Web Accessibility Protips

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Accessibility

Legally-mandated standards that ensure disabled users have access to the same information as everyone else

Americans with Disabilities Act (ADA)

Section 508

Web Content Accessibility Guidelines (WCAG)

usability.gov/what-and-why/accessibility.html
https://www.wikiwand.com/en/Accessibility

P.O.U.R.

The 12 WCAG guidelines are organized around four foundational principles

Content must be presented to users in ways they can **perceive**.

Users must be able to **operate** the interface.

The interface and information presented must be **understandable**.

Content must be **robust**, able to be interpreted reliably by user agents and assistive technologies.

Accessibility Accommodations

Semantic HTML

Support for various inputs

Responsive Web Design

Alternative text

ARIA Landmarks & tab order

Meaningful heading and link text

Don't rely on color to convey important information

Clear, obvious calls-to-action

Transcripts and/or captions

Information "chunking"

Color contrast ratios

Large click/touch targets

Consistent page structure

Simple, straightforward messaging

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Semantic HTML

Semantic HTML enhances "accessibility, searchability, internationalization, and interoperability" on the Web

Not all HTML elements have a semantic purpose

You're already using semantic HTML for paragraphs, headings, and lists

Focus on text-level semantic elements to start

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https://www.smashingmagazine.com/2011/11/html5-semantics/

\<em\> vs. \<i\>

http://html5doctor.com/i-b-em-strong-element/

‹i›

Represents text in a different voice or mood, or otherwise offset from the text around it

Foreign words/idiomatic phrases

Technical terms

A thought or voiceover

Taxonomic names

A ship name

Foreign Words

Gimbap is a Korean dish made with steamed white rice (*bap*) rolled in *gim* (edible seaweed)

This was delicious, btw.

Taxonomic Names

Canis lupus familiaris literally means "friendly wolf dog"

My dog, Morty. He's a chug.

Handwritten Text

For weeks the message on the wall echoed in my conscience,
If you see no one helping
be a helper

Williams Hall, southeast corner

`<em>`

Conveys *stress emphasis*

Your time is almost up.

Your time is almost up.

Your *time* is almost up.

Your time *is* almost up.

Your time is *almost* up.

Your time is almost *up*.

Your time is almost up.

———

```
<a>        <em>      <strong>      <small>      <s>

<cite>     <q>       <dfn>         <abbr>       <data>

<time>     <code>    <var>         <samp>       <kbd>

<sub> & <sup>   <i>   <b>          <u>          <mark>

<ruby>     <rb>      <rt>          <rtc>        <rp>

<bdi>      <bdo>     <span>        <br>         <wbr>
```

Text-Level Semantic Elements

`<a>` `<em>` `<strong>` `<small>` `<s>`

`<cite>` `<q>` `<dfn>` `<abbr>` `<data>`

`<time>` `<kbd>`

`<sub>` & `<su` `<mark>`

html5doctor.com

`<ruby>` `<rp>`

`<bdi>` `<bdo>` `<span>` `<br>` `<wbr>`

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Headings

Headings create hierarchy and establish the document outline

Meaningful heading text is scannable and non-contextual

Screen reader users can navigate through the headings on a page to get a sense of what to expect in each section. Sighted users do this, too.

<h1> and <h2>

Top-level headings that form the basic structure and reveal the overall purpose of the content on the page

Heading Structure and Depth (http://accessiblehtmlheadings.com/)

<h3> to <h6>

Provide a quick understanding of the details in each section

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Link Text

The visible, clickable words used to link one web page to another

Unique and descriptive

Relevant to the destination

Remains meaningful even out of context

Succinct and human-readable

Avoid extra words (e.g. "click" or "link to")

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http://ahrefs.com/blog/anchor-text/
http://webaim.org/techniques/hypertext/link_text

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Information "Chunking"

One idea or concept per paragraph or bullet point

Eliminate walls of text

Resist "fluff"

Be concise and straightforward

Prioritize information on the page, starting with the most important

Provide explanations for complex terms and concepts

http://ncdae.org/resources/articles/cognitive/

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Alt Text

Text alternative that describes the content and function of non-text content

Succinctly describe the **content** and **function** of the image

Avoid describing in terms of color, shape, or other visual qualities

Using terms such as *photograph*, *image*, or *illustration* to describe the image is generally unnecessary

Avoid repeating what's already been described in the surrounding text

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http://webaim.org/techniques/alttext/

a note about…

Text in Images

Embedding text in an image is almost always a bad idea

Text isn't accessible to screen readers or search engines

Can't be enlarged by low vision users without losing clarity

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Accessible content benefits all users

Semantic HTML elements convey the meaning and purpose of the content within

A logical, well-formed heading structure is one of the single most important best practices for creating accessible web content

Descriptive, meaningful link text helps users navigate with confidence

One idea or concept per paragraph or bullet point

Text embedded within an image isn't accessible to screen readers or search engines and loses clarity when enlarged by low-vision users

Testing & QA

These tools are part of my testing workflow

WAVE Chrome extension (WebAIM)

Tanaguru (color contrast ratios)

Functional Accessibility Evaluator (FAE 2.0) by University of Illinois

Accessibility Developer Tools (integrates into Chrome DevTools)

WebAIM Testing Quick Reference

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