

Accessible communication for all

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Agenda

- Introduction
- Digital accessibility in communication
- Social media accessibility
- Break
- Website accessibility
- Document accessibility
- Open discussion/Q&A



Introduction

Susanna Laurin

- Funka Foundation
- IAAP EU
- ETSI/CEN/CENELEC JTB eAccessibility



The goal of IAAP is to **define, promote and improve** the accessibility expert profession globally through networking, education and certification.



What is digital accessibility in communication?

Everyone, regardless of ability,
can access information and use services





People are diverse – provide alternatives!



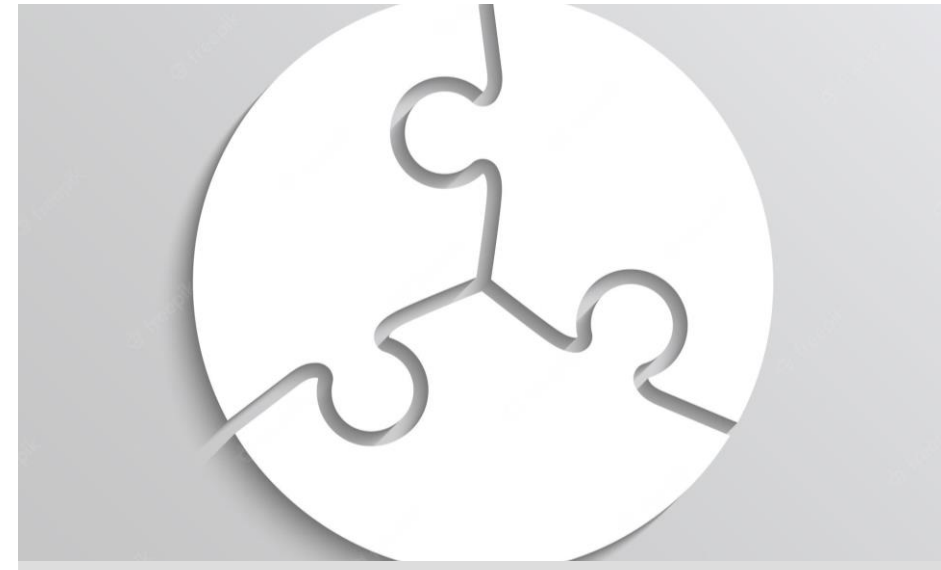
Accessibility is a matter of choice

- **Channel:**
website, social media, documents, email, chat,
phone call ...
- **Device:**
computer, tablet, smartphone ...
- **Format:**
text, images, video, audio, illustrations ...



Interacting parts

- **Technology**
makes assistive technology work
- **UX and design**
supporting the user
- **Content**
that can be understood
- EDF example



Some users need more

- Sign language
- Audio description
- Easy to read



But we don't have the resources?

- Everyone can do something
- A matter of credibility
- Lead by example



Social media accessibility

Social media checklist

- Plain language/common words
- Image description
- Captions
- #CamelCase
- Be careful with emojis



Use plain language and common words

- Users tend to scroll quickly
- Little room for explanation

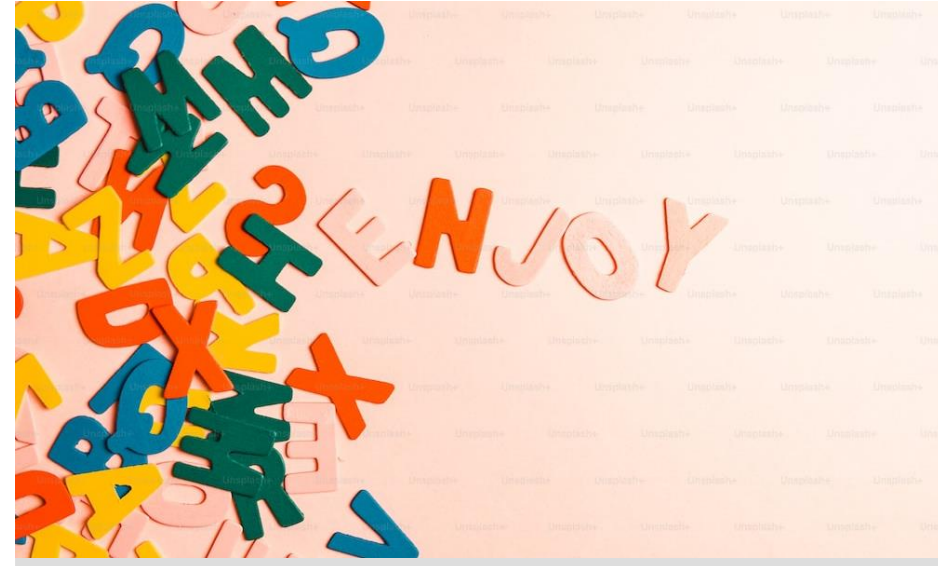
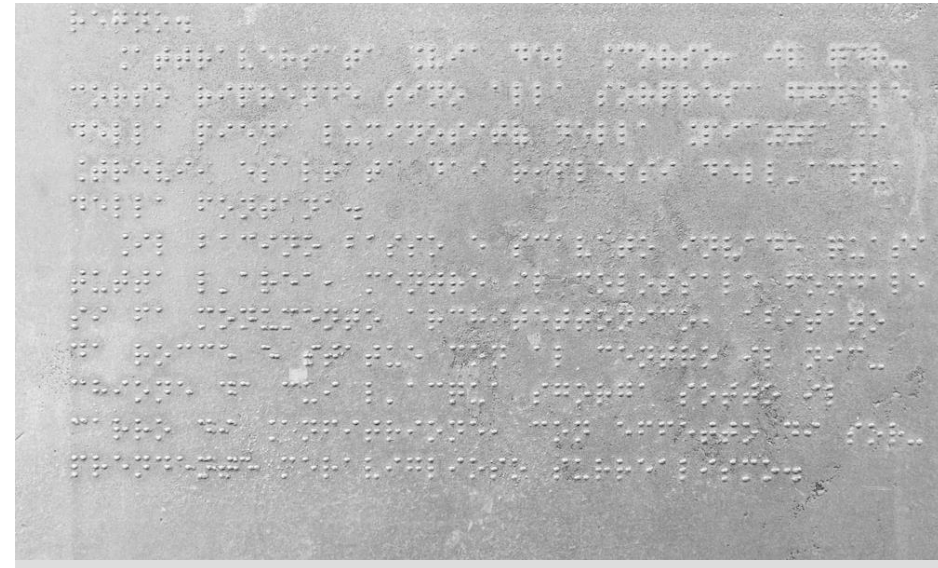
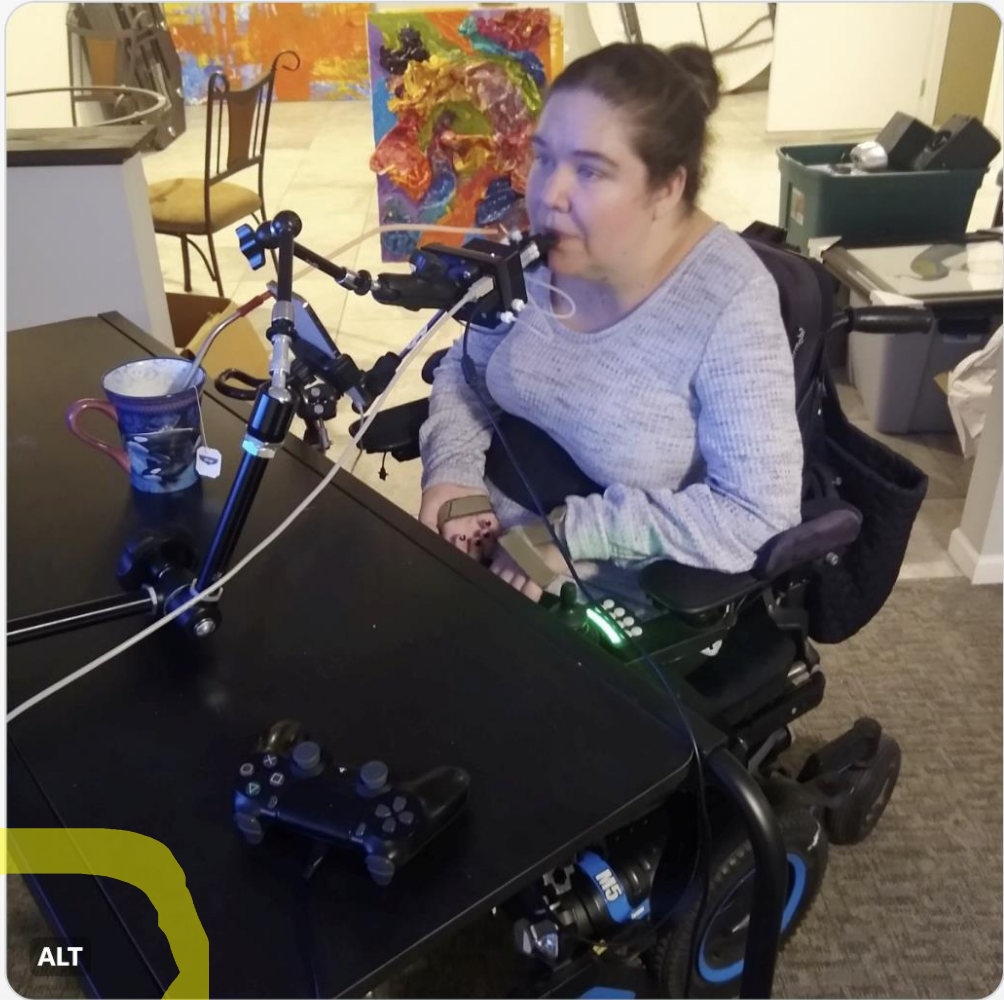


Image description

- Text-in-images
- The image is the message
- Alternative text
- Write out the message in the text





ALT

Image description

A photo of Jessica using her Quadstick controller to play video games.



Edit

Tag people

Add description

Everyone can reply



Post

Description 20 / 1,000

Write ALT-text here!

[What is alt text?](#)



Captions

- Caption videos
- Built-in tools
- Automatic + manual
- Text alternative to audio



#CamelCase

- Capitalise for readability
- Capitalise for screen readers
- Separate hashtags from content
- Do a little research first



Be careful with emojis

- Are not always shown the same way
- Can be difficult to interpret
- Similar colours and small details
- Assistive technology may struggle





Apple



Google



Microsoft



Samsung



LG



HTC



Twitter



Facebook



Mozilla



Emoji One



Remember - emojis

- Don't replace text with emojis
- Put them at the end of the message
- Use sparingly



Social media - summary

- Plain language/common words
- Image description
- Captions
- #CamelCase
- Be careful with emojis





Coffee break

Website accessibility

Website accessibility checklist

- Multimodality
- Image vs text
- Understandable links
- Use of colour
- Contrast



Multimodality



Multimodality

- What is most efficient?
- Mobile video – not Hollywood
- A clear sender



Image vs text

- Readability
- Assistive technology
- Possible to find
- EDF example



Understandable links

- ~~“Read more”~~ and ~~“Click here”~~
- Start with the keyword
- External or internal?
- EDF example



Use of colour

- Never colour alone
- Combinations





Places to visit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

[List of vacation spots](#)



Explore nature

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[Hiking guide](#)

Events

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MAY Lorem ipsum dolor sit amet, consectetur

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JULY Lorem ipsum dolor sit amet, consectetur



Places to visit

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List of vacation spots



Explore nature

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Hiking guide

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Places to visit

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[List of vacation spots >](#)



Explore nature

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JULY

Use of colour

- Never colour alone
- Combinations
- Cultural differences
- EDF example



Contrast

- Select combinations
- Measure with a tool





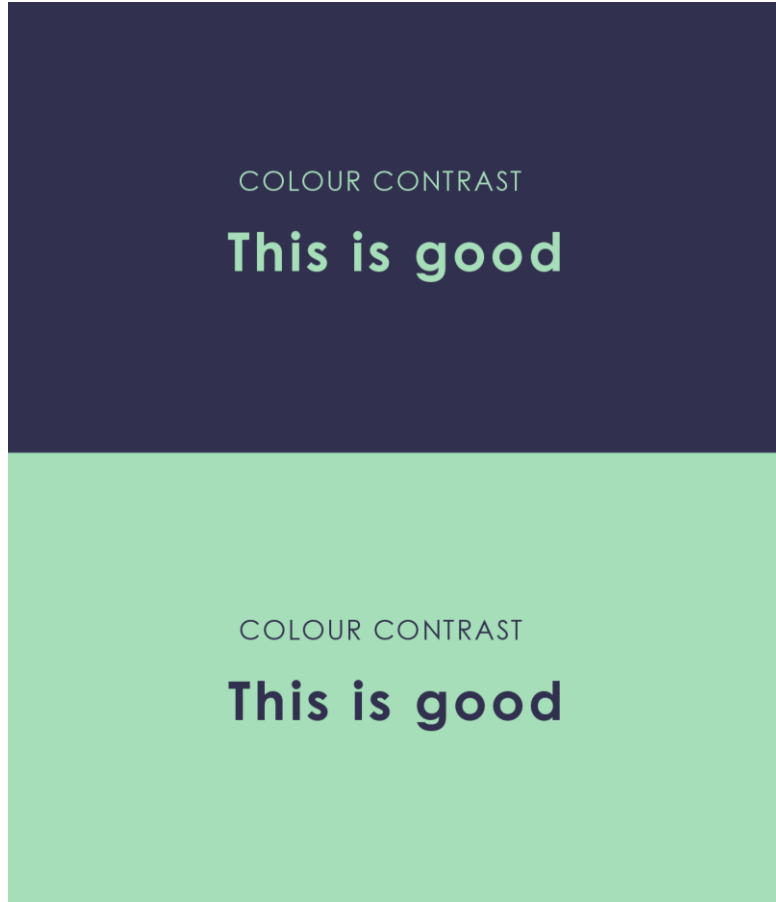
This is good contrast

This is ok contrast

This is not good contrast



✓ Do



✗ Don't



✓ Do

The screenshot shows the Colour Contrast Analyser (CCA) interface. The foreground color is set to #322F4F and the background color is #A6DDB8. The sample preview shows the text "example text showing contrast" on a light green background. The WCAG 2.1 results section shows a contrast ratio of 8.25:1 and all three criteria (1.4.3, 1.4.6, and 1.4.11) are marked as "Pass".

Colour Contrast Analyser (CCA)

Foreground colour
HEX #322F4F

Background colour
HEX #A6DDB8

▼ Sample preview
example text showing contrast

WCAG 2.1 results
Contrast ratio 8.25:1

- ▶ 1.4.3 Contrast (Minimum) (AA)
 - ✓ Pass (regular text)
 - ✓ Pass (large text)
- ▶ 1.4.6 Contrast (Enhanced) (AAA)
 - ✓ Pass (regular text)
 - ✓ Pass (large text)
- ▶ 1.4.11 Non-text Contrast (AA)
 - ✓ Pass (UI components and graphical objects)

✗ Don't

The screenshot shows the Colour Contrast Analyser (CCA) interface. The foreground color is #EE9FC3 and the background color is #F2FFFF. The sample preview shows the text "example text showing contrast" on a light blue background. The WCAG 2.1 results section shows a contrast ratio of 1.98:1 and all three criteria (1.4.3, 1.4.6, and 1.4.11) are marked as "Fail".

Colour Contrast Analyser (CCA)

Foreground colour
HEX #EE9FC3

Background colour
HEX #F2FFFF

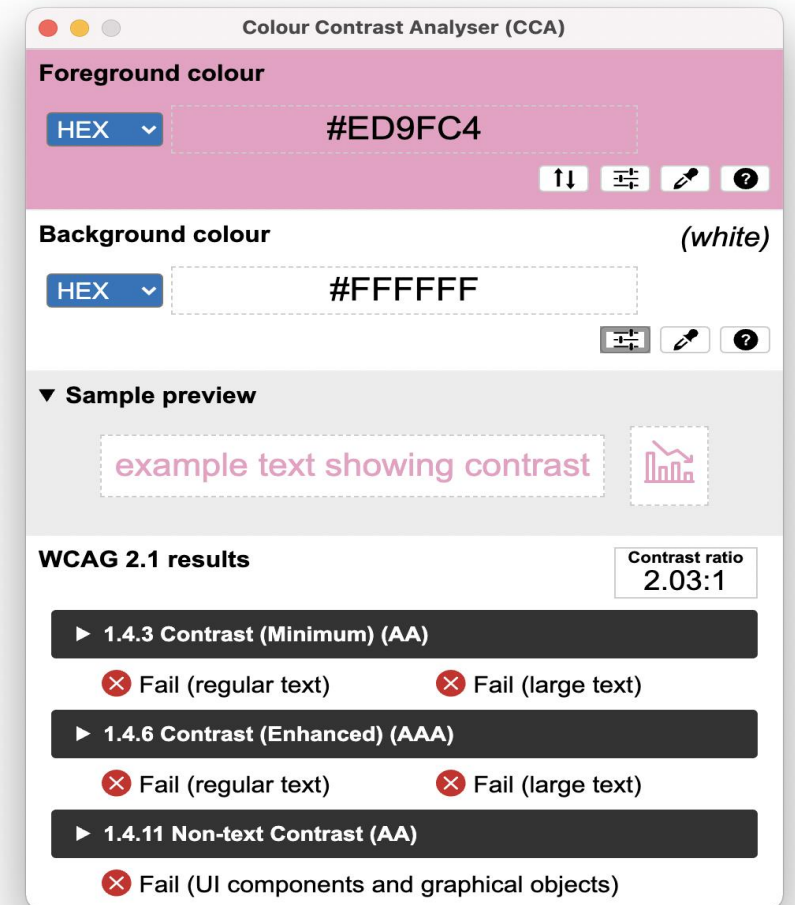
▼ Sample preview
example text showing contrast

WCAG 2.1 results
Contrast ratio 1.98:1

- ▶ 1.4.3 Contrast (Minimum) (AA)
 - ✗ Fail (regular text)
 - ✗ Fail (large text)
- ▶ 1.4.6 Contrast (Enhanced) (AAA)
 - ✗ Fail (regular text)
 - ✗ Fail (large text)
- ▶ 1.4.11 Non-text Contrast (AA)
 - ✗ Fail (UI components and graphical objects)

Colour Contrast Analyser

- Text: 4.5: 1 for standard sized text
- 3.0:1 for large text
- <https://www.tpgi.com/color-contrast-checker/>



Website accessibility - summary

- Multimodality
- Image vs text
- Understandable links
- Use of colour
- Contrast



Document accessibility

Document creation



Automatic



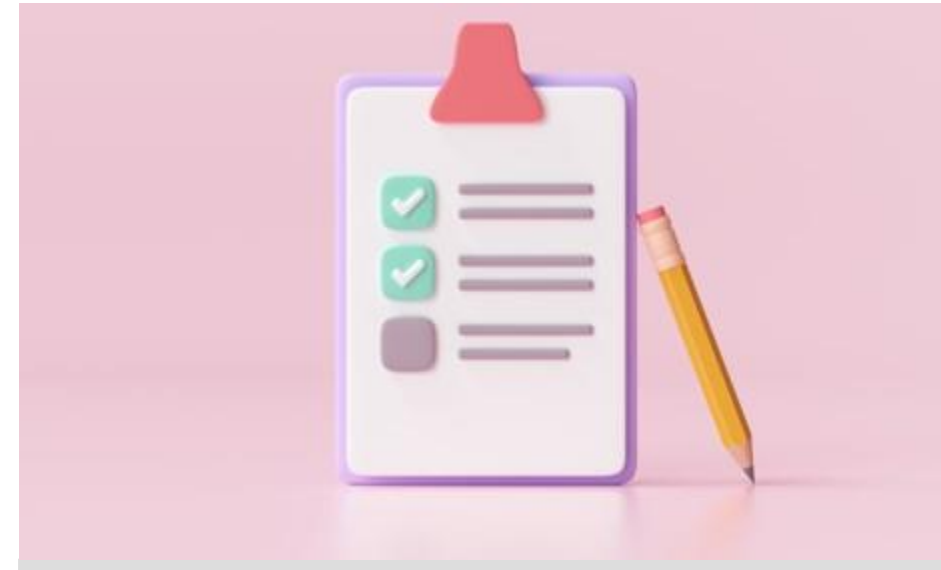
Procured



Home-made

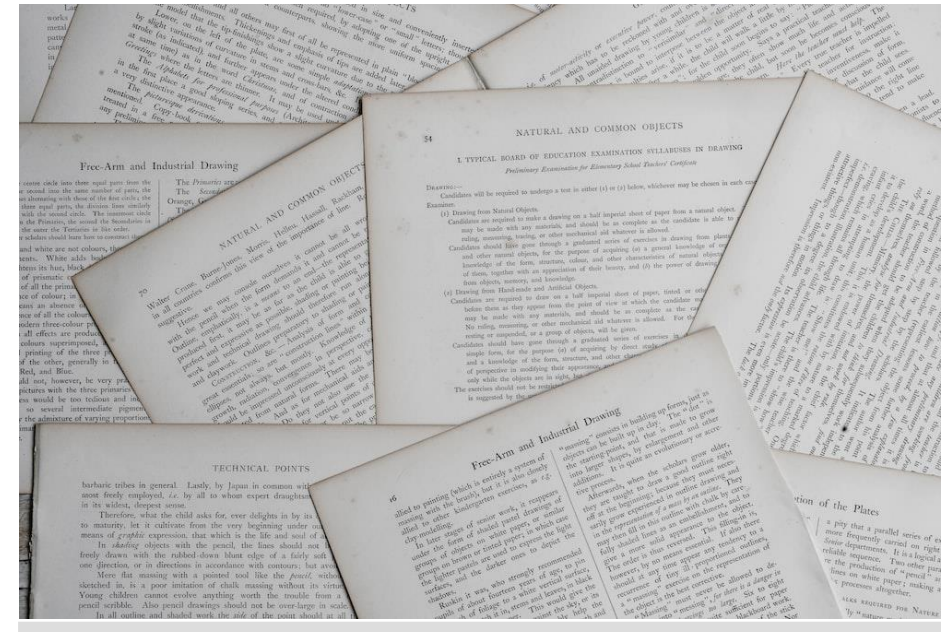
Document checklist

- Document or html?
- Use the right format
- Use styles and templates
- Beware of scanning
- Use the accessibility checker



Document or html?

- Document
- Html
- PDF
- Word



Right format

- PPT for presentation
- PDF for documentation
- Static
- Source document



Styles and templates

- Formatting
- Structure
- Overview
- Next step made easier!



The image shows a technical drawing of a mechanical part, possibly a bracket or a plate, with various dimensions and features. The drawing is overlaid with a semi-transparent white rounded rectangle containing the text "Beware of scanning!". The drawing includes several views: a top view showing a rectangular shape with a 1x45 degree chamfered edge, a hole of diameter 3.5, and a hole of diameter 11. A side view shows a thickness of 4.8. Other dimensions include 61.3, 20, 13.8, 7.3, 35, 71.3, 128, 150, 15, 200, and 265. Section lines A-A and B-B are indicated. A table with columns for "date" and "name" is visible in the upper left. A scale of 1:2 is shown in the upper right. The text "Beware of scanning!" is written in a bold, blue, sans-serif font.

Beware of scanning!

Use the accessibility checker

- Built-in tool
- Basics covered
- Complex need manual
- Acrobat Pro
- PDF Accessibility Checker



Document - summary

- Document or html?
- Use the right format
- Use styles and templates
- Beware of scanning
- Use the accessibility checker



Questions?



Thanks for listening!

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www.accessibilityassociation.org



International Association of Accessibility Professionals