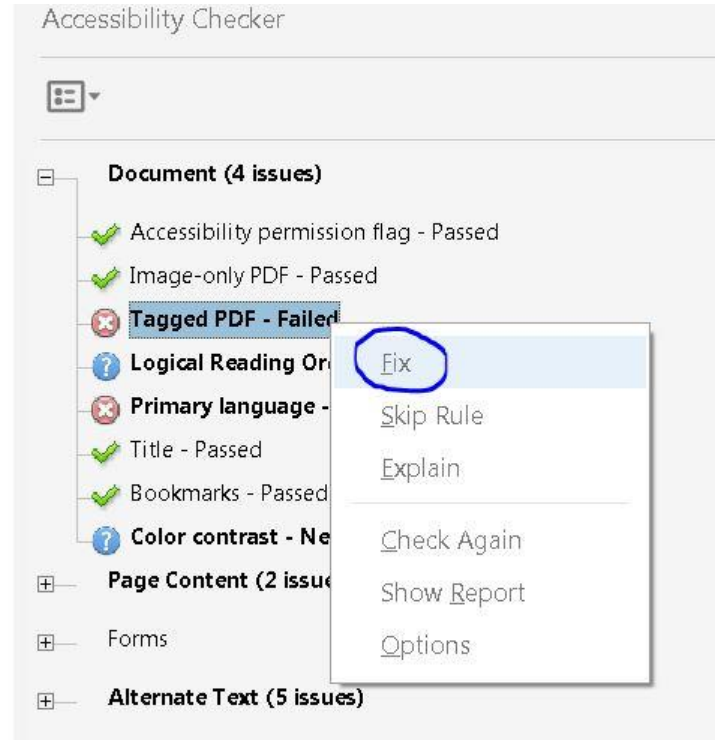
Step 7:

For issue marked as

Image only PDF – Failed:

1. Right click
2. Choose fix
3. On Document Language, choose English
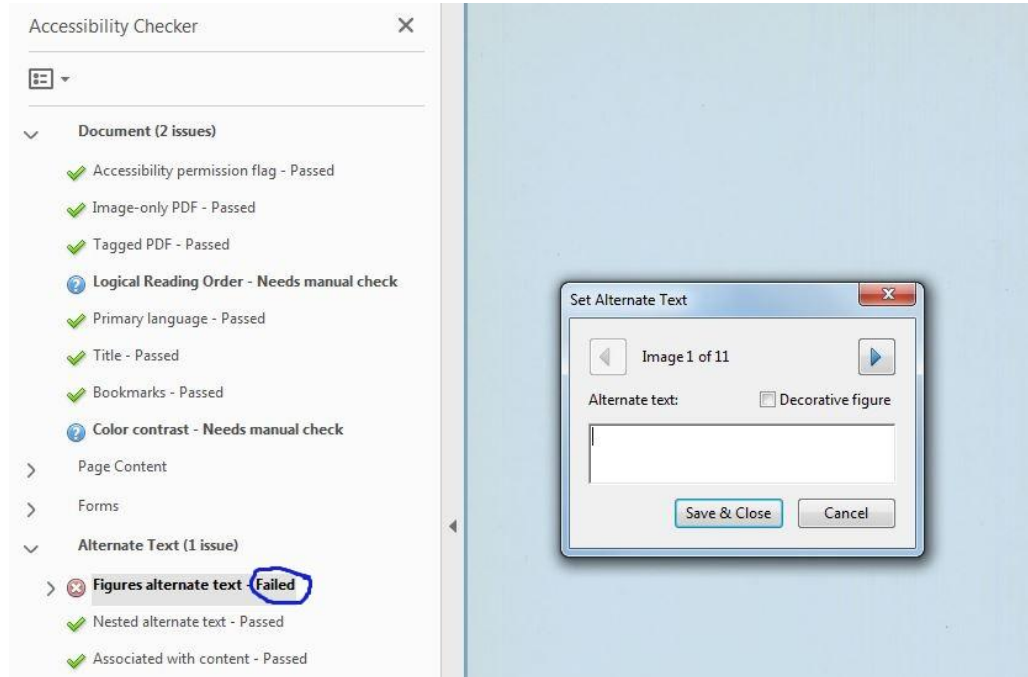4. On Output, choose Searchable Image (Exact)
5. Ok

Step 8:

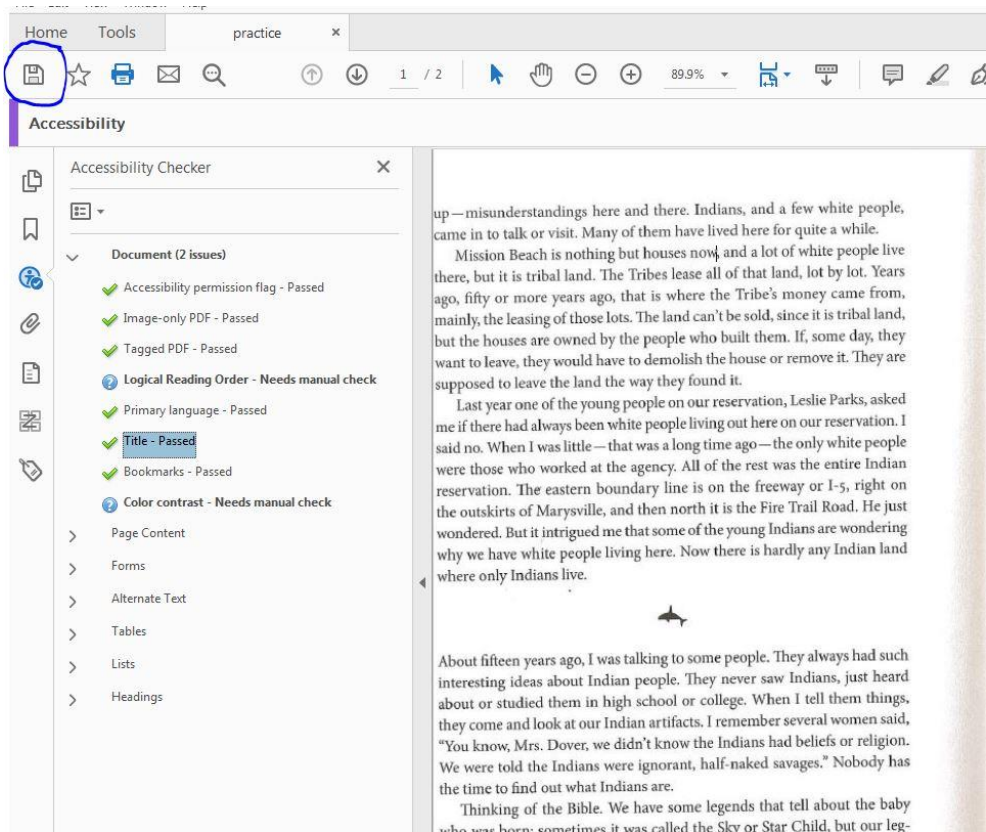Right click, fix any remainder issues marked as Failed.

Step 9:

For Alternative Text issues,

1. open the tree

2. Right click on items marked as Failed

3. Include a brief description for each image

4. Save and Close

Step 10:

Remember to Save!

To hear Adobe Read Out Loud:

1. View

2. Read Out Loud

3. Activate

4. View

5. Read Out Loud

6. Read This Page

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.

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Campus Resources for Accessibility

- Instructional Design Studio
- Disability Services
- MarCom Web Team
  - Questions related to accessibility of pages and files on SU owned, public-facing website & Intranet
- ITS Service Desk