Creating accessible content: what all library staff need to know

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CREATING ACCESSIBLE CONTENT WHAT ALL STAFF NEED TO KNOW

- Brief history of ADA and accessible content
- Accessible content – our legal obligations
- Let's talk about tools
- Accessibility is good for everyone!

- Note: Not covering the full range of ADA

GETTING TO KNOW YOU

How is your library or organization supporting accessibility thus far?

- **Provide accessible software or equipment (like JAWS or other reading machines)?**
- **Support Reading for the Blind? Books in multiple formats?**
- **Provide accessibility training and support?**
- **Create accessible content?**
- **Have a truly compliant website?**
- **Just getting started?**

TURNING DISABILITY INTO ABILITY

- 285 million people with some sort of visual impairment
- 275 million people with moderate-to-profound hearing impairment
- Many more have physical, speech, cognitive, and neurological disabilities or a limited understanding of English.

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Accessibility should be universal

- Providing accessible services and resources can increase our usage counts and attendance; it creates more opportunity for engagement and more importantly…
- Accessible content falls under the view of Universal Design – Design for everybody!
- Accessible content is often more "searchable" and findable. It can be used for a variety of purposes from speeding up our searching for resources (FRBR User Tasks – can our users find what they need?) to helping us engage with content better and more efficiently.
- The law in the United States.

From TikTok to Netflix, Gen Z is embracing closed captions. We asked them why.

Sebastian Cahill Aug 26, 2023, 9:06 AM EDT

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A closed captioning device in a New York movie theater. Newsday LLC

- Millennials and Generation Z can hear just fine, but 63% prefer subtitles, says a new study.
- YouGov found that 18 to 29-year-olds overwhelmingly preferred subtitles compared to older people.
- Some of them said they used subtitles to concentrate better or to understand thick accents.

63% per subtitles or captions!

Why young people can't get enough of subtitles

April Rubin

Illustration: Tiffany Herring/Axios

It's a controversial moment for anyone watching a show or movie together: Subtitles or no subtitles? For most young people, it's an easy choice.

Why it matters: TikTok helped normalize captions for young media consumers, who are turning regularly to subtitles as part of their streaming habits.

- More than half of Gen Z and millennial media consumers prefer subtitles, according to new survey results from YPulse.
- While subtitles haven't always been seen as a first choice, they've grown in ubiquity — especially with the rise of online videos that include automatic captioning.

By the numbers: 59% of Gen Z survey respondents and 52% of millennials said they use subtitles.

- Gen Z males, especially, are watching with subtitles — 61% said they like to use them.
- Millennials are using subtitles while watching with their children, per YPulse.

Between the lines: Captions help watchers keep up with murmuring dialogue, distinguish thick accents and get a head start on a scene, the survey found.

- "Watching content with closed captions can reportedly improve literacy, vocabulary, and the speed of reading," YPulse said.

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The Rehabilitation Act of 1973 (29 U.S.C. § 794 (d)) applies to all Federal agencies when they develop, procure, maintain, or use electronic and information technology.

Under Section 508, agencies must give disabled employees and members of the public access to information that is comparable to the access available to others. <This impacts digital content

- https://www.ada.gov/508/

ACCESSIBILITY – IT'S THE LAW - 508

Some examples of common publicly available resources that fall under 508

Youtube videos by educational institutions, blog posts, social media, flyers, handouts, webinars, presentations, website content, Libguides, etc.

https://www.ada.gov/508/

Web had its own guidelines under the Web Content Accessibility Guidelines (WCAG) – now part of 508.

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ACCESSIBILITY- 3RD PARTY CONTENT

3rd party content - While technically, accessibility is the responsibility of the company who owns the software, when considering software:

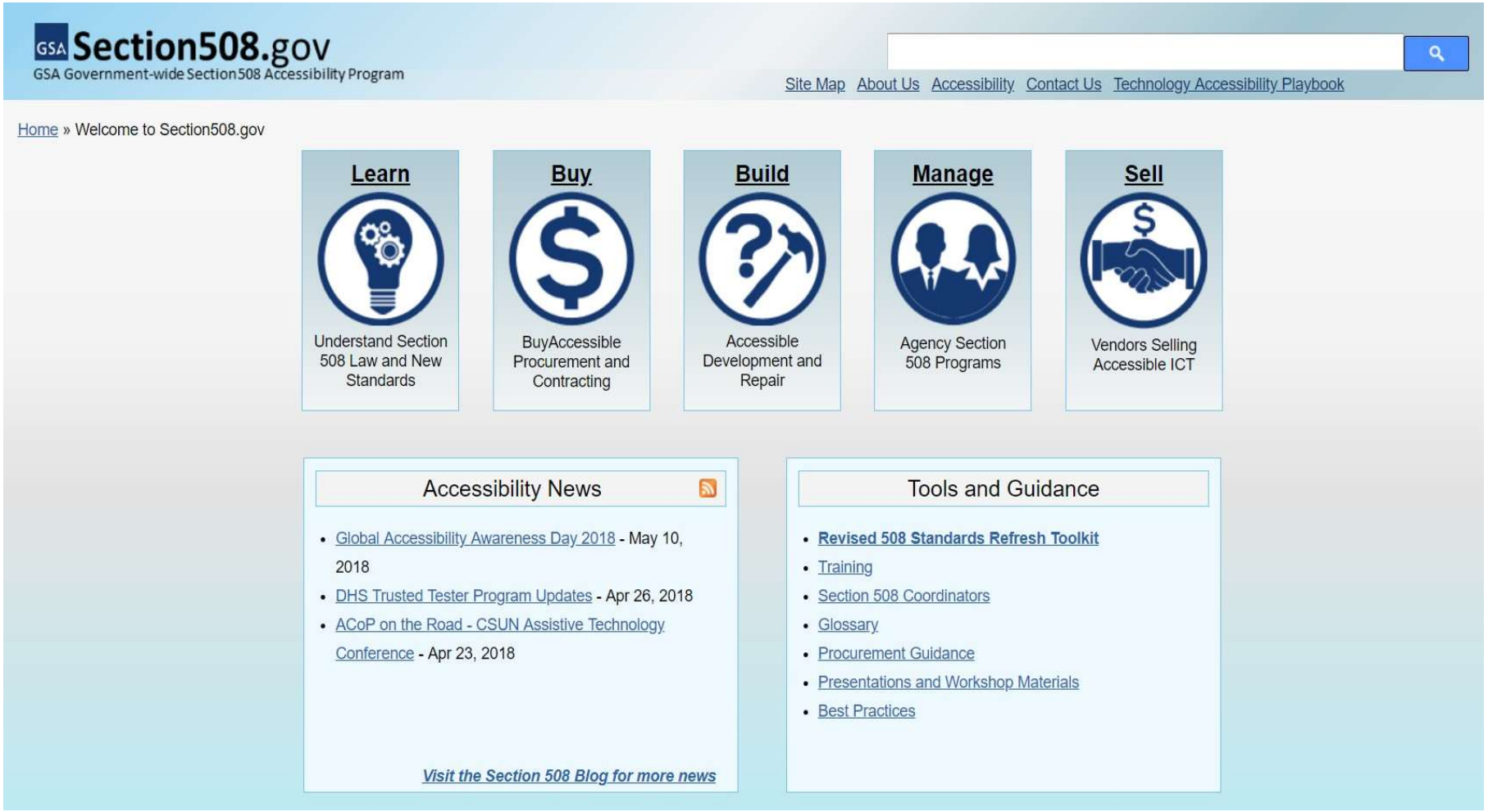
- Look for their accessibility statements, either as a singular statement, as a feature, or other documentation (blog posts, release notes, etc. (and keep a copy, in a file)
- Contact them, if you can not figure it out.

What about what I've already done?

"Safe Harbor" for Legacy ICT

Existing ICT (Information and Communication Technology), including content, that meets the **original 508 Standards** does not have to be upgraded to meet the refreshed standards **unless it is altered**.

Find more at section508.gov



1. Learn – 2. Buy 3. Build – 4. Manage – 5. Sell

Just publicly available? NO!

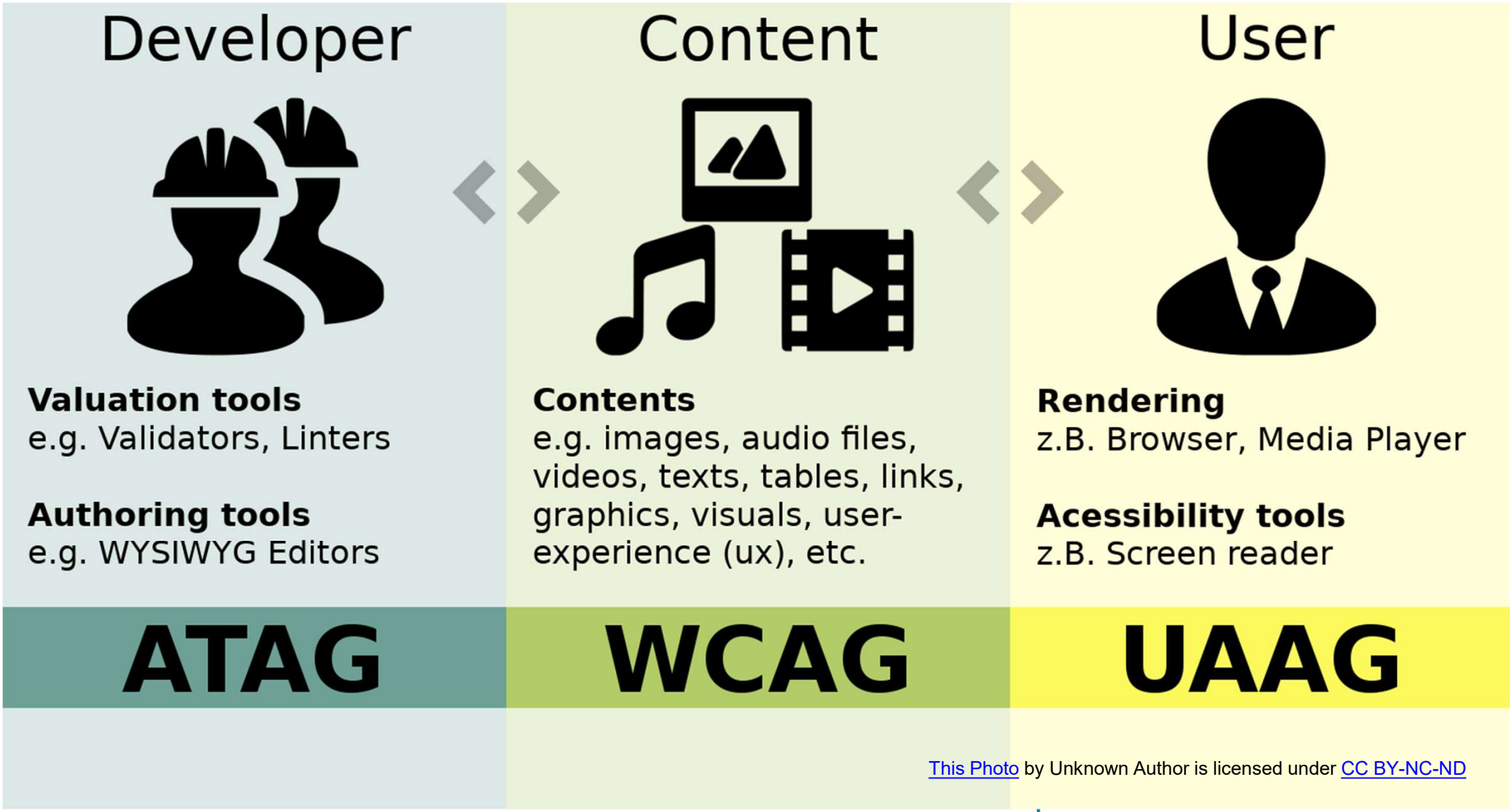
What materials are under the 508?

All digital materials and information technology that are available (even if behind a firewall) by federally funded institutions.

- **Resources that are private, on an individual PC for example, are not part of this group.**
- **However, at the point those materials are shared even on an intranet, then they would likely be part of that group.**

What if I don't know if the digital content we have is accessible?

Start	Start. Make a plan. New content policies.
Inventory & Triage	Sort old content (any prior to implementation) – Yours (your website – CMS ? , Resources you create) or Theirs? (ILS, Purchased databases, etc.)
Update and Document	Update what you need to keep public. Document what you find in case you need proof.
Publicize and educate	Once you finish, publicize and educate - make sure to include appropriate language on your website or resources that you are in compliance.



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Authoring Tool Accessibility Guidelines (ATAG) – creating content

Web Content Accessibility Guidelines (WCAG) – accessing content including formats

User Agent Accessibility Guidelines (UAAG) – think technology for users

DESIGN & CONTENT

…Design for All

GENERAL TIPS FOR ACCESSIBLE CONTENT

When adding images, always add a title (if available) and a description (alternative text aka alt text). You may have more options – if a field exists in a form, fill it in if you can. Description is one of the most important. Consider how it will be read by reading apps or machines. Don't use images only to convey meaning.

>Be descriptive.

>High contrast colors. Always.

>No tiny font. 12pt; on slides go larger

>Don't crowd

Fonts, color, and even shapes can create interesting newsletters without using images

ClipArt (drawings) and icons can also create graphical elements without a lot of competition to your content

No text on images – if you MUST do this you MUST write all of the information 1)within the body of your content and 2)describe your graphic completely with alt text and a description.

Alternatives to images to build visual interest

Design for All – Inclusive, Accessible

- One principle in design is to design for all members of your target audience.
- For example, if you know you are putting together marketing materials for an afterschool program which has some dyslexic readers, create designs that work for all members of the afterschool program.
- Designing for all will fold in good design for accessibility.

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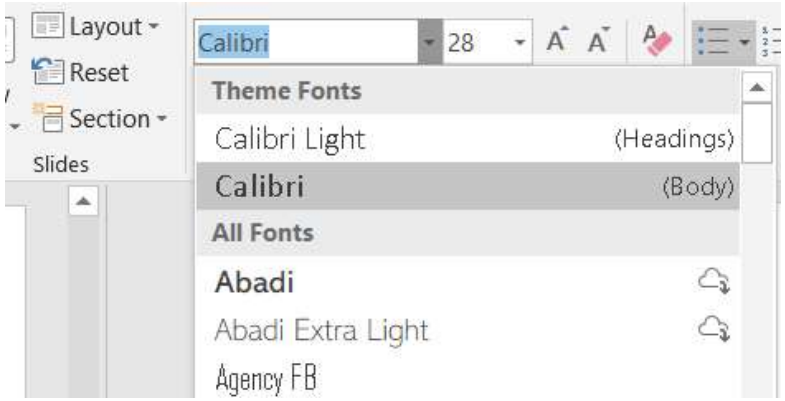
Good design is good for accessibility (universal design)

- Use built in templates and designs, as they are more likely to support accessibility (be careful of 3rd party)
- On that note, use styles. Use styles – it is easier to make a style accessible (header, h1, etc.) than to individually make content accessible.
- Where to find styles?

Good design is good for accessibility (universal design) – Styles

- Under font
- Under design
- Under paragraphs – right click on text
- As a separate toolbar



Robin Fay Consulting

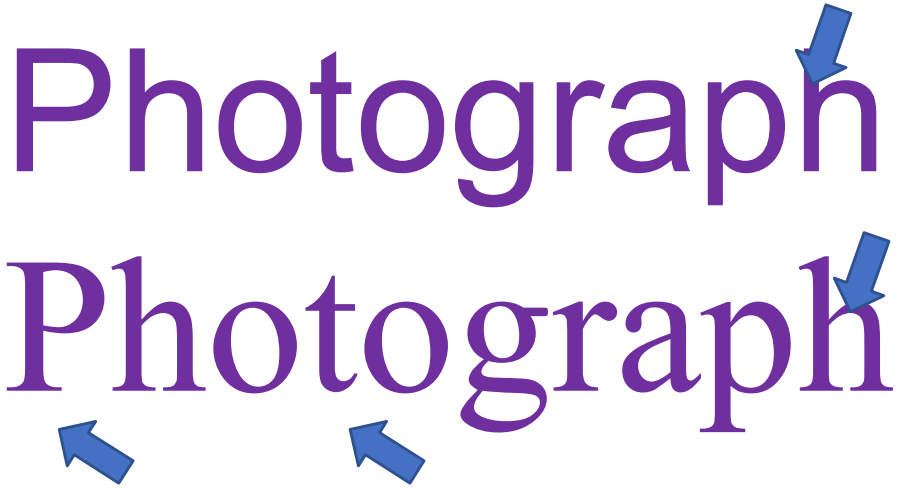
Font & Readability

- Consider color and readability – large font (18pt or larger for PPT + sufficient white space.
- Don't use color as the only way to convey meaning
- Use sufficient contrast for text and background colors.
- Use built in accessibility tools checkers when save your document.

Fonts for all!

- Stick to easy to read fonts – Unicode is best for supporting diacritics – Olé!
- BIG is ok – especially for presentations, digital signage, etc.
- San Serif for digital; serif for print – with modern high definition displays and new fonts that are more similar (or even hybrid) not as much difference these days

Serif vs. Sans Serif



Serif has "tails" and thick/thin

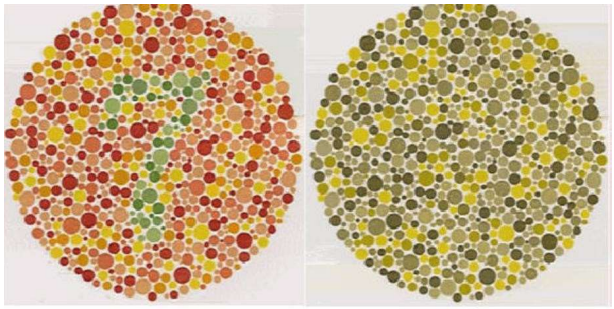
Sans-serif = equal width letters

Fonts for all readers and all viewers

- Do use standard fonts, especially if replicating across medium streams
- Mix carefully – if you are mixing font types, reduce the color pattern and overall "busy-ness". If you are mixing colors and patterns, using fewer font types (different sizes of the same font is ok)
- Dyslexie – the modern font for dyslexic readers for different age levels. https://www.dyslexiefont.com/en/typeface/
  - Has different weighting to reduce inversion of characters
  - Letters that are similar (v, w) have different widths
  - Free to use

Other textual elements

- Readers who are colorblind may not be able to see specific color combinations (red/green).
- Greater contrast between the text and background will help even if Contrast reader can not actually see the color. Grey on white? Will that show up at a distance?

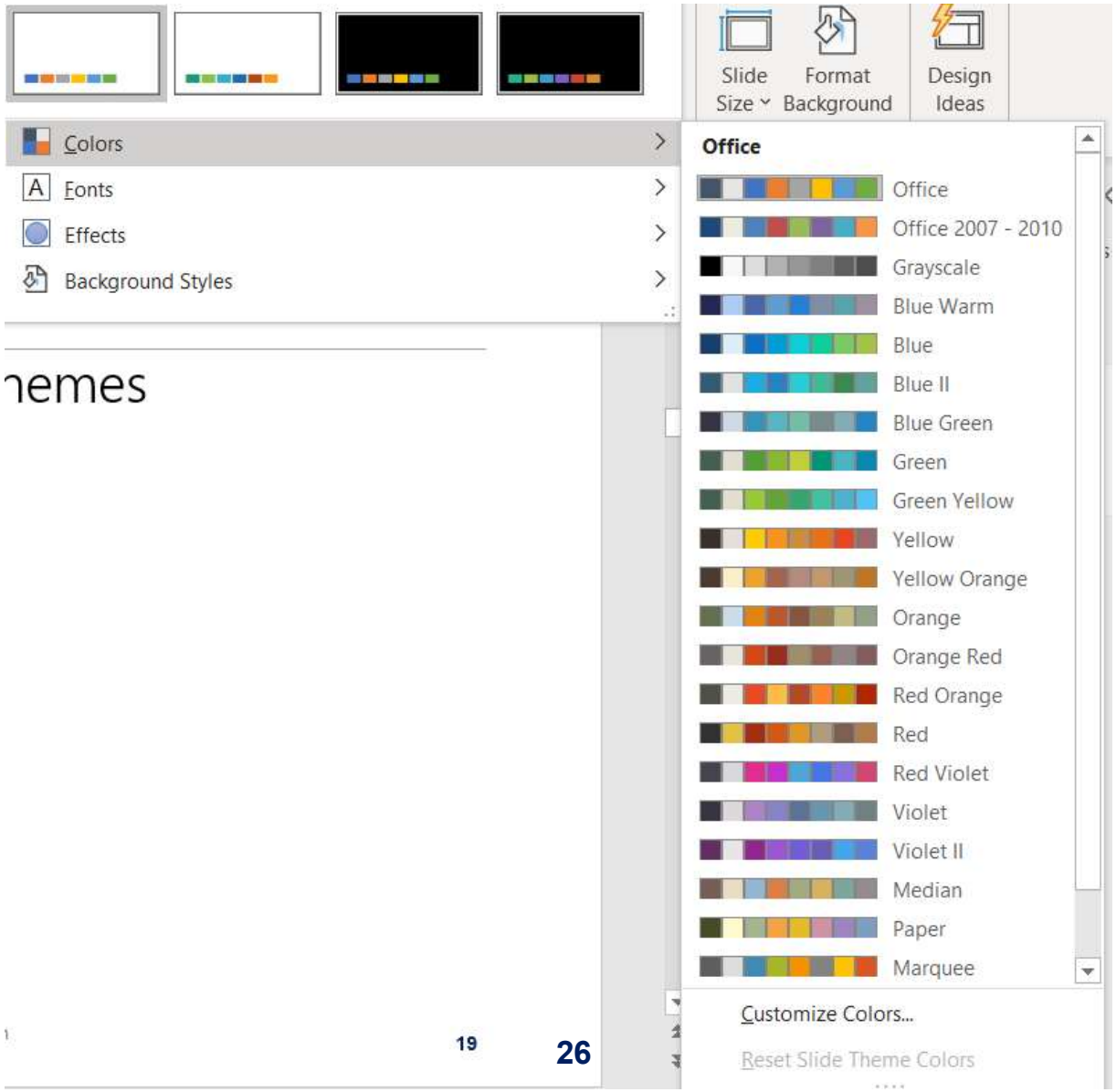


In this example, a color blind viewer with this form of red/green color blindness, would not even see the text.

- Contrast and
- Contrast checker https://webaim.org/resources/contrastchecker/

Color tools

- Use themes – most color schemes in themes will be accessible
- Check your colors



Let's talk about color

Complementary colors reside across from each other on the color wheel: they are very **high contrast** when paired together.

White Space

White space is a design element

Use it set off elements, to emphasize text, and to make it more readable – a visual "resting place"

White space is the gap between elements which creates a visual boundary – the margins surrounding chunks of text or content

White Space

Featured Work
The Institute
The Institute
The Institute of Contemporary and Emerging Studies wanted a clean, easy to update site to communicate with the worship community.
More »
Featured Work
The Institute
The Institute
The Institute of Contemporary and Emerging Studies wanted a clean, easy to update site to communicate with the worship community.
UGLY
More »

Let's talk about images

- Use backgrounds very carefully – what works on Instagram is not necessarily going to print well
- If you have a logo or image, you can create a color palette from that at http://colormind.io/
- Or https://labs.tineye.com/color/
- Don't stretch photos to fit.
- Using the + symbol or keep perspective will prevent stretching

- Text to create interest
- Different fonts
- Headlines and lines to separate content
- Table of contents
- High contrast
- Cons: A little text heavy, but the text has lots of white space

Spring 2015

Kentucky Board of Accountancy

E-NEWSLETTER

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2015 LICENSE RENEWAL

During the last week in June, a letter containing information regarding the license renewal process will be sent out to all CPAs with an odd numbered license. The online renewal system will be turned on July 1st at 10AM. The renewal fee remains at $100, however CPAs will be responsible for paying the portal fee that was previously paid for by the Board. A license that is not renewed by August 1st will automatically expire. Beginning August 2nd through September 1st, a license may be renewed using the online system, but the fee will increase to $200. Effective September 2nd, a license may not be renewed. Instead, CPAs must submit a paper application to reinstate their license.

CPAs due to renew their license this year should confirm they obtained the necessary CPE hours. These hours must have been completed from January 1, 2013 through December 31, 2014. During the online renewal process, CPAs will be required to affirm they fulfilled the CPE requirements by December 31, 2014. CPAs found to have falsely asserted they completed the hours will be subject to disciplinary action.

CPAs who changed their mailing or email address following the 2013 renewal process must submit an address change form located on www.cpa.ky.gov as soon as possible. Each year during the renewal process, a number of emails and letters are returned due to the failure of CPAs to update this information.

BOARD MEMBERS

In August of 2014 Lori Warden, CPA and Dr. Margaret Combs, CPA were appointed to the Board by Governor Beshear. Their terms will expire as of June 30, 2018. Ms. Warden is the manager of Rudler, PSC in Ft. Wright. Dr. Combs is the chair of the Accounting Department at the University of the Cumberlands.

The remaining Board members are Kevin Doyle, CPA, Joe Hancock, CPA, Jamie Laws, CPA, Phil Layne, CPA, and Toni Carver-Smith, the non-CPA member. Mr. Doyle is the CFO of Congelton-Hacker Construction Company in Lexington. Mr. Hancock is the President of Riney Hancock CPAs PSC in Owensboro. Ms. Laws is a partner at Louis T Roth & Co. in Louisville. Mr. Layne is the managing partner at Kelley Galloway Smith Goolsby, PSC in Ashland. Ms. Carver-Smith is the associate director of Mission Effectiveness and Administration with the Presbyterian Church USA in Louisville.

Ms. Carver-Smith serves as the president of the Board, and Kevin Doyle as the Secretary/Treasurer.

BOARD MEETING DATES FOR 2015

The Board meets at its office in Louisville located at 332 W Broadway, Suite 310. The following meeting dates remain for 2015: May 28, July 16, August 27, September 17, October 23, November 19 and December 17. Please keep in mind meetings may be canceled or rescheduled.

A Member of NASBA

- Text to create interest
- Different fonts
- Headlines and lines to separate content
- High contrast
- Cons: A little text heavy, but the text has lots of white space

FALL 2013 UPDATE

FSCL *Friends of the*

SMITH COLLEGE LIBRARIES

Strengthening the Smith College Libraries since 1942

Inauguration Weekend Events

Friday, October 18, 2013, 5:30 p.m., Friends Reading Room, Neilson Library
Afternoon Tea Talk: Fingerprints of Smith's Past Presidents

Join us for a spot of tea and a talk by College archivist Nancy Young about the challenges and rewards of our past presidents. View selected historical documents as well as the new permanent exhibition, "Seekers of Truth," 1917–1959 (in the Browsing Room.)

Friday, October 18, 2013, 7:30 p.m., Sweeney Concert Hall
Education as Inspiration: How Smith Informs Four Writers' Lives

A panel discussion with Cynthia L. Copeland '82, Carole De Saint Vil., J. Courtney Sullivan '03 and Hanna Yanagihara '95, moderated by our own Good Master Stefanie Patrick '95. Cindy Copeland is the prolific author and illustrator of twenty-five books for children and adults. Her latest is *Good Riddance*, an illustrated memoir about divorce. Carole De Saint Vil is Vice President and Editor at Large at Viking Penguin and author of the historical novel *The Family Business of Eugenia K.* A frequent visitor to Smith, J. Courtney Sullivan is the author of *Commencement, Maine* and *The Engagements*. She has also written for *New York Magazine*, *Allure*, the *Chicago Tribune* and other publications. Hanna Yanagihara is Conde Nast's much-lauded Travel Editor. Her highly acclaimed debut novel is *The People in the Trees*. A book signing will follow the discussion.

If you love the Smith College Libraries, like us on Facebook!
www.facebook.com/FSCLib

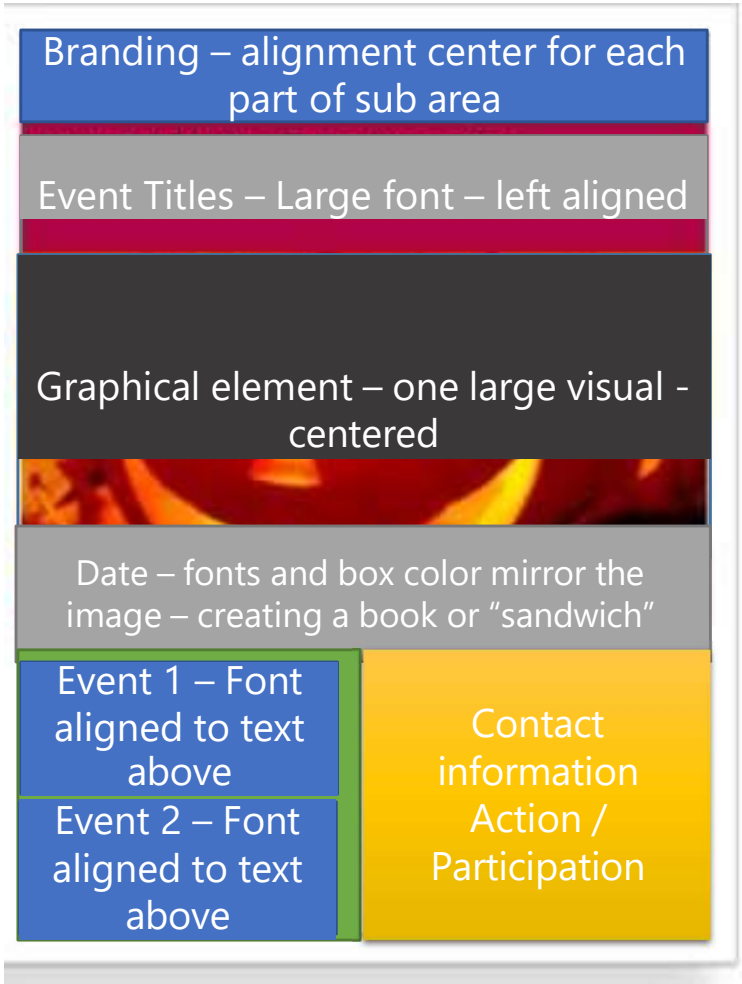
JSTOR

Coming Soon: Much More than JSTOR

Alumnae will soon be able to read a greatly expanded range of journals online via the Smith website. The Libraries will provide access by November 1 to popular scholarly journals including current issues hosted by Project Muse and Taylor Publications. Meanwhile, the Friends continue to underwrite access for alumnae to over one thousand journals in JSTOR. To explore these offerings, follow the link when you log into the Alumnae Directory on the Alumnae Association's website.

- Text to create interest
- Different fonts
- Headlines and lines to separate content
- High contrast (green and white are a little close)
- Cons: A little text heavy, but the text has lots of white space

- Text to create interest
- Different fonts
- Headlines and lines to separate content
- High contrast (green and white are a little close)
- Cons: A little text heavy (could use more white space internally within boxes)



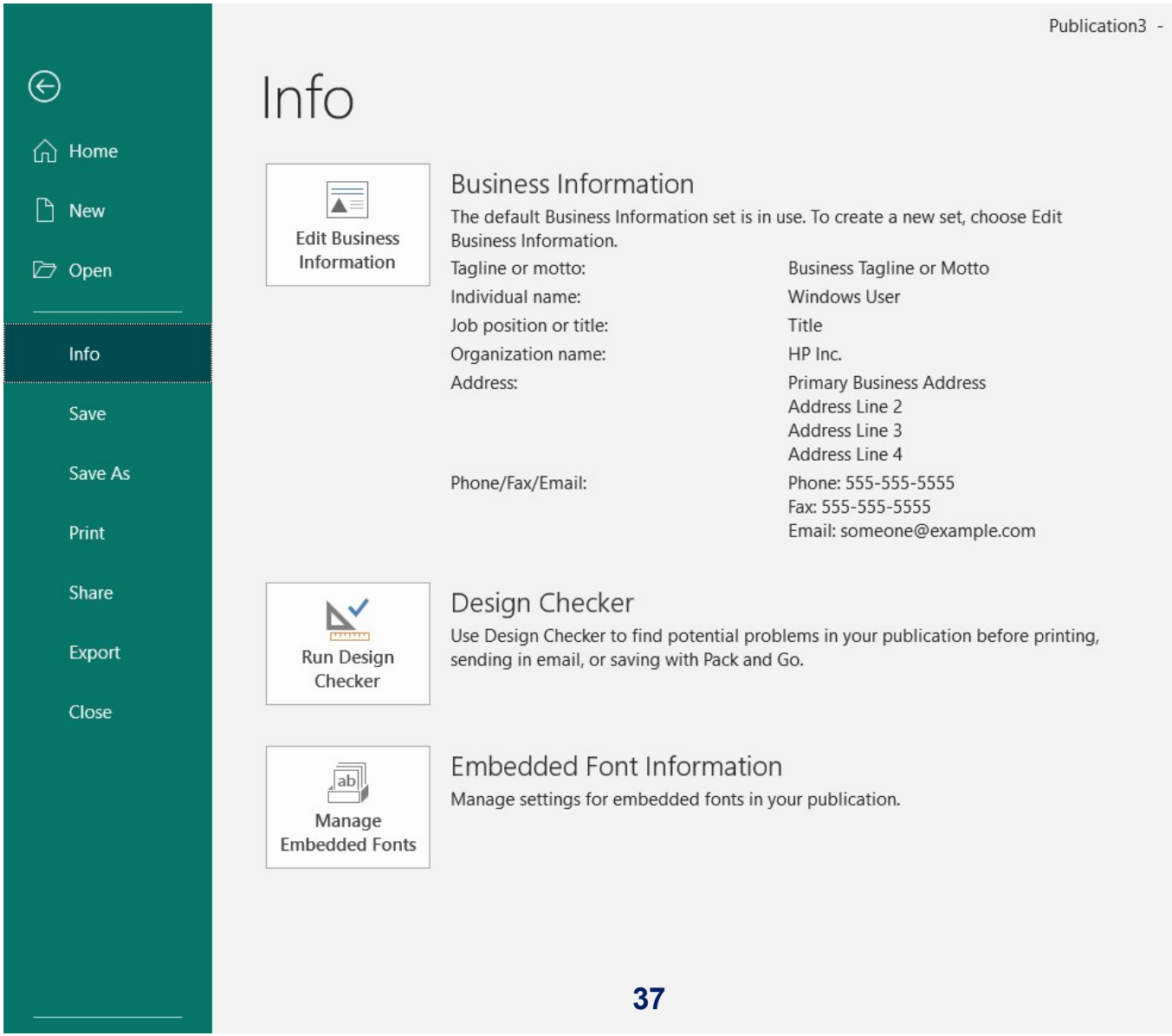
Notice use of white space between columns and blocks…

PDFs

- Never save a PDF as an image from your tool that you are using.
- Do not send out PDFs which are not full text readable. (Save as PDF, open it in a PDF reader, and then search it. If you can't find text, then it's not full text searchable)
- We'll look at an example of this in a few.

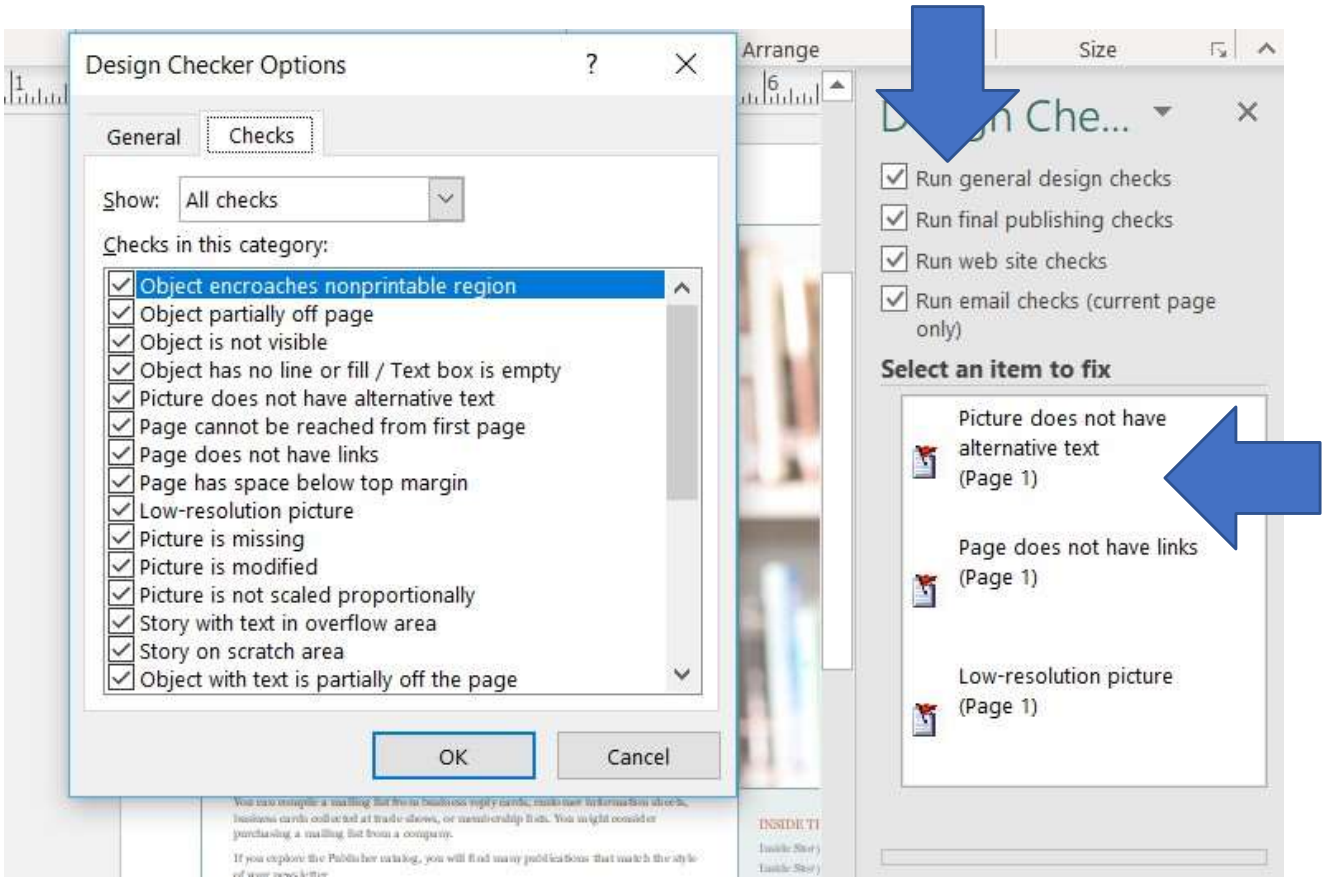
Publisher

- Easy to create newsletters with templates in Publisher (if you have Word or Office, you have Publisher)
- Check your design and for accessibility



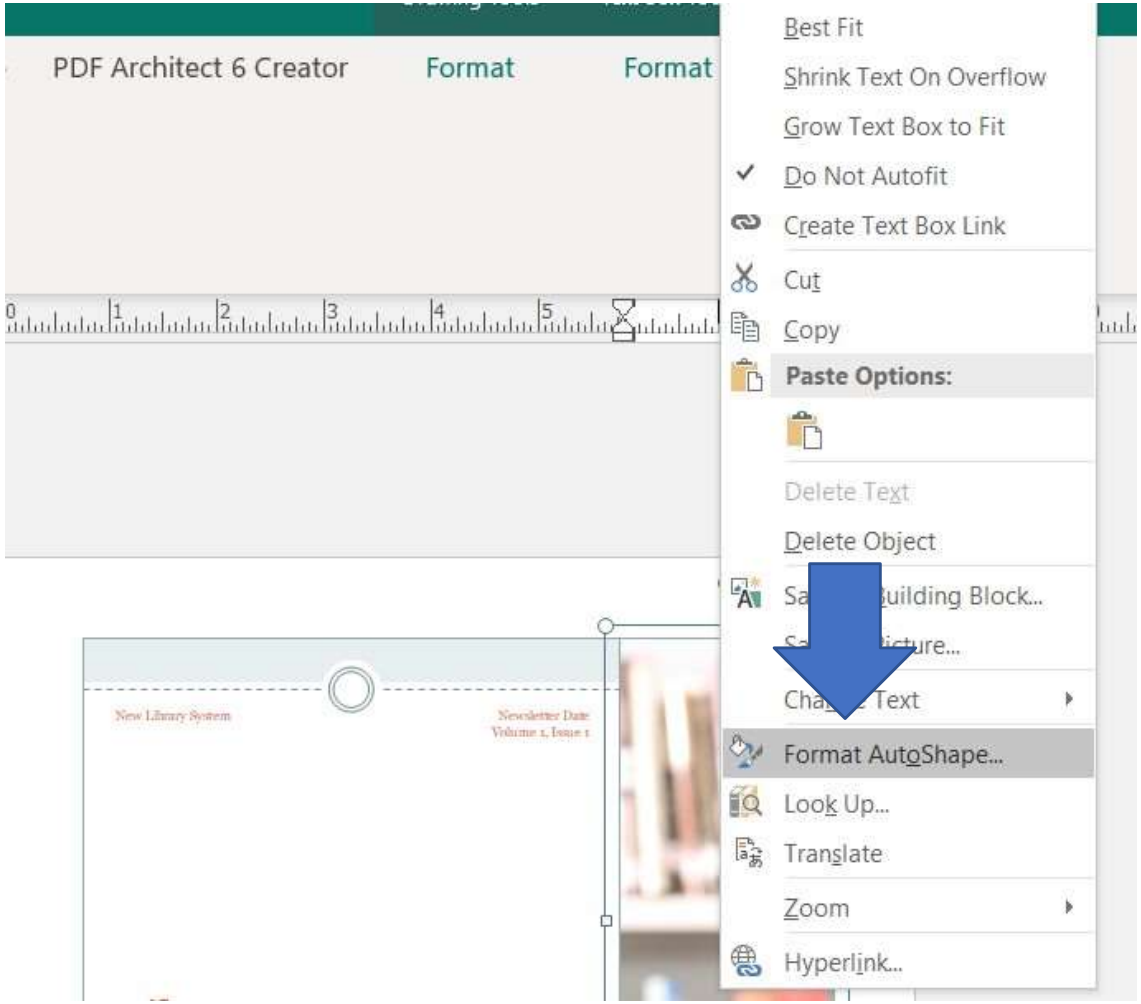
Microsoft Products

- Run ALL design checks – fix all items
- Web site checks will catch MORE accessibility issues



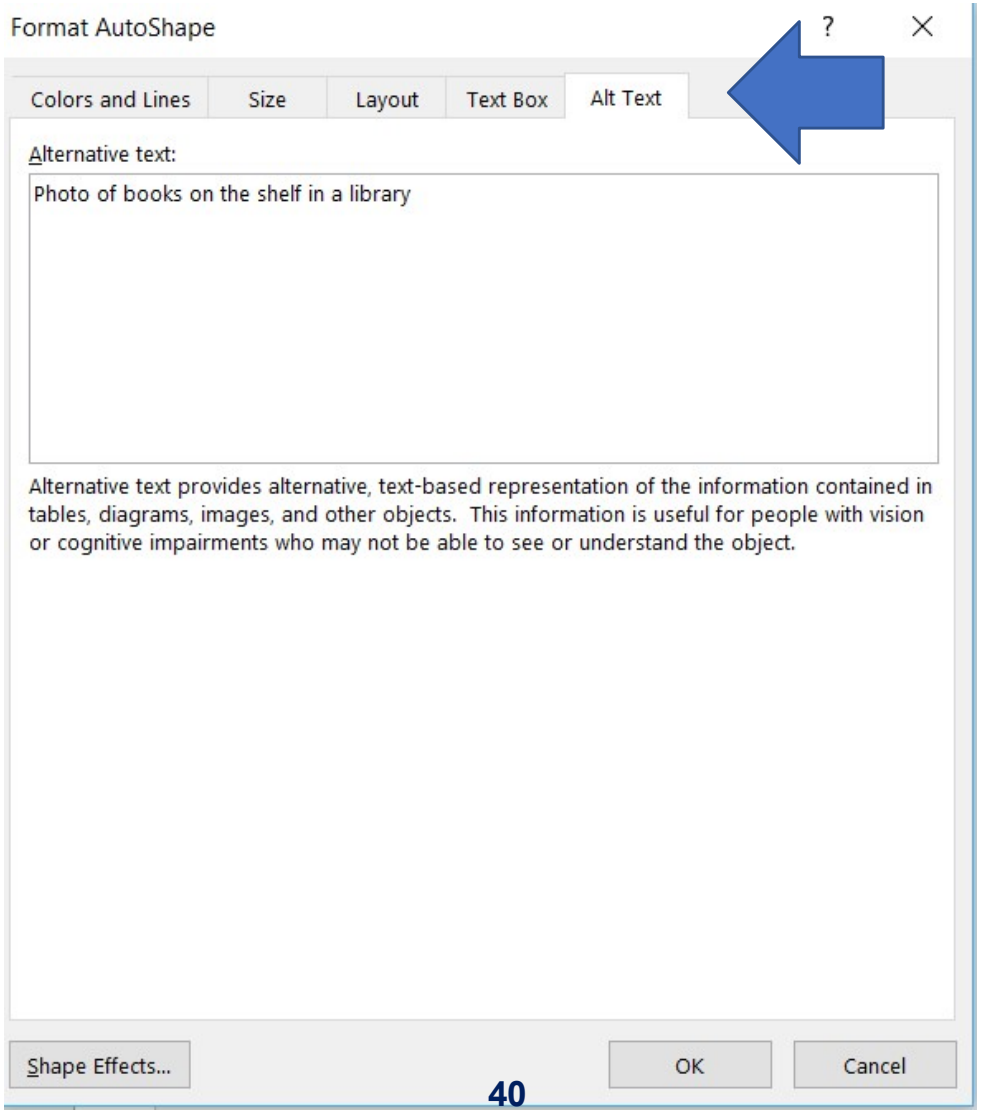
Publisher – Alt Text

- Right click on image
- Format AutoShape (Add Text will add text above the image – which is ok to do – it's not on the image! You still have to add the Alt Text though)
- All Microsoft products work similarly!



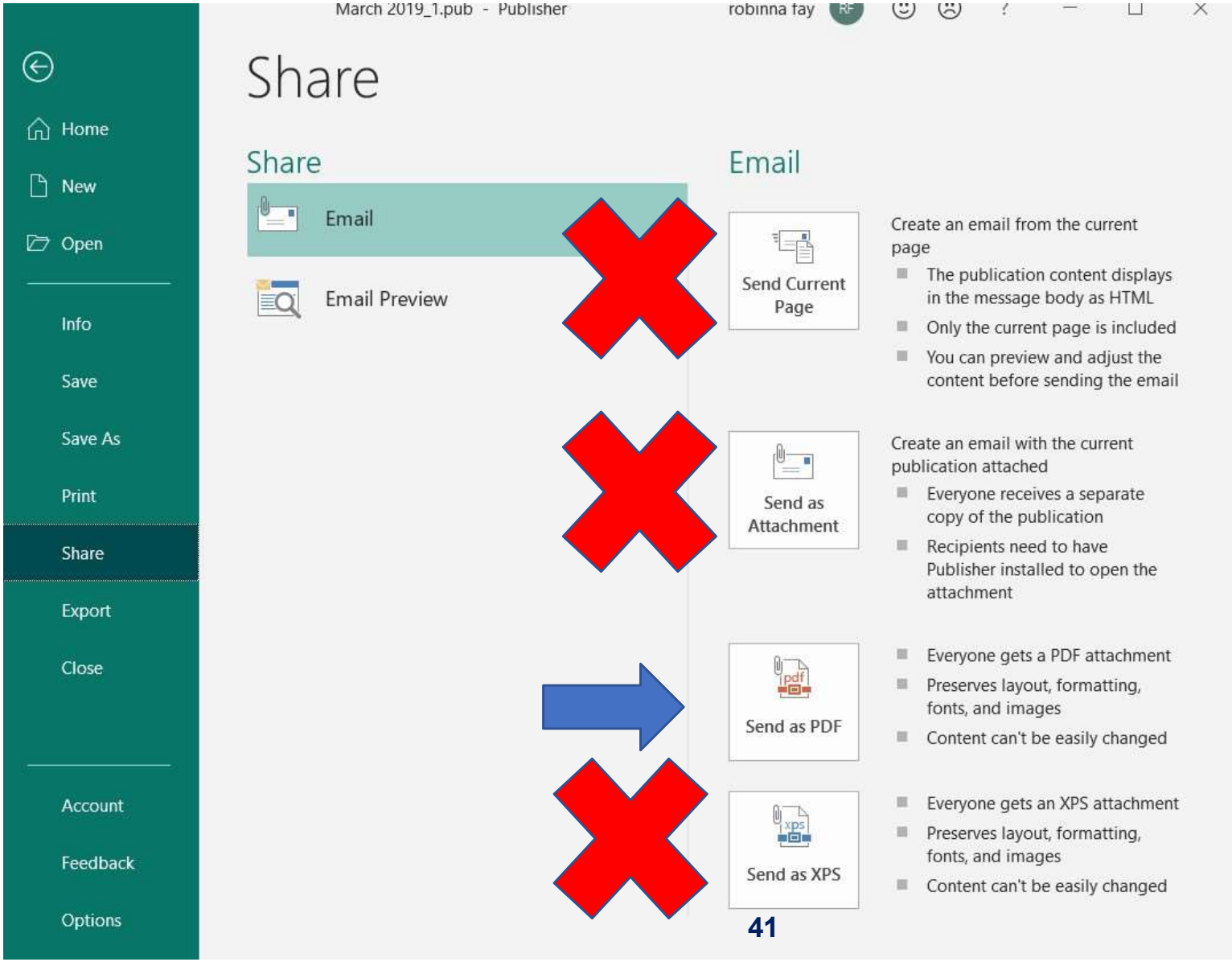
Publisher – Alt Text

- Alt Text
  - Less than 150 characters.
  - Description of the image.
  - Read by read aloud apps and reading machines.
  - If you add an image using the Insert>Picture> Online Picture, Microsoft will add info (usually)
  - REQUIRED.



Publisher – Mailing from Publisher

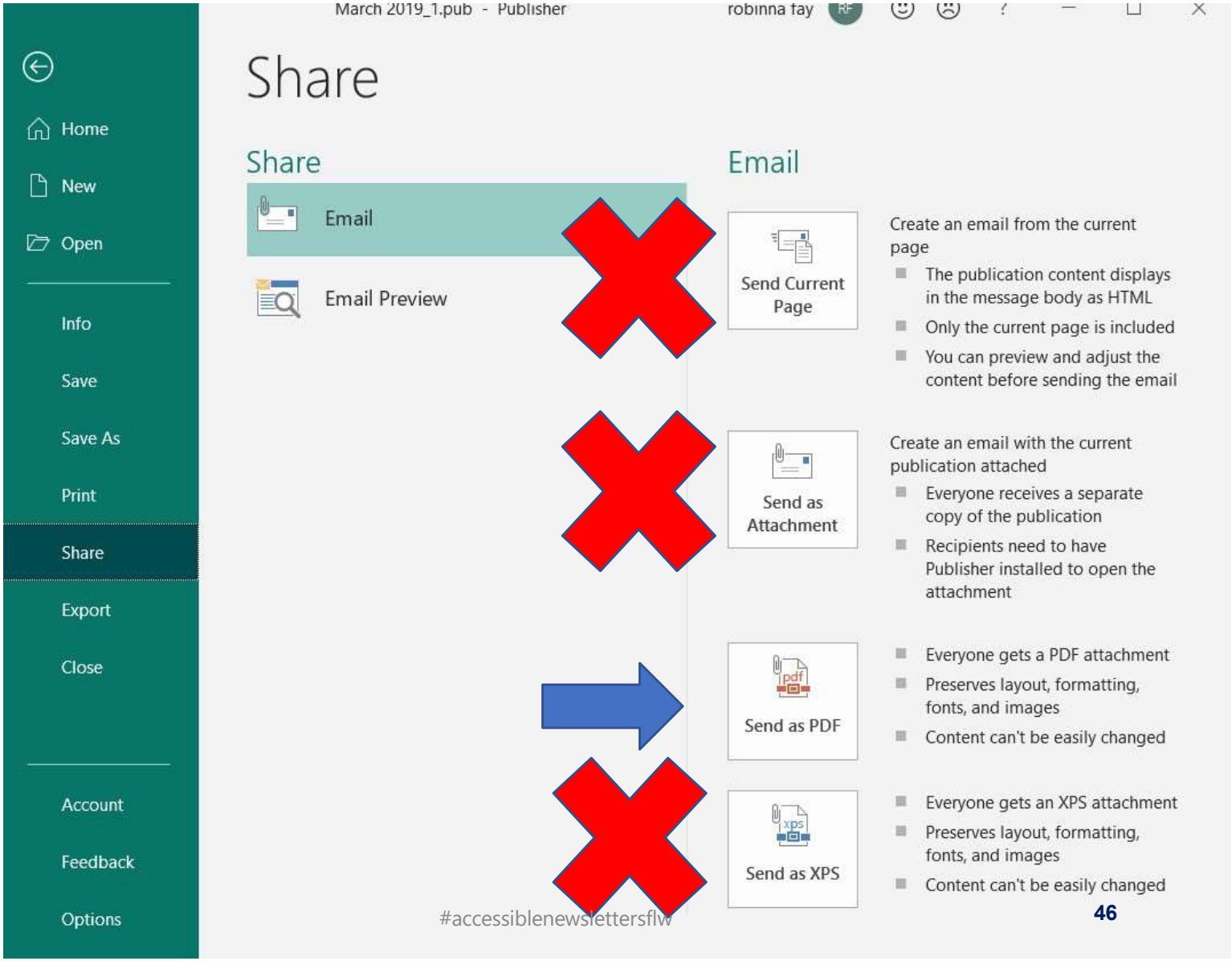
Sharing (Remember to save your accessibility work under the Print Options feature FIRST)



Publisher – Mailing from Publisher

Sharing (Remember to save your accessibility work under the Print Options feature FIRST)

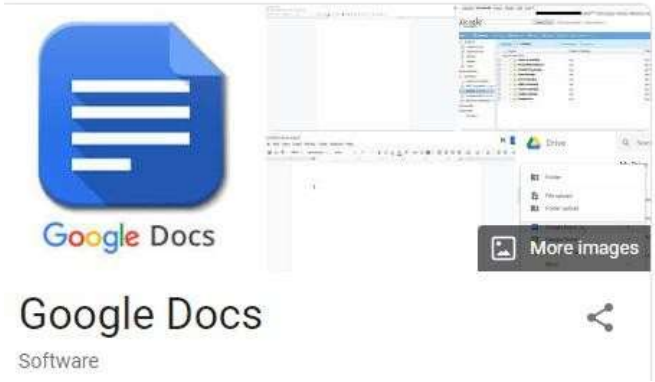
You'll need to write some verbiage for the email(pro tip – copy content from your newsletter!)



…GOOGLE DOCS…

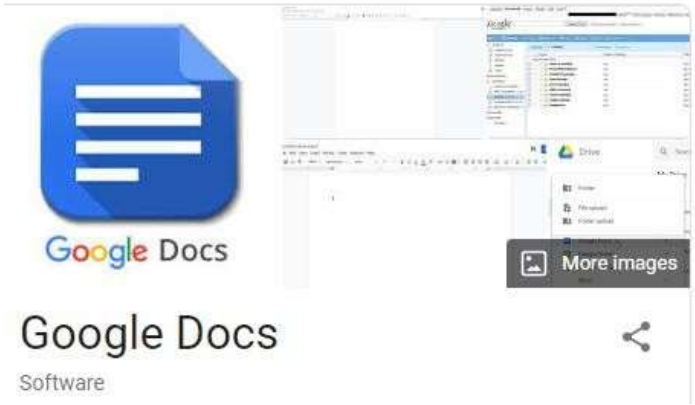
If you want to use images in Gmail (we'll get to that in a second), one solution is to put your images into a Google Docs.

Google Docs has a lot of built-in accessibility features, so let's take a look.



GOOGLE DOCS ACCESSIBILITY CHECKLIST

- ✓Styles/Headings
- ✓Short paragraphs
- ✓Bulleted lists
- ✓Alt Text
- ✓Navigation: Table of Contents, Page Numbers
- ✓High Contrast
- ✓Set up a template (Make a copy)
- ✓Tables for data
- ✓Comment with care
- ✓Links



TABLES FOR DATA

Tables for data, not visual layout

In the table, include a heading row (rather than starting with data in the first row) because screen readers automatically read the first row as a heading row.

Table 1: Salt Concentration and Light Transmittance					
Salt Concentration (%)	Transmittance (%T)				
	Trial #1	Trial #2	Trial #3	Trial #4	Trial #5
0	77.23	74.50	64.88	75.27	54.66
3	85.23	92.82	78.91	60.71	57.96
6	88.39	100.05	73.66	66.51	64.54
9	80.71	100.05	68.29	64.91	52.96
12	82.66	117.18	71.01	56.91	46.95
15	72.55	115.40	65.72	66.03	55.38

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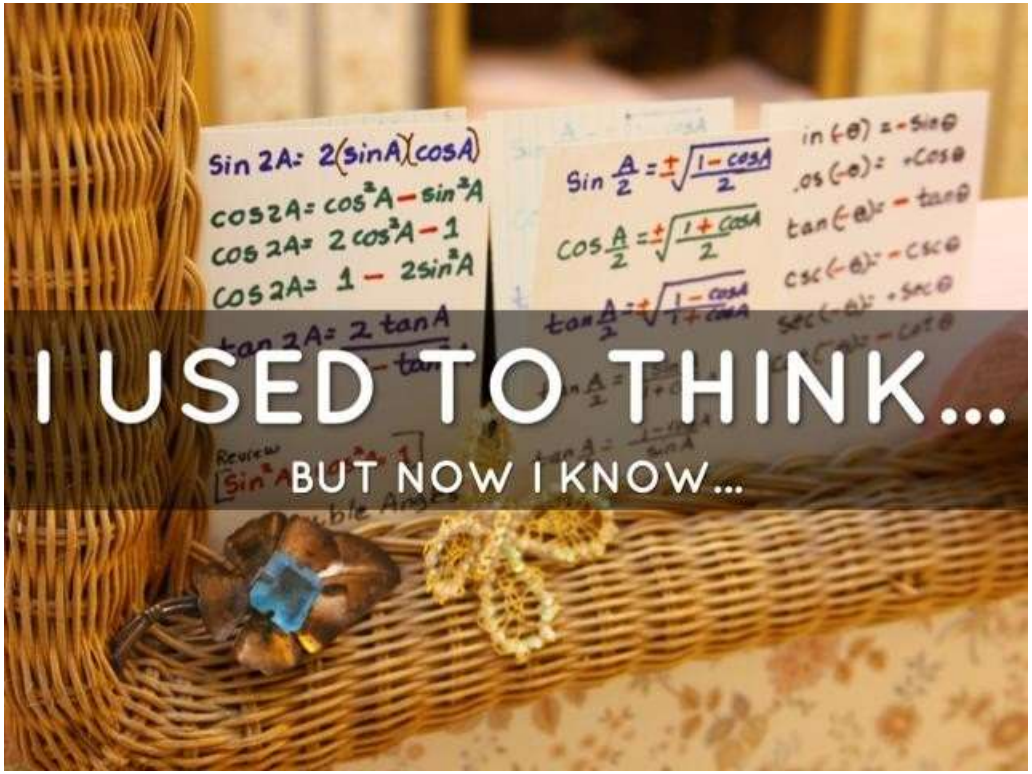

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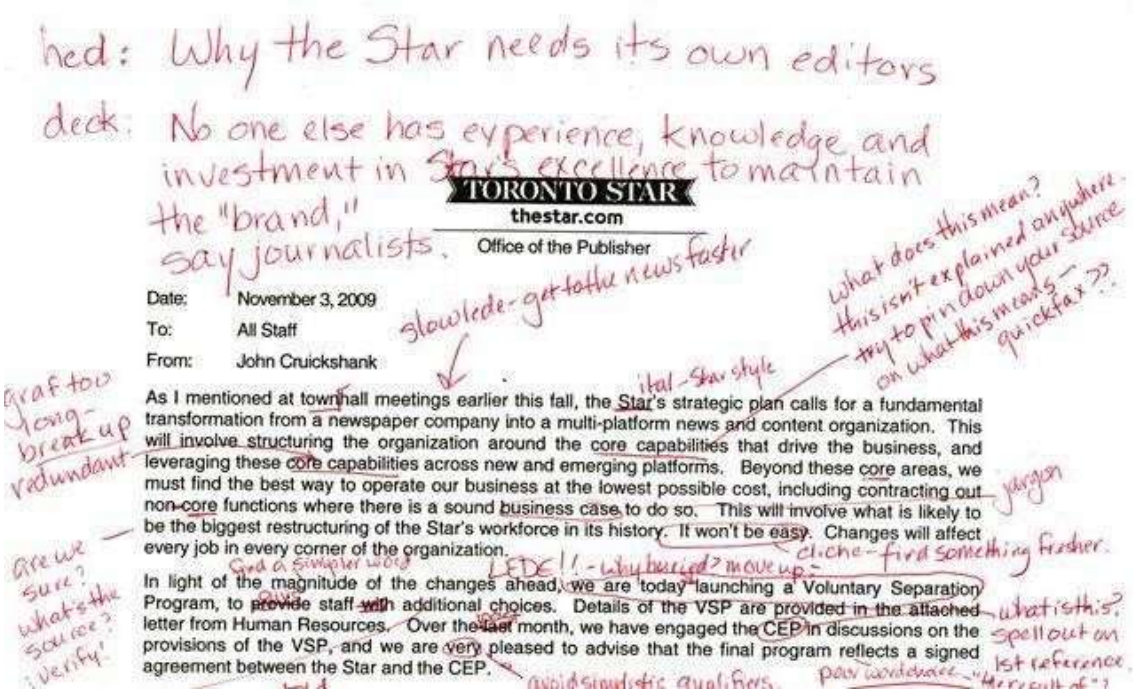
COMMENTS, NOT COMMENTS

Don't put notes in a working/collaborative document. Use comments or suggestions.

Screen reader users can jump to comments using keyboard shortcuts rather than hunting through your file.

Plus, you can sign up for email notifications!



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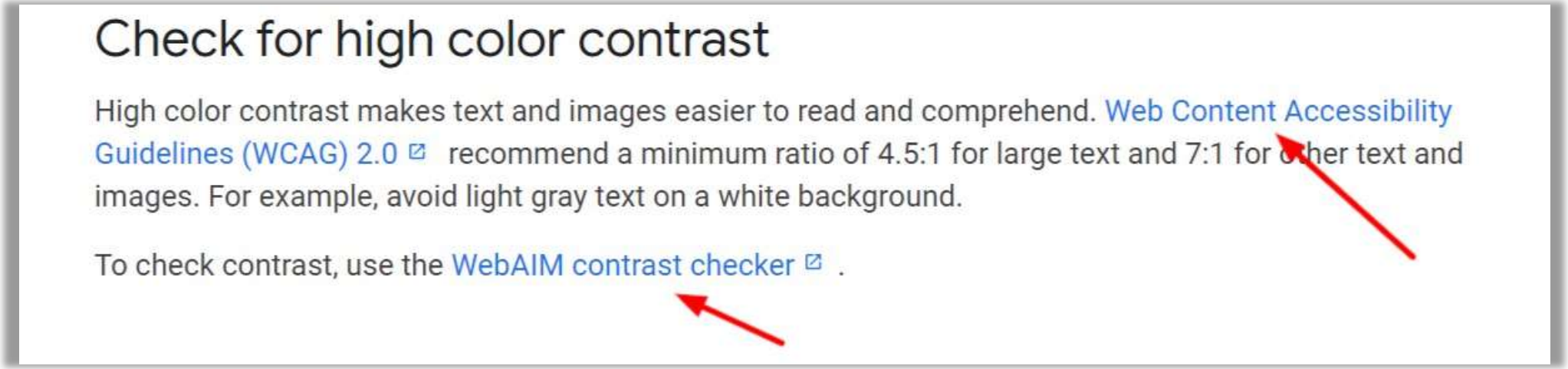
https://www.howtogeek.com/397601/how-to-add-comments-in-google-docs/

INFORMATIVE LINK TEXT

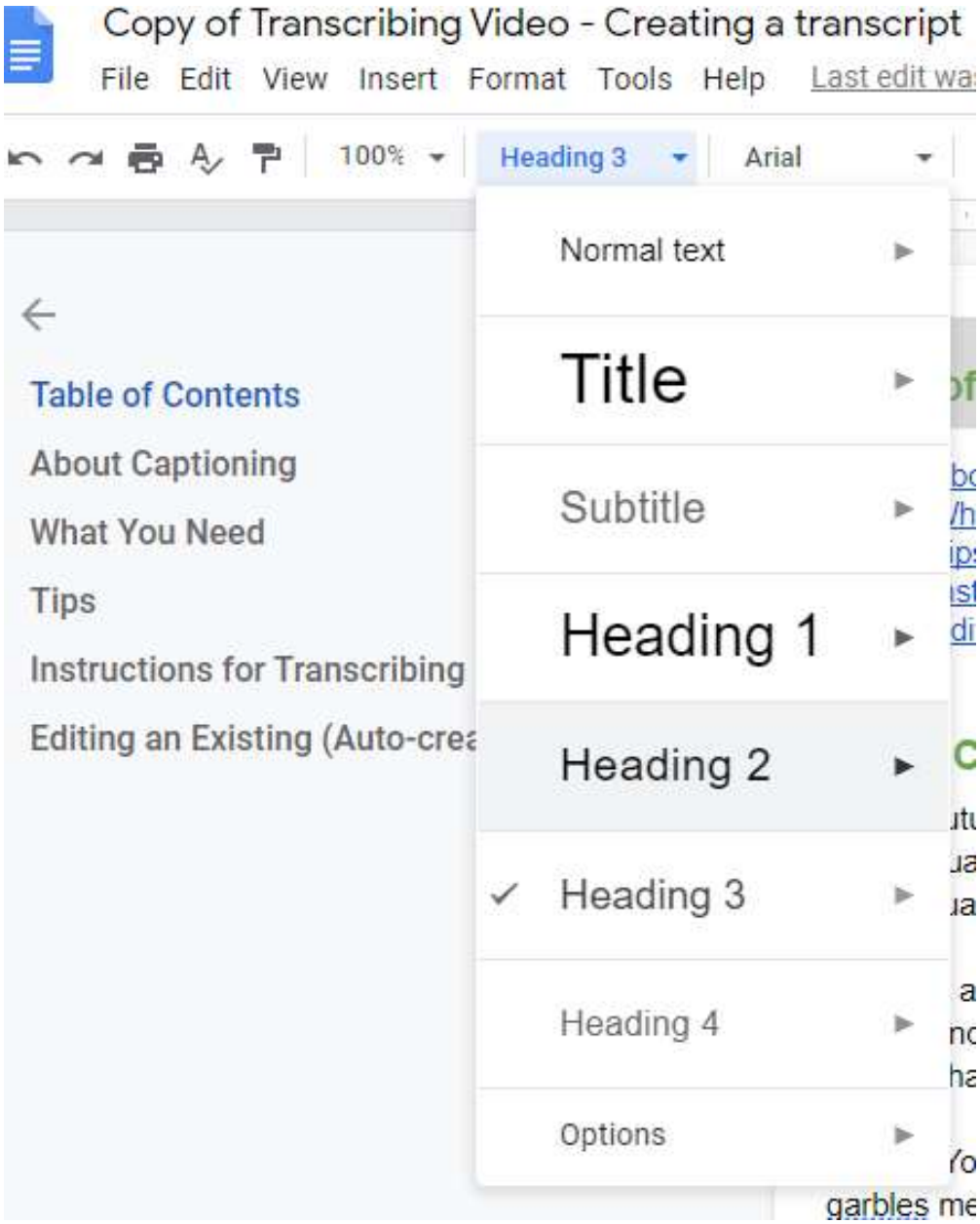


Screen readers can scan for links. Use the title of the page (or article) as the linked text. For example, if you're linking to your profile page, the link text should say "my profile," not "click here" or the full URL. (If people will print out the document, you may want to include the URL itself)

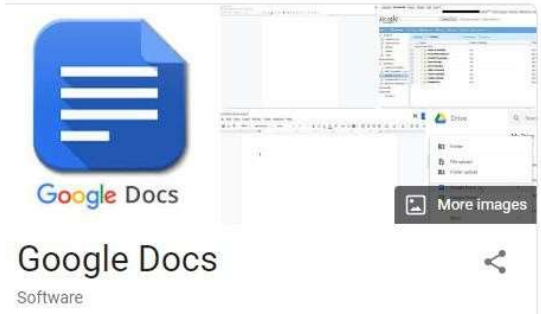
USE STYLES

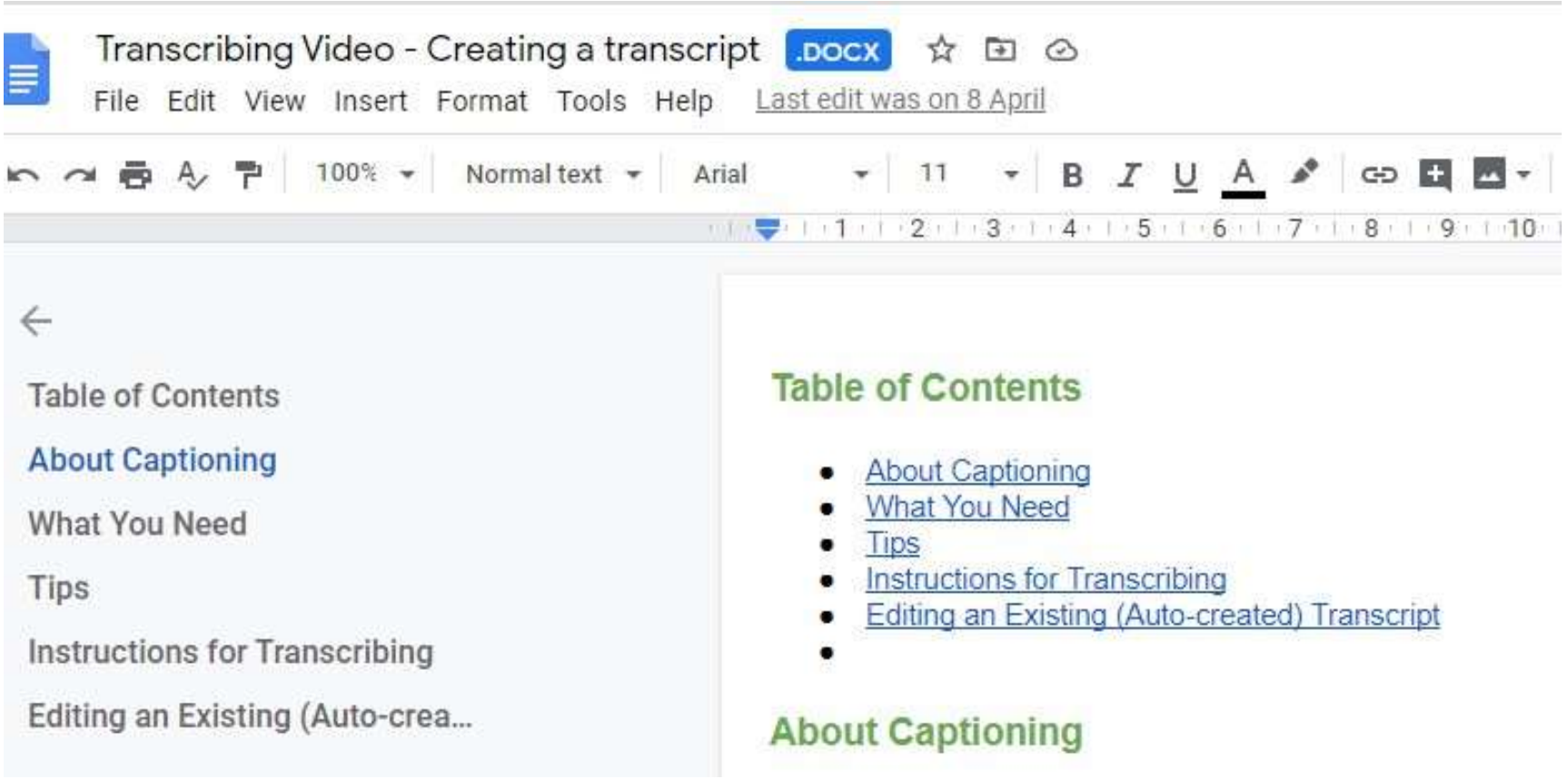
Use Format to edit and change styles. The smaller the Heading number, the larger the font should be.

The Default is normal which is a plain paragraph style. Use headings as appropriate to communicate importance and to separate and group text.



USE A TABLE OF CONTENTS

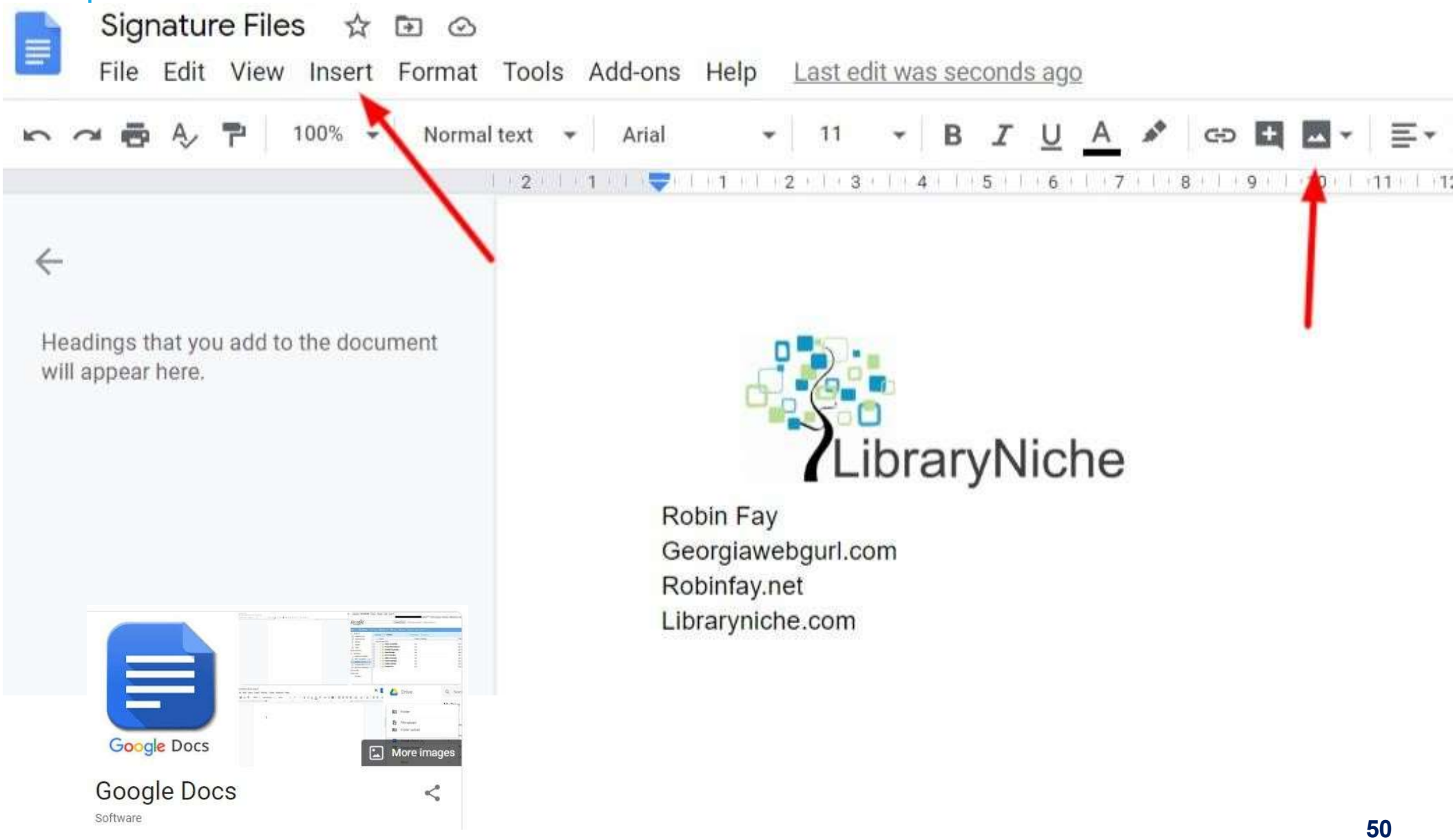


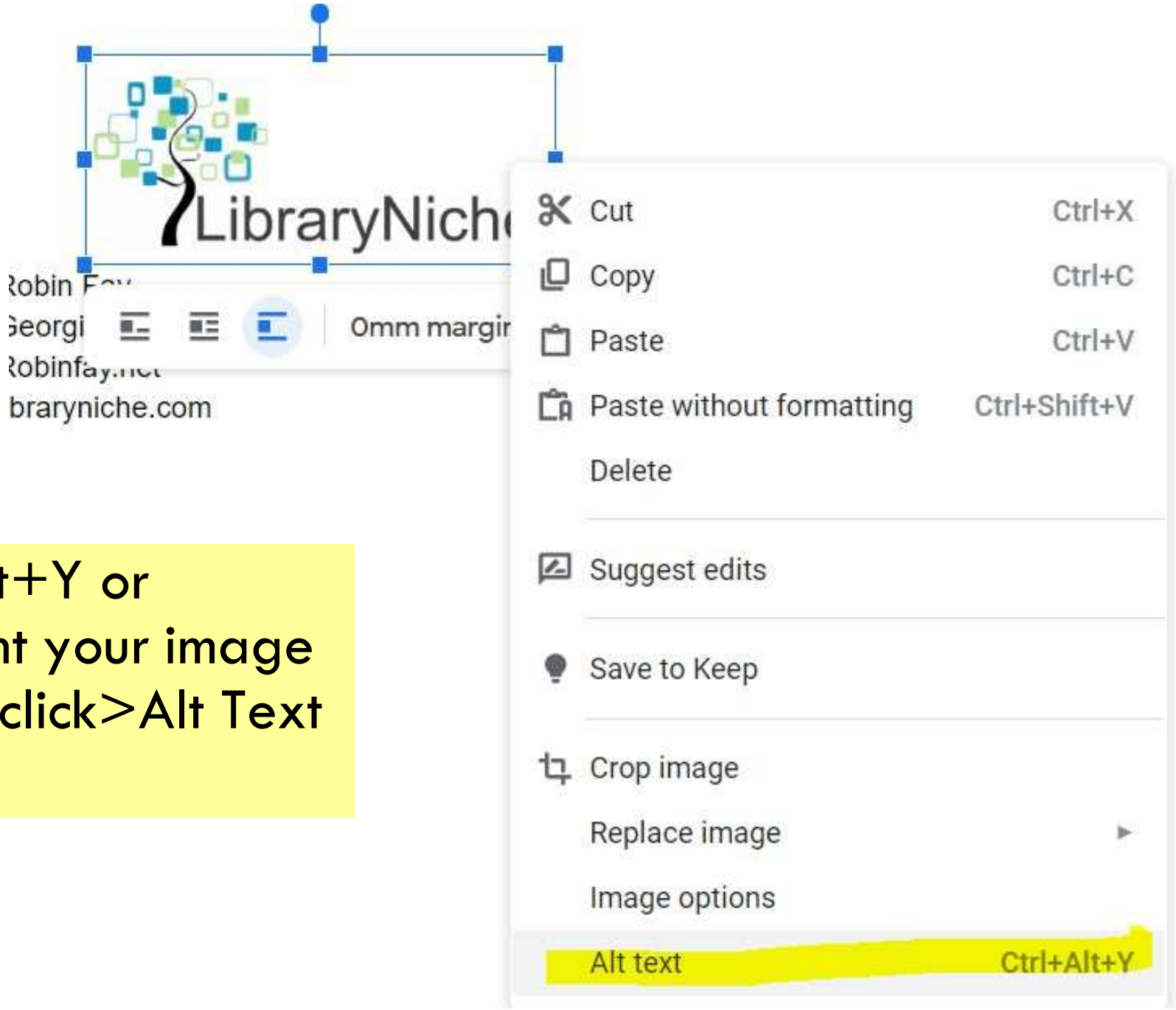


Creates navigation for reading aloud and jump links for those using the document.

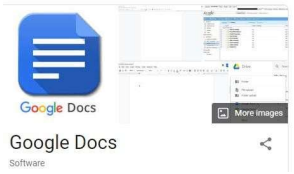
Insert>Table of Contents

FOR IMAGES: INSERT IMAGES, IMAGE BUTTON OR COPY & PASTE IMAGES INTO YOUR DOC



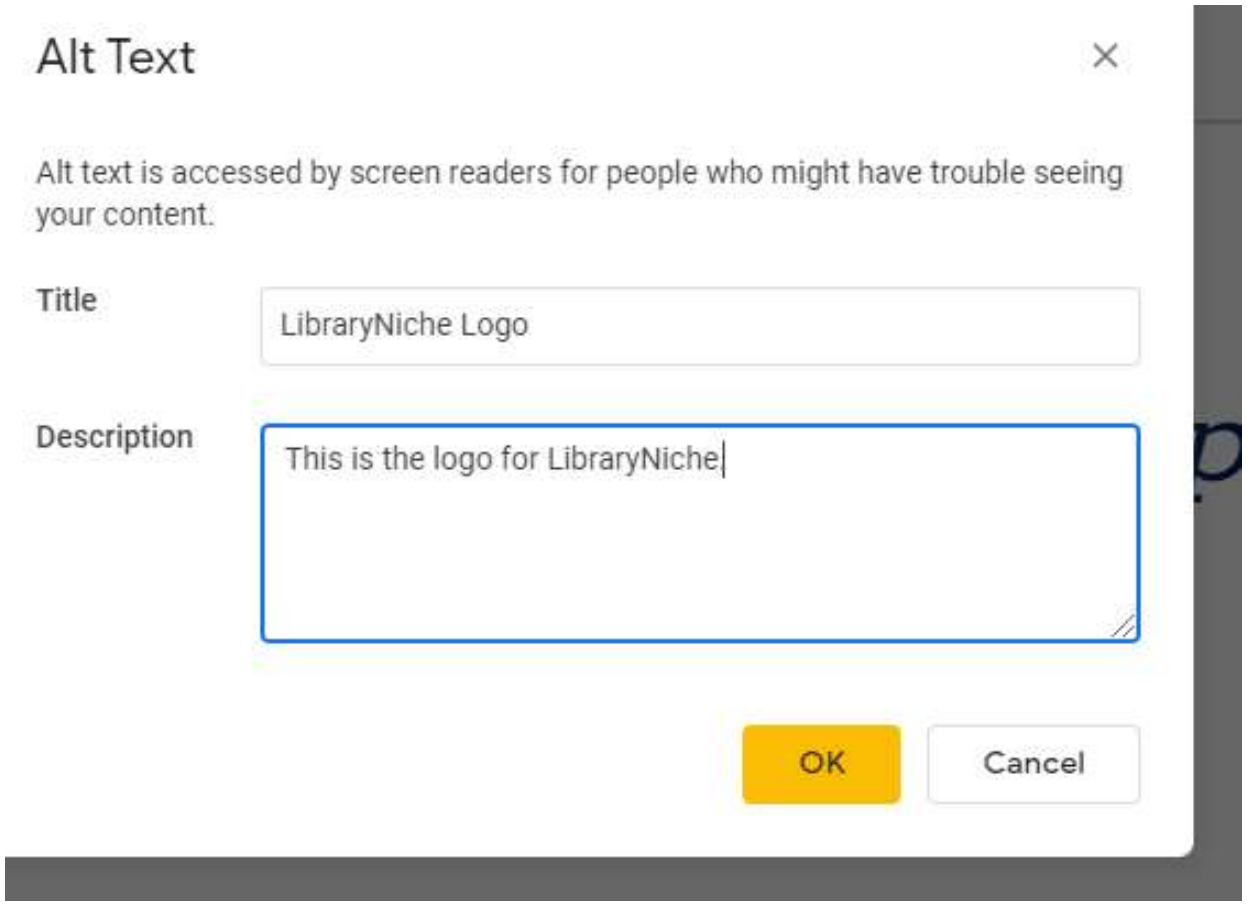


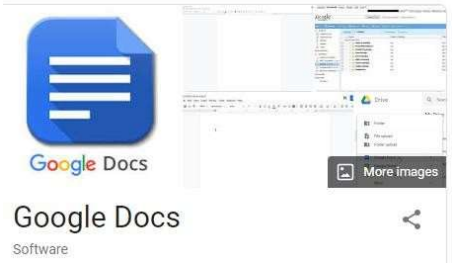
Ctrl+Alt+Y or
Highlight your image
+ right click>Alt Text



ADD ALT TEXT

Be Descriptive. Google often indexes descriptions and titles. (Title = Alt Text)



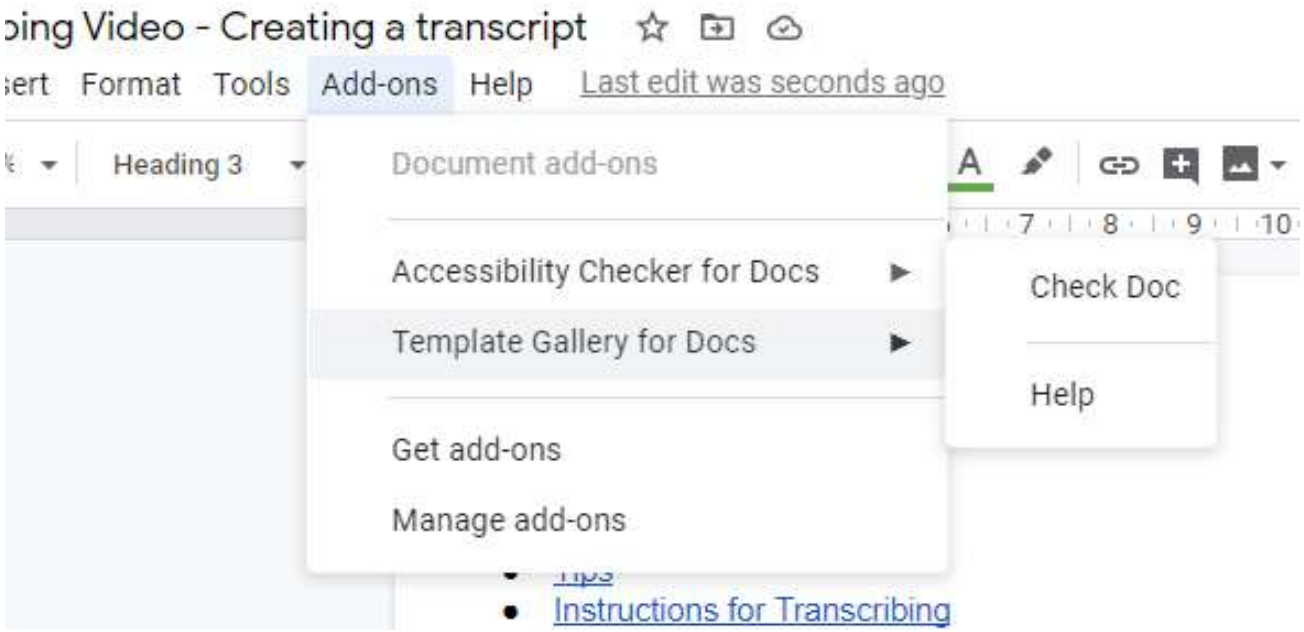


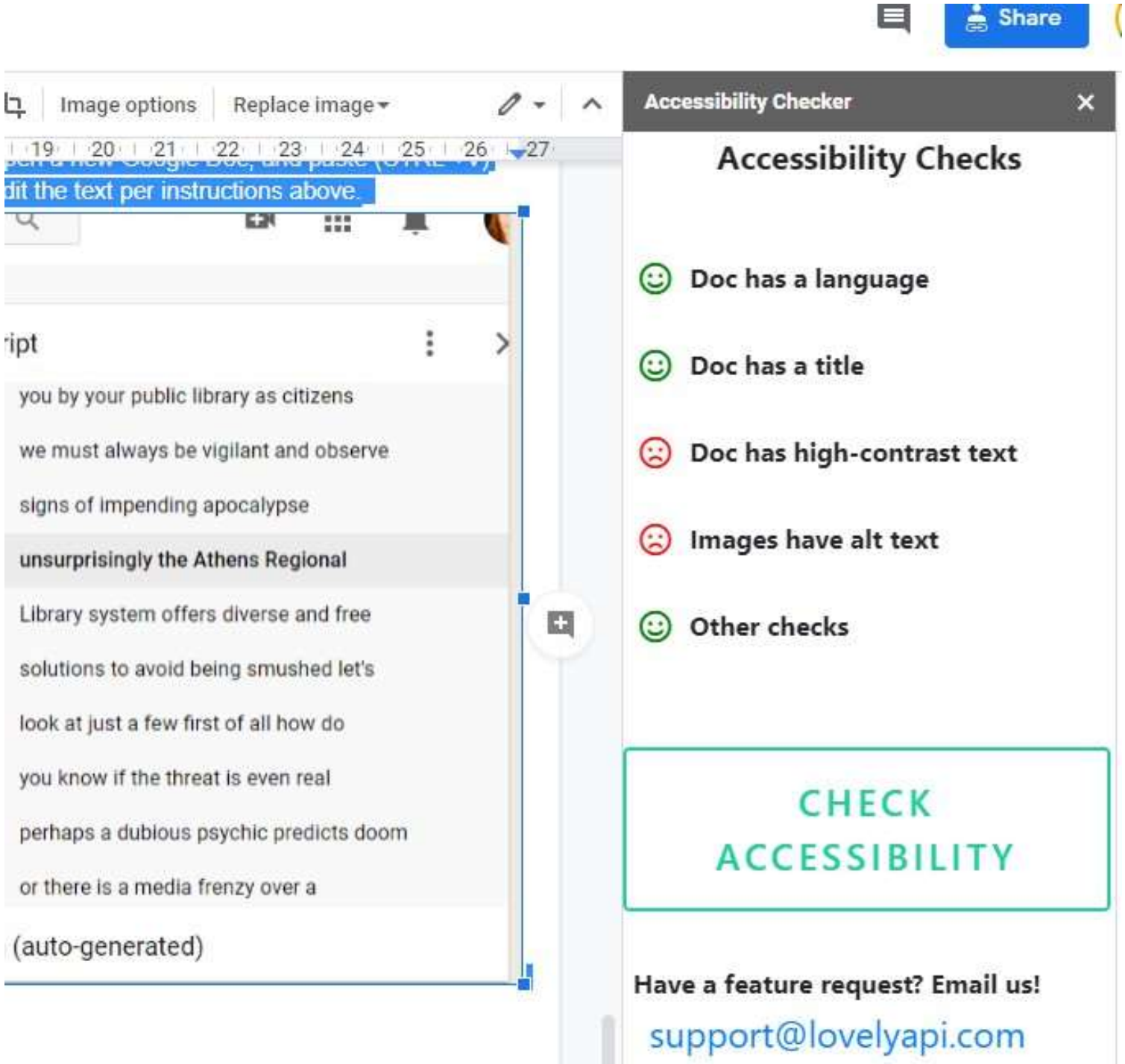
CHECKING ACCESSIBILITY OF GOOGLE DOCS

- **Download your Google Docs as Microsoft Word, open it in OpenOffice or Microsoft Office, find the Accessibility check (often under Review) and run through it.**
- **Use a 3rd party plugin like Accessibility Checker.***

https://gsuite.google.com/marketplace/app/accessibility_checker_for_docs/452529936240
https://gsuite.google.com/marketplace/app/accessibility_checker_for_slides/437536886016
https://gsuite.google.com/marketplace/app/accessibility_checker_for_sheets/849901429043
https://chrome.google.com/webstore/detail/grackle-accessibility-che/copojmaamcpbIldileiipebpfjahcnjf?hl=en

CHECKING ACCESSIBILITY OF GOOGLE DOCS





FREE ACCESSIBILITY CHECKER

THINK ACCESSIBLE FOR ALL

- Font high contrast colors

- Readable font size – no itty bitty font

- No email backgrounds (impossible to do well in Gmail anyhow!)

- Use Alt Text if you are using images

- Remember your receipt may be using text only email so use images with caution.

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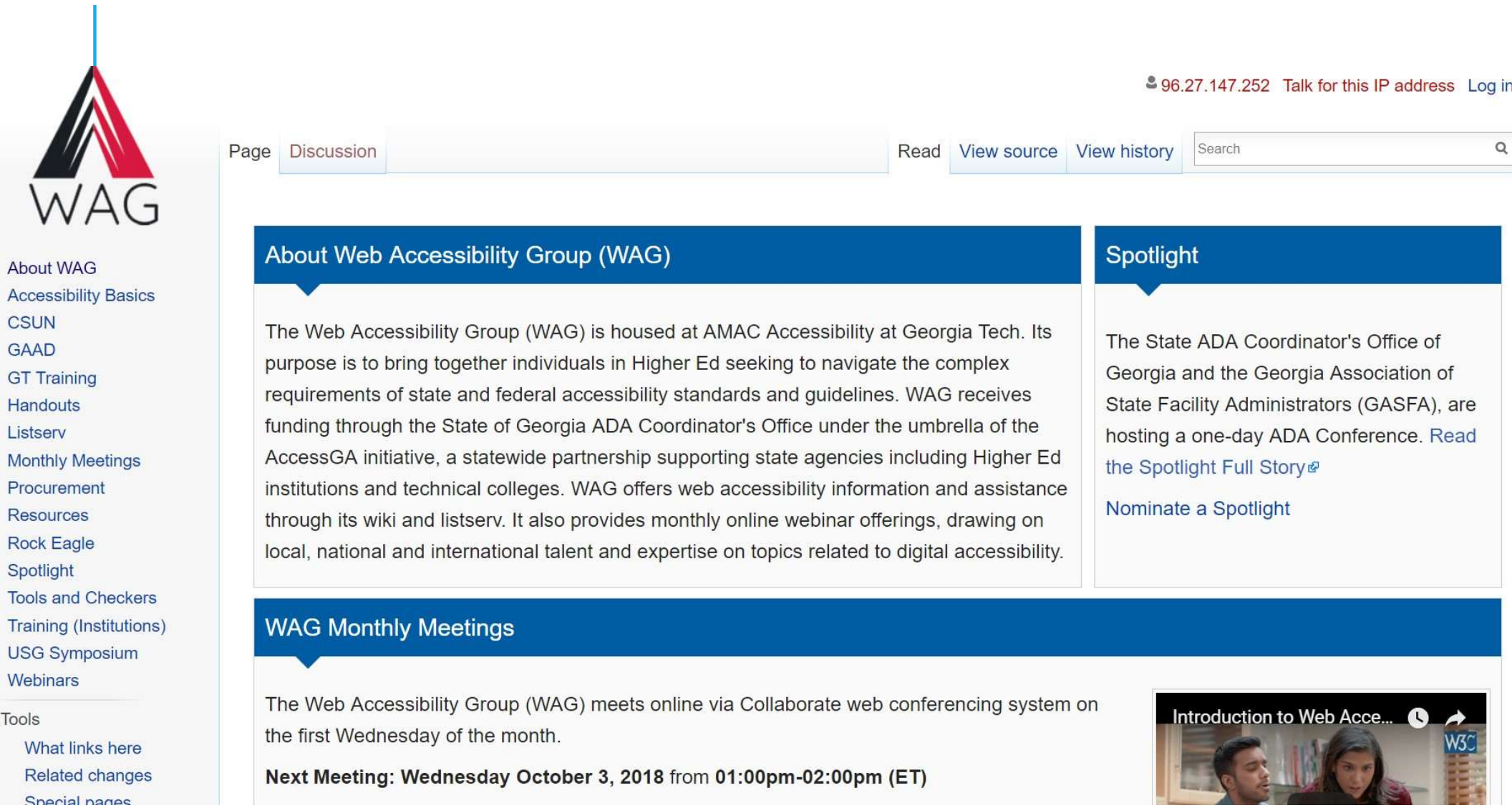
WEB ACCESSIBILITY GROUP – WAG OPEN TO ALL



http://www.amacusg.gatech.edu/wag/Main_Page

ACCESSIBILITY CHECKLIST

- ✓Styles/Headings
- ✓Short paragraphs
- ✓Bulleted lists
- ✓Alt Text
- ✓Navigation: Table of Contents, Page Numbers
- ✓High Contrast
- ✓Set up a template (Make a copy)
- ✓Tables for data
- ✓Comment with care
- ✓Links

- Key words: “Access to and use of”
- Same information and functionality as others
- Access should not be more difficult than for others.

- Examples include voice, fax, relay service, TTYs, qualified sign language interpreters, Internet posting, captioning, text-to-speech synthesis, readers, personal assistants, or audio descriptions.

- Make sure commonly used alternatives are readily available.

Provide Alternative Means

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Accessibility THRIVES

T	H	R	I	V	E	S
Tables	**Hyperlinks**	**Recordings**	**Inclusive Font**	**Visuals**	**Examine**	**Structure**
Provide table descriptions and	Use **descriptive hyperlinks**	Provide a **transcript** for	Use accessible **Sans Serif fonts**	Add **alt text** to all images. For more	Use built-in **Accessibility**	Use **heading styles**, lists and

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Design for All (Universal Design!)

thank you!

http://tinyurl.com/accessibility2024