

Alliance for Arizona Nonprofits

Website Accessibility: Creating Accessible Content

Photo by [Alejandro Escamilla](#) on [Unsplash](#)



Time: 1 min

Alliance for Arizona Nonprofits

Website Accessibility: Creating Accessible Content



hello!

I AM
Carol
Stambaugh

I am here because I love WordPress,
technology solutions and teaching.

You can find me at:
Carol@radiatewp.com

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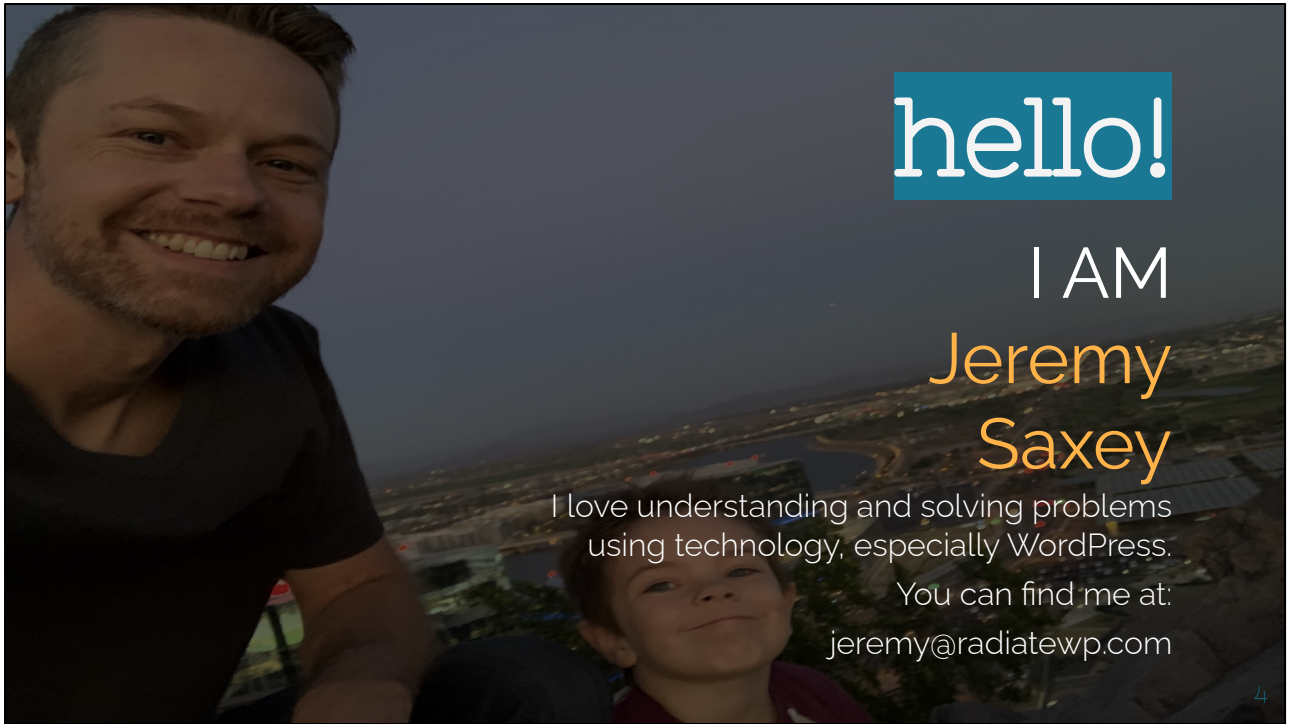
Time - 1 Min

About Carol

- Social worker and former association executive
- Executive Director of two different non-profits (c6 and c3)
- President/Treasurer of AzSAE
- Earned the CAE (Certified Association Executive) designation while working for a nonprofit association.
- Volunteer for the WordPress Project

Speaker Handout Notes

Carol has had a long, successful career as an executive with several non-profit organizations and associations. She served in various capacities including Executive Director for two different nonprofit groups (C6 & C3), President/Treasurer of AzSAE, and earned the CAE designation while working at another membership association. Carol also volunteers her time to work on the WordPress Project!



Time - 30 sec

Resource Page

- Links to resources mentioned.
- Slide deck
- Link to slide deck with speaker notes

<https://radiateforgood.com/az-alliance-nonprofits-website-accessibility>

Link also available in the chat

Photo by [Sanath Kumar](#) on [Unsplash](#) 5

Time - 1.5

Speaker Notes -

- Quick tour of the Resource Page
- Links to resources mentioned.
- Slide deck
- Link to slide deck with speaker notes

<https://radiateforgood.com/az-alliance-nonprofits-website-accessibility>

The link also available in the chat

Speaker Handout Notes -

A quick tour of the Resource Page with speaker notes can be found on our website. Links to resources mentioned are also available in a slide deck, which includes links to the resource for accessibility that have been mentioned today.



WHAT TO EXPECT FROM THIS PRESENTATION

Photo by [Jan Tinneberg](#) on [Unsplash](#)

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Time - 1

Speaker Notes

What you will learn and what you won't learn.

You will learn the most common accessibility issues and how to improve them.

- Content form and structure
- Color contrast

Will not learn any developer tasks

Speaker Handout Notes

You will learn about the most common accessibility issues and how to improve them. You'll explore different types of color contrasts, text size considerations for various screen sizes, using high-contrast settings on your computer or mobile device when you're working with visuals that are hard to see at a distance (such as small fonts), and more! This session will not include tasks that require developer skills.

What is an accessible site?

1. A site that can be used by people of all abilities and disabilities.
2. A site that meets Web Content Accessibility Guidelines (WCAG)

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Time - .75

Speaker Notes

2 different ways that people define website accessibility

1. Inclusive of all, not targeted at the few. Improve accessibility for as many as possible
2. Meets WCAG guidelines

Speaker Handout Notes

Two main schools of thought about website accessibility are the inclusive and targeted definitions, respectively. The first definition improves access for as many people as possible while still meeting WCAG guidelines; which is a set of standards that websites should meet in order to be considered accessible according to federal law (Section 508). This ensures not only equal opportunity but also an understanding on behalf of those with disabilities so they can enjoy their experience online like everyone else does.



Web Content Accessibility Guidelines

- ⦿ A Rating
- ⦿ AA Rating
- ⦿ AAA Rating

Time - 1.5

Speaker Notes

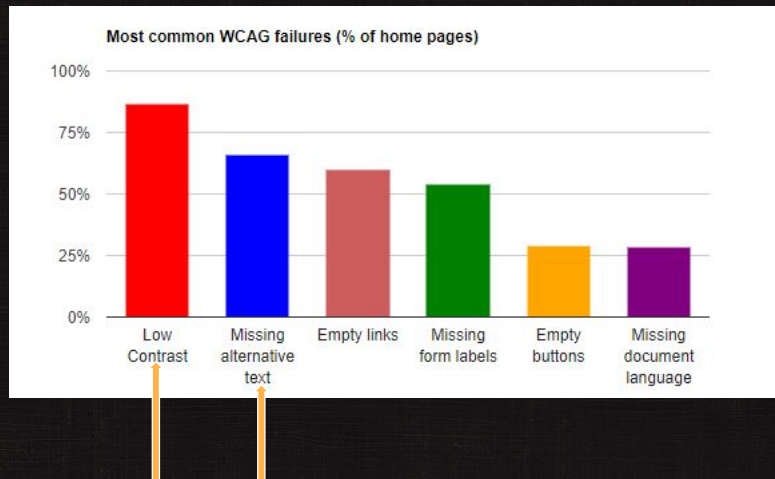
It is important to design a website as a custom site with accessibility from the very beginning.

WCAG sites require a lot of knowledge, skills and expertise and as a result, ARE NOT CHEAP.

Speaker Handout Notes

Designing a website with accessibility from the very beginning is not an easy task. WCAG sites require special skills and knowledge, which means they are time-consuming to create as well as expensive because of their complexity.

Most common failures



Time - .75

Speaker Notes

This graph shows the top accessibility mistakes made on websites. Today, we are going to talk about these top two most common failures.

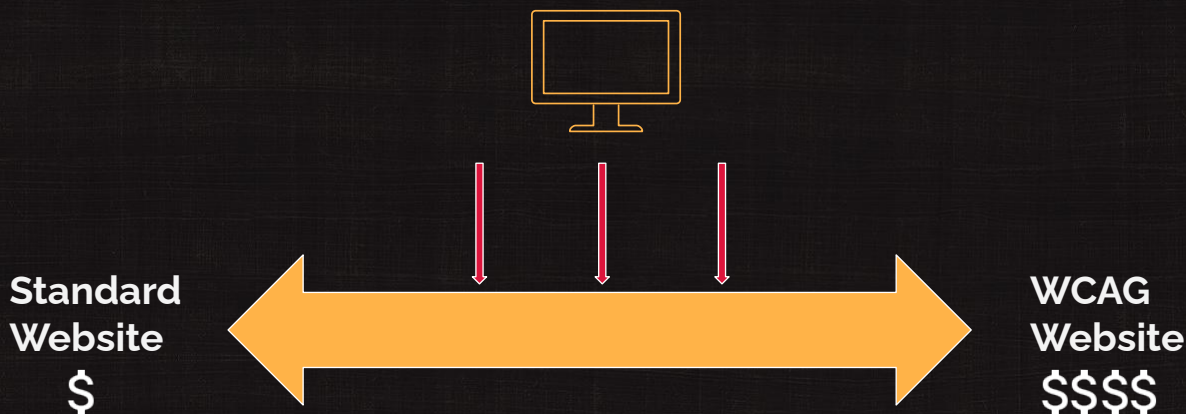
- Low Contrast
- Missing Alt Text

In addition, we will talk about Structured content

Speaker Handout Notes

Today, we are going to show you the top two mistakes made on websites. These include low contrast and missing alt text. In addition, we are going to talk about structured content. What is structured content? It's an html structure that lets search engines and screen readers know what your website consists of - all its pages, posts, etcetera. This way they can go through it easier!

Continuum of Accessibility



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Time - 2.75

Speaker Notes

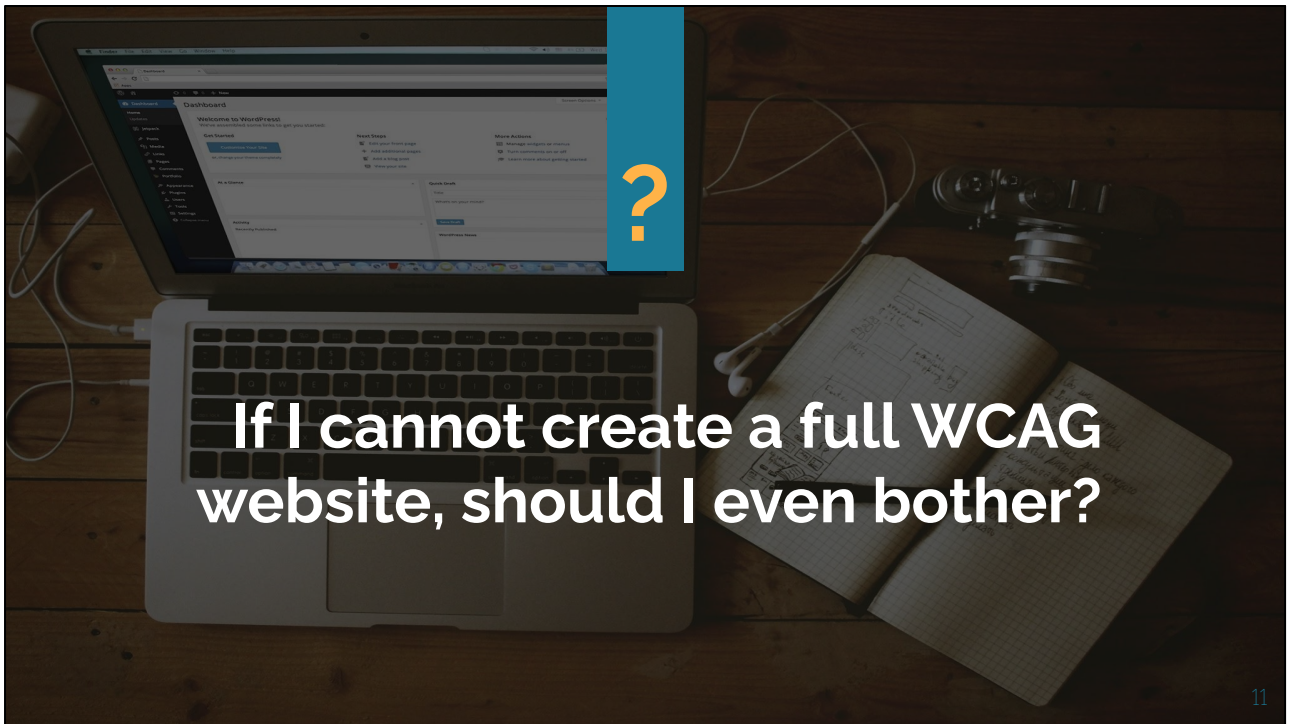
- If you want WCAG, we can refer you to web designers who are fully certified in website accessibility.
- Important - Even a perfect WCAG site has to be perfectly maintained to stay perfectly WCAG. It is not easy and not cheap.
- We are looking for low hanging fruit that will make your site more accessible to more people, but will not guarantee WCAG accessibility for all.
- “If I cannot get full WCAG compliant, should I even bother?”

Speaker Handout Notes

We are looking for low-hanging fruit that will make your site more accessible to a wider range of people. While we can't ensure WCAG accessibility, if you want it done correctly, I recommend reaching out to web designers who have been fully trained in website design and have created an abundance of successful websites with the same certification as you desire.

Important - Even a perfect WCAG site has to be maintained constantly because there is always something going wrong when maintaining any type of website. Any changes or updates to the site, themes or plugins as well as updates to the WCAG requirements could affect meeting the WCAG requirements. It isn't easy and doesn't

come cheap so don't enter into this lightly!



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Time - 2

Speaker Notes

Slide description

YES!!!

- Progress helps people access - For every issue you fix, or improvement you make, your website becomes that much more accessible to more people. The more improvements, the more people find it accessible. That is a win, even if it is not fully WCAG.
- A11y statement - After you have made progress on the home page, contact page and major service pages, add a link at the bottom with a A11y statement and contact form link soliciting feedback when something is inaccessible. The statement can be fairly simple and say that you are committed to continual improvement and created an accessible website for users, please report any accessibility issues to X. A really good example of an accessibility statement is from [Unilever](#). (link found in bibliography on the resource page)

A11Y = Accessibility

Accessibility

11 characters

A11y

12

Time - 1

Speaker Notes

A11y = Accessibility

Speaker Handout Notes

This slide shows the breakdown of the word Accessibility and how it is shortened to A11y. Rather than typing out accessibility all of the time, many people use A11y. Of course the word Accessibility starts with A and ends with y and the number of characters between the two letters is 11 which then shortens it to A11y. A11y also looks like the word "Ally" indicating an ally to those needing more accessible content.



Time - .75

Speaker Notes

Slide description

- Progress not perfection!!!
- My goal - everyone goes back and does at least one thing to make their website more accessible.

Go to www.menti.com and use the code 8304 2621 or go to <https://www.menti.com/3zbbpq11r4>

What type of website/cms do you use?

- A. WordPress
- B. Wix/Weebly/Squarespace
- C. Memberclicks
- D. Your Membership
- E. Wild Apricot
- F. Other



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Time - 2.5

Poll Question - What type of website/cms do you use?

- A. WordPress
- B. Wix/Weebly/Squarespace
- C. Memberclicks
- D. Your Membership
- E. Wild Apricot
- F. Other

A photograph showing a person in a wheelchair being assisted by another person outdoors. The person in the wheelchair is wearing a blue jacket and a blue hat. The person assisting them is wearing a dark blue jacket and a light-colored hat. They are standing on a paved path. In the background, there are some industrial structures and a cloudy sky.

1. Disabilities and Accessibility

Photo by [Josh Appel](#) on [Unsplash](#)

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Time - .5

Section 1. Disabilities and Accessibility

Slide description



WHY IS ACCESSIBILITY IMPORTANT?

Photo by [Sigmund](#) on [Unsplash](#)

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Time - 1.5

Speaker Notes -

Slide description

The most dominant issue right now for websites is accessibility. Why is it important for a website to be accessible?

1. It is a civil rights issue and it is the right thing to do.
 - a. Covid necessities - Imagine you are someone who is unable to use a mouse and needs to use the keyboard or speech and you are unable to sign up for a Covid vaccination, or grocery delivery.
 - b. Sheer numbers - More people than you know use accessibility features on the web - My 13 yo who has dyslexia uses tools in his browser that allow the text to be read to him. (more later)
2. If that isn't enough - companies are being sued
 - a. In just 3 years, Lawsuits went from 262 to 2235. This is from 2016 to 2019 according to <https://blog.usablenet.com/>.
 - b. Most targeted industries - retail, food, entertainment/leisure, travel/hospitality
3. It is just good for your overall organization.

- a. If you recruit volunteers, more people can volunteer,
 - b. If you want donations, more people can donate.
2. BONUS - Accessible sites are also optimized well for SEO. Assuming your keywords are well thought out and your content is well-written, an accessible site, by definition will be solidly built for the search engine to be able to easily crawl and help deliver results.

Speaker Handout Notes

1. There are many reasons why a website should be accessible for all types of users, but the most important is that it's our responsibility to make sure everyone has equal access. What if you're someone who can't use your mouse and needs keyboard or speech input? You might not have been able to sign up for Covid vaccination because some offices require you to fill out forms on their site with an interactive preview (you get through one page at a time). So now imagine being completely blind- how much harder would this task be without any way of seeing what was going on? We need to work together as creators and designers so no matter which type of disability a person may face, there will always be something available in order for them to live fully engaged.
2. The number of lawsuits against companies has skyrocketed in just 3 years. In 2016, there were 262 lawsuits filed but by 2019 this had increased to 2235 according to USAblenet's blog. The most targeted industries are retail, food and entertainment/leisure respectively with the numbers 255-261 cases being reported for each industry from 2017 - 2018 alone.
3. Accessibility is good for your organization. Think about how many more people will be able to access what you're selling, volunteer on projects or donate if they can easily use the website and follow directions without any barriers.
4. BONUS - Accessible sites are also optimized well for SEO. Assuming your keywords are well thought out and your content is well-written, an accessible site, by definition will be solidly built for the search engine to be able to easily crawl and help deliver results.

A Special Note for **NONPROFITS**



Photo by [Jorge Salvador](#) on [Unsplash](#)

Time - 2

Speaker Notes

Describe slide

- Colleague who does remediation has worked with nonprofit organization clients who are having to remediate and do a lot of work to respond to negative comments on Guidestar after losing donors based on that comment.
- The comment cannot be deleted and in addition to the remediation of the site, they are paying for an additional large donor and PR campaign to counter the negative feedback.

Navigation



- ⦿ Tab-through Navigation
- ⦿ Site Search in Header/Footer
- ⦿ SiteMap Page

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Time - 1.5

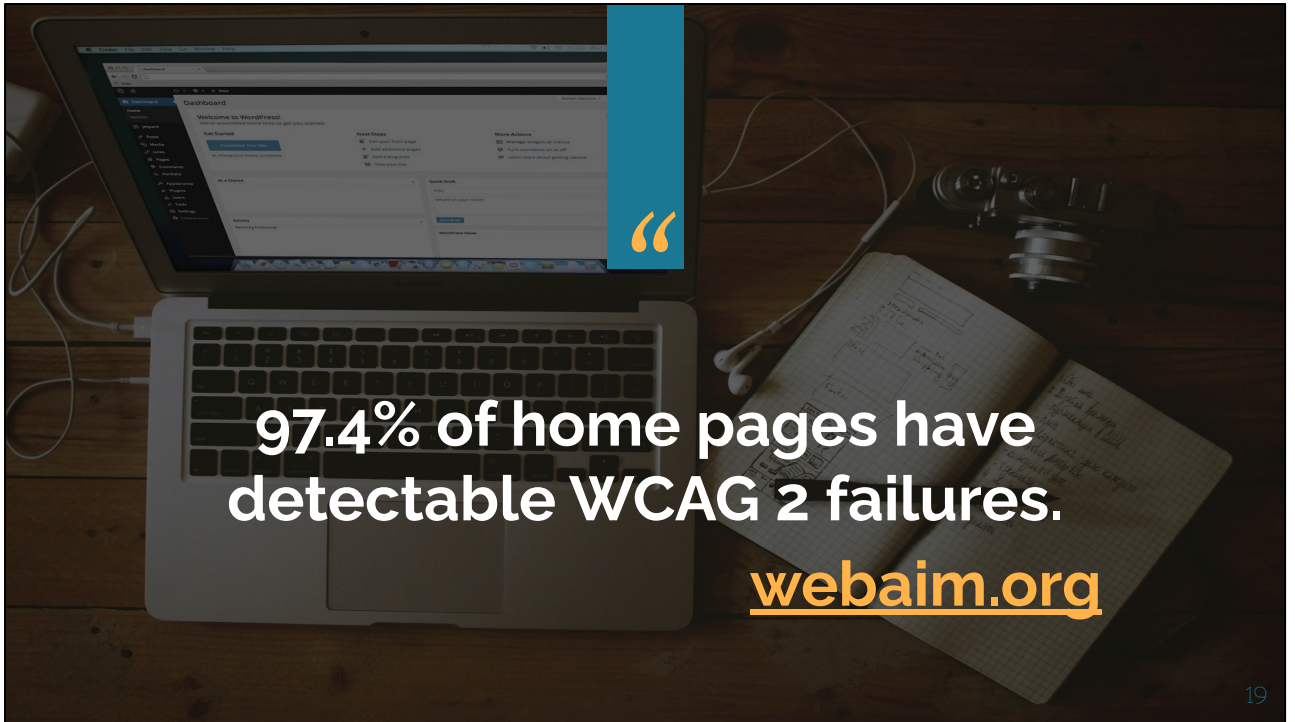
Speaker Notes

Things you probably don't have control over but it is worth talking to your web dev about.

- Tab-through navigation - the ability to navigate only using the keyboard
- Site Search - The ability to easily search the site from any page (thus in the header/footer)
- Site map page - A page, often located in the footer that is a sitemap of all pages.

Speaker Handout Notes

There are a number of things you probably don't have control over but it is worth talking to your web developer about. Things like tab-through navigation, the ability to navigate only using the keyboard on any page; site search which allows for easier searching from anywhere in the website and finally, having a site map available that leads users through all pages via links at one central location (typically found in either an easily accessible footer or header).



Time - .5

Describe slide

97.4% of home pages have detectable WCAG 2 failures.

webaim.org

Understanding accessibility

Along the Spectrum



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Time - 1

Speaker Notes

Our aim is to be Inclusive of all, not targeted at the few.

There is a Spectrum

- Blind -> Elder with poor vision -> Good vision

Speaker Handout Notes

- We strive to be inclusive of all people, regardless of ability.
- One spectrum of ability and disability consists of a blind person -> an elder with poor vision -> someone who is fully sighted.

Understanding accessibility

- ◎ Permanent
- ◎ Temporary
- ◎ Situational



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Time - .25

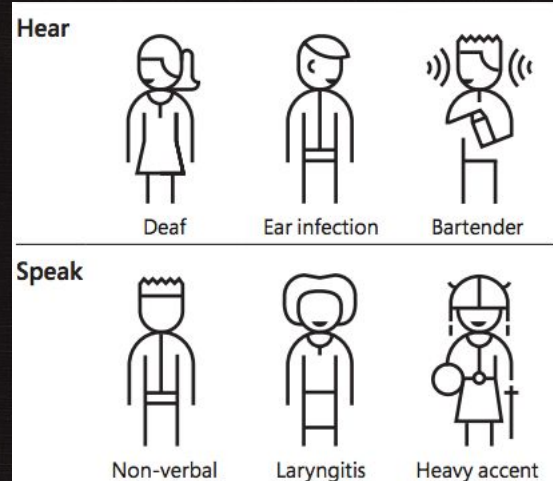
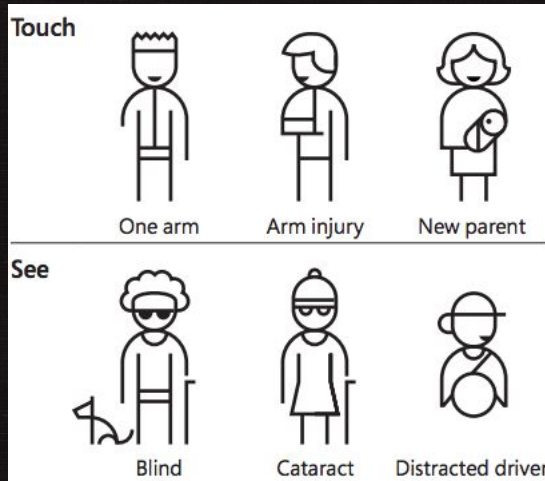
Speaker Notes

- Permanent
- Temporary
- Situational

Speaker Handout Notes

When building a website or web page, it is important to remember that not everyone has the same needs. You need to be aware of what kind of accessibility requirements your site's user will have in order for them to use and enjoy their experience on your website. Some people may require permanent accessible features like Voiceover or screen magnification; others might only need temporary assistance with reading text because they are recovering from an injury; while some users just want you provide easy links so they can find necessary information quickly without having trouble navigating through menus or clicking too many times.

Permanent – Temporary – Situational



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Time - 2

Speaker Notes

Inclusive of all, not targeted at the few.

Examples:

Touch

- Someone with an amputated arm
- Someone with a broken arm
- A new parent holding a newborn

Sight

- Full Visual Impairment
- Cataract
- Distracted Driver

Hearing

- Hearing Impaired
- Ear Infection
- Bartender or concert

Speaking

- Someone who is non-verbal
- Someone with laryngitis
- Someone with a heavy accent.



Time - .5

Describe Slide

Accessible Sites are better for EVERYONE

A photograph of a wall made of stacked books, with a green door in the center. The books are of various colors and sizes, creating a textured background. The door is a dark green, double-door style with a small red sign on the right panel. The overall scene is a library or a room dedicated to books.

2. Content Organization

Photo by [Eugenio Mazzone](#) on [Unsplash](#)

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Time - .5

Describe Slide

Section 2. Content Organization

Time - 2

Describe Slide

Speaker Notes

- The vast majority of of us are looking at a screen right now.
- What do you see? Imagine if this is what you see all day every day when you “look at the screen”.
- Exercise - Everyone close your eyes right now and put your hands on your keyboard and try and imagine what it would be like to use your computer with your closed or blindfolded for 30 minutes... all day... all day every day?

A lot of what we are going to talk about now are crucial for the job of screenreaders that will read the content from the screen to the user.

HTML and Content Structure

H Tags

H1 - This is a Heading 1

H2 - This is a Heading 2

H3 - This is a Heading 3

H4 - This is a Heading 4

Paragraph

This is a normal paragraph Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus vestibulum nisi non neque hendrerit, vitae vulputate tortor vestibulum. Suspendisse potenti. Morbi cursus est vitae dui blandit pharetra. Praesent consequat quis urna a ultrices. Pellentesque malesuada est at tempor pretium. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

28

Time - 2

Speaker Notes

- H1 stands for Header 1 and is used in all websites.
- A website uses a cascading stylesheet (CSS) to apply different font type, styles and sizes to headers based on it being an H1, H2's, etc. The default style is set in the stylesheet and is a part of the theme.
- The style sheet also sets the style for the paragraph style for the website including the font type, color, size, line height, and spacing.

Speaker Handout Notes

H1 stands for Header 1 in web design terminology which refers to the top level heading of each page template (or HTML document). This means that it should always come first in your code with H2 headers coming second etcetera down through all 6 levels of headings – h6 being at the bottom-most level as seen below: `<h1>Header One</h2><p>`. The reason these are important is because they help organize content by importance so visitors know where things start getting more specific

After the website is created, a cascading stylesheet (CSS) is used to apply different

font type and style according to header level. The default styling in this case comes from the section of CSS that dictates how headers should look on all pages; it has been modified with some tweaks for page layout purposes. The style sheet also sets the style for the paragraph style for the website including the font type, color, size, line height, and spacing.

HTML and Content Structure

Hierarchy

NO

- ⦿ H2
- ⦿ H4
- ⦿ H1

VS

YES

- ⦿ H1
- ⦿ H2
- ⦿ H3

H2 - This is a Heading 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus vestibulum est non neque hendrerit vitae vulputate tortor vestibulum. Suspendisse potenti. Morbi cursus est vitae dui blandit, pharetra. Praesent consequat quis urna a ultrices.

H4 - This is a Heading 4

Aliquam orci felis, rutrum at lacus vel, mattis congue sapien. Nam sapien nisl, bibendum non sapien porttitor, luctus accumsan erat. Cras mattis tempus lectus ac gravida. Etiam eu nisi egestas, elementum ligula, mattis, scelerisque lorem.

H1 - This is a Heading 1

Aenean laoreet suscipit nulla, ac maximus eros blandit mattis. Pellentesque vitae ex vel diam sodales congue. Donec eu ligula eget nunc laoreet ullamcorper quis eget sapien. Morbi sit amet pellentesque augue.

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Time - 1

Speaker Handout Notes

It is important to follow the logical hierarchy of headings throughout the written content. H1 followed by H2, then H3.

Speaker Handout Notes

It is important to follow the logical hierarchy of headings throughout your written content. A good example would be H1 followed by H2, then finally move on to H3.

HTML and Content Structure

Block Quotes

Mornings are better when you start the day off by giving your dog a good belly scratch while sipping on a cup of your favorite coffee.

Carol Stambaugh

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Time - .5

Speaker Notes

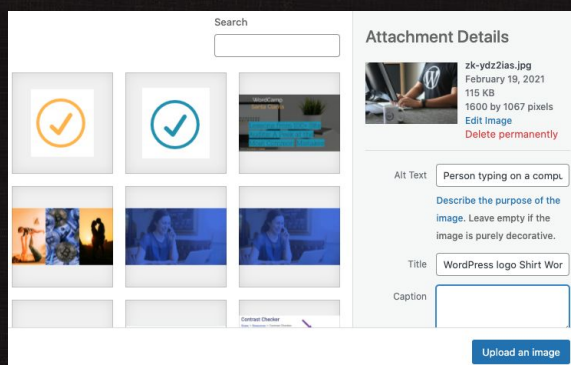
- Block Quote Example
- Styled differently according to the websites stylesheet and theme.
- A piece of html that says, "This is a quote". By using a block quote, we help the screen readers know that is a quote.

Speaker Handout Notes

This is an example of a block quote that is styled differently according to the websites stylesheet and theme. A block quote can be used for quoting any length text, such as this: "A good book should not only tell us about another world but show what it feels like to live there." By using a block quote on your website, you help screen readers know when they're reading something out loud or important.

Image Alt Text

Alt Text Writing Tips



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Time - .25

Speaker Notes

Alt Text

- Describe image relative to the content. For example, this image isn't about the quote, the purpose is about the how it is a block of text that is styled a certain way. Talk about that in the alt text, not the actual text.
- Don't say "an image" because it gets repetitive. However, if it is a screenshot (like above) or an illustration, this is useful for the user to know. So you can say at the end of the alt text that this is an illustration, or this is a screenshot.
- If the image has text that is repeated in content that is near to the image, do not repeat the content in the alt image. The screen reader will read it twice.
- Descriptive, but concise.

Think about:

- How the screen reader will read this.
- Use the a11Y bookmarklet to see what the screen reader will say.

Speaker Handout Notes

When uploading a photo to the internet, it is good practice to provide alternative text

for your images. This will allow users who cannot visually see an image know what they are looking at without clicking on the picture and enlarging it. Describe the image relative to the content. For example, this image isn't about the quote, the purpose is about the how it is a block of text that is styled a certain way. Talk about that in the alt text, not the actual text.

Accessibility Tool

Tota11y Bookmarklet



30

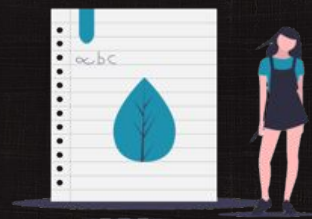
Time - 2

Speaker Notes

- I am going to enable the Tota11y bookmarklet so we can play and see how accessibility works.
- When you install this bookmarklet, we are going to get these glasses that will help us “see”.

Other Writing Tips

- ◎ See Resource Page
- ◎ Accents on letters
- ◎ Acronyms/Abbreviations
- ◎ Language Changes
- ◎ Avoid describing shape or color
- ◎ Avoid line breaks and justification
- ◎ Avoid "Click here" or "Learn More" for links



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Time - .25

Speaker Notes

- Accents on letters - make sure to use any accents so screen readers will pronounce correctly.
- Acronyms - Spell out the first occurrence of the acronym.
- If there is a language change, then there are labels and tags in the code that are needed to identify that.
- Do not describe a button or an action on the page based on its size, color or shape (the big red button)
- Avoid line breaks or line justifications.
- Avoid using the terms click here, learn more, or read more.

Speaker Handout Notes

Think about what the user may be experiencing. How can you make your content more accessible for people with disabilities? What are some of those things? We want to create a document that is easy on the eyes and does not have any triggers or other issues if someone has an accessibility issue. Here are six tips that will help!

- There are many different types of accents. You can use them on letters to watch out for screen readers and make sure they pronounce the words correctly when you read aloud.
- Acronyms - For accessibility, spell out the first occurrence of an acronym. A good example would be to use 'FDA' in one sentence and then explain what it stands for later on in another paragraph or section.
- If there is a language change, then the code will need to be updated with labels and tags that are necessary for accessibility.
- For a more seamless user experience, it's best to avoid describing buttons and actions on the page based on their size or shape.
- When it comes to accessibility, don't use line breaks or justify lines. This allows for a better reading experience and is less frustrating than having the text bounce around on your screen because of the difference in length between different paragraphs.
- To make your content more accessible, avoid using the terms click here, learn more or read more.

Sample Writing Exercise

Unformatted

vs.

Formatted

[View an unformatted document for practice](#)

[View the formatted document](#)

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Time - 1

There are two documents linked on this slide. The document on the left titled “Unformatted” is a great homework sample that will allow you to practice content formatting with the ease of Google Docs. The link on the right leads to a version of the document that shows it fully formatted.

3. Text, Color, and Design



Photo by [Alice Dietrich](#) on [Unsplash](#)

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Time - .5

Describe Slide

Section 3. Text, Color, and Design

Colors on the Web

- ⦿ Hex Color
- ⦿ RGB/Transparency
- ⦿ Color Tools
 - Color Picker Browser Tool
 - Hex Color Tools Online



Photo by [Felix Dubois-Robert](#) on [Unsplash](#)

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Time - 3.5

Speaker Notes

- Hex color - Hexadecimal Value representing color on the web. The 6 digit code represents the RGB (Red, Green, Blue) colors through the 6 numbers.
- RGB color - is a different way to express the colors by blending the R,B and G and it allows for you to have transparent layers.
- Color Tools - For example, Hex Color tool and Image picker tool
 - Color Picker Browser Tool - Helps to find what color you see on a website.
 - Hex Color tools - there are several different tools online.

TOOL: -- Color Picker Browser Extension

Speaker Handout Notes

Hex Color

A color that is easily representable on the web and often used in design layouts, hexadecimal colors have a 6 digit code. The first two digits are for red, green, or blue respectively with each number ranging from 0-255.

A hexadecimal color represented by its six character long codes may be easy to read about but not so much when you see them as strings of numbers like "00C0B9". This makes it hard to pick out specific shades because there's no way of telling what they're made up of; this could even give off an impression that the shade might just be black if we don't know any better! That would make having contrast difficult since blacks can appear very different depending on the hue of color.

RBG

RBG color is a different way to express colors by blending the R,B and G. This allows you to have transparent layers in your design which can give it special effects that will be more unique than RGB or CMYK printing alone.

RBG (Red-Blue-Green) color is an interesting type of combination because all three channels are used at once leading for some really cool outcomes like transparency!

Tools

If you're unsure of the color that's on a website, use one of these tools to find out! The Color Picker Browser Tool is great for figuring out what colors are currently used in an image. Hexadecimal or "hex code" codes can also be input into specific websites to let them know which hue they should reproduce it as when browsing through their site. Hex Color tool is another great online tool. More can be found on the resource page.

Color Contrast Ratios

let's try this one instead...

Color Contrast Ratios

- ⦿ Oops...
- ⦿ My color contrast ratio on this heading is only 3.32 and it should be at least 3.5

35

Time - .5

Speaker Notes

- See the difference
- I modified this template to use the higher contrast heading.

Speaker Handout Notes

There is an obvious difference in these two headings.

Color Contrast Ratios

- ◎ Large Text (18 px or higher) - 3:1
- ◎ Regular Text (below 18 px) - 4.5:1
- ◎ I revised these slides based on the WCAG guidelines.

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Time - .5

Speaker Notes

- Large Text (18 px or higher) - 3:1
- Regular Text (below 18 px) - 4.5:1

Speaker Handout Notes



A good rule of thumb is to use a 3:1 font ratio for large text and 4.5:1 for regular text when designing accessible web content, as this maintains readability while accommodating the needs of those with visual impairments such as low vision or colorblindness.



WCAG recommends 7:1 for persons with visual impairments but most websites are not compliant.

Color Contrast Ratios

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color
#0000FF 
Lightness 

Background Color
#FFFFFF 
Lightness 

Contrast Ratio
8.59:1
[permalink](#)

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

<https://webaim.org/resources/contrastchecker/>

37

Time - .75

Speaker Notes

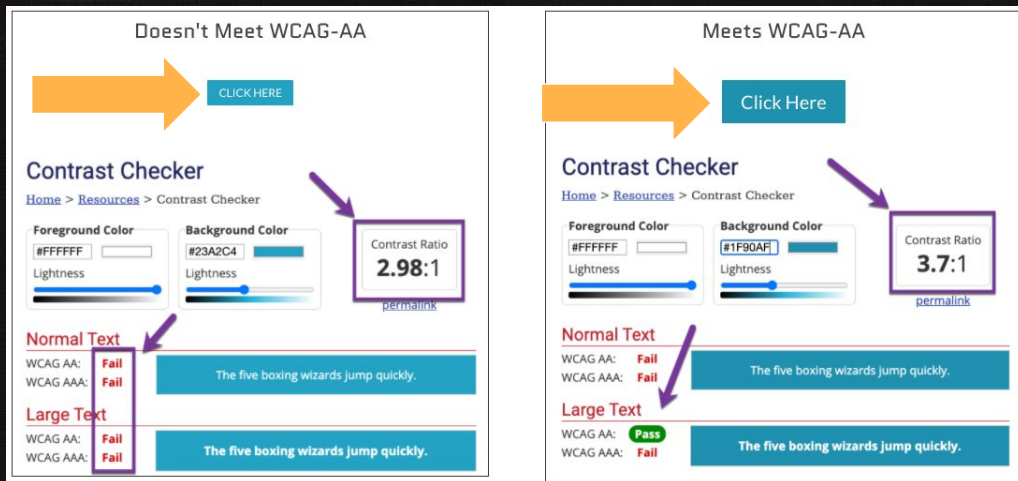
Webaim.org has a great color contrast checker tool that can tell you how well your color contrast is for both normal and large test.

TOOL: Webaim.org Contrast Checker

Speaker Handout Notes

Webaim.org has a great color contrast checker tool that is an excellent way to see why your colors may not be clear enough for people with visual impairments, and how you can fix them!

A Tale of Two Buttons



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Time - 1

Speaker Notes

One button originally failed the contrast test. With the change of the color and an increase in font size, the button now passes the WCAG AA level for accessibility.

TOOL -- I used <https://accessible-colors.com/> to find a comparable background and foreground color that passed.

Speaker Handout Notes

A button originally failed the contrast test. With a change of color and an increase in font size, this previously inaccessible button now passes WCAG AA level for accessibility requirements.



Time - 1

Describe Slide

Speaker Notes

If your brand colors and style guide consist of muted colors that do not lend themselves to proper color contrast, it is worth a discussion about a rebrand with an eye towards accessibility.

Most style guides do have a variety of accent color options that can be used within the brand guidelines.

Speaker Handout Notes

If your brand colors and style guide consist of muted colors that do not lend themselves to proper color contrast, it is worth a discussion about rebranding with an eye towards accessibility. An experienced design firm can help you find the perfect look for all audiences without going overboard on costs or time!

Branding Color Examples

- © Accessible or Not?
- © Why?

Tool used:

<https://toolness.github.io/accessible-color-matrix/>

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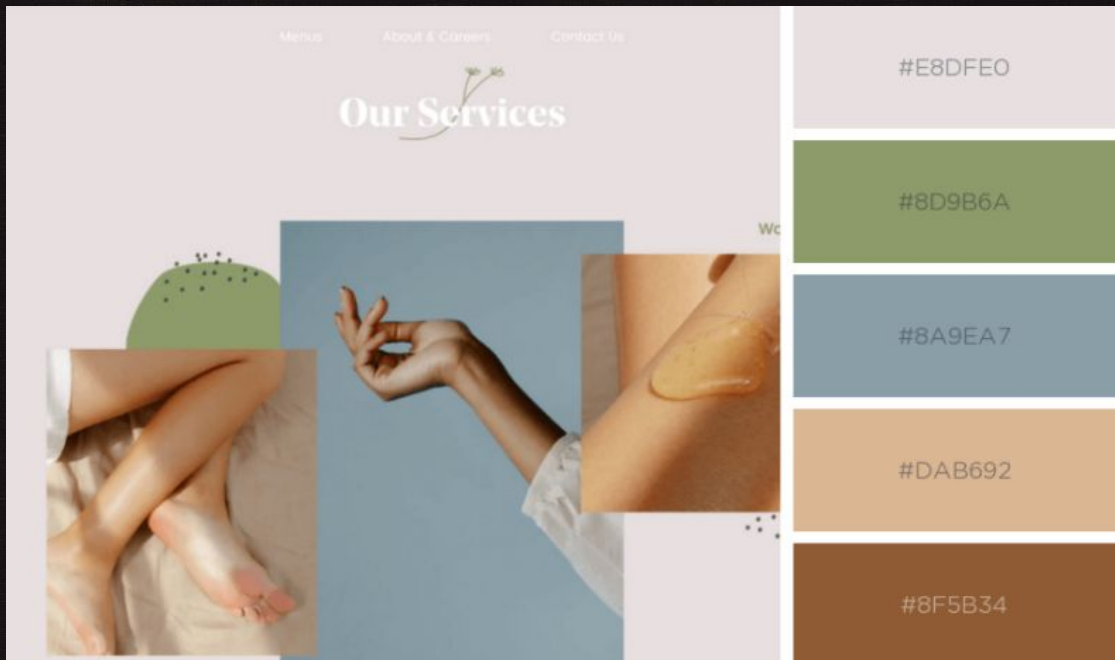
Time - .5

Speaker Notes

Brand Color examples

Tool Used - Github Accessible Color Matrix

Speaker Handout Notes



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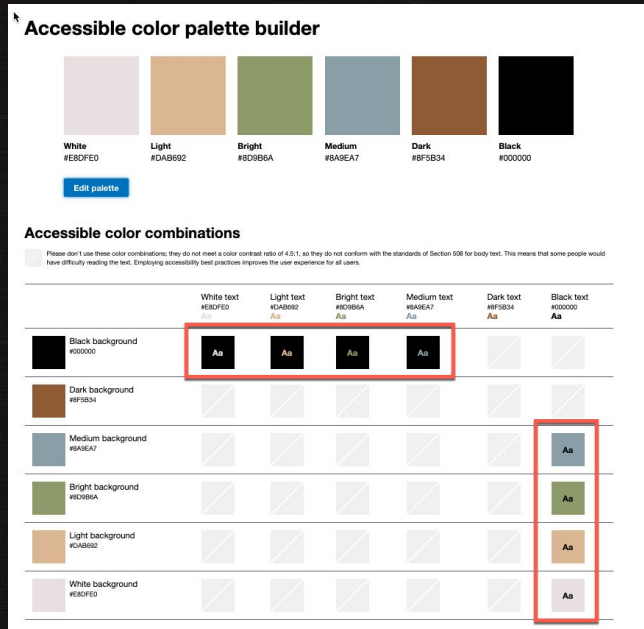
Time - .5

Speaker Notes

1. As presented, the site is not accessible
2. Had the main background color been different, or the font been different, the accessibility could have been improved.

Speaker Handout Notes

This site as it currently is set up is not adequate in contrast. This color palette may be challenging for accessibility, but it isn't impossible. If you look at the color contrast options between the different colors, there are some of the color blends that work. But you only have 8 color combinations that work.



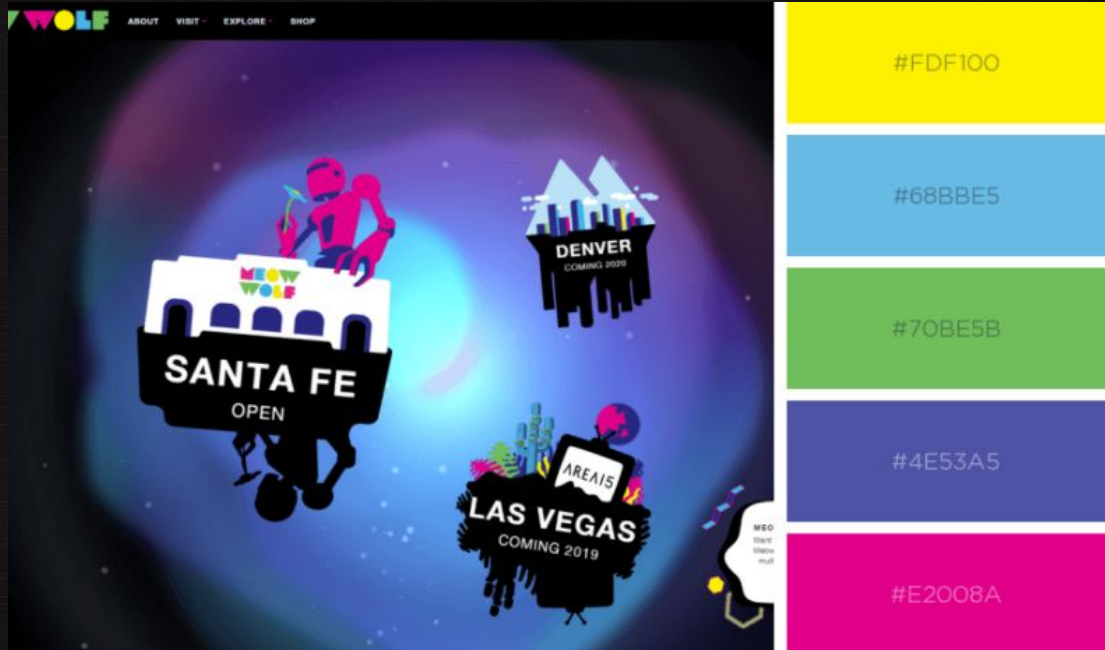
Time - .75

Speaker Notes

1. Using the accessible color matrix tool from Github, we take each of those colors and see which ones have enough contrast.
2. We only get 8 combinations of colors.

Speaker Handout Notes

Using the accessible color matrix tool from Github, we take each of those colors and see which ones have enough contrast. We only get 8 combinations of colors.



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Time .25

Speaker Notes

1. This site has bolder colors and at first glance we can guess that there may be more color combinations that are accessible.

Accessible color palette builder

white #F9FAF4	light #FDF100	bright #E2008A	medium #708E5B	dark #4E39A5	black #000000

[Save changes](#) [Cancel](#)

Accessible color combinations

Please don't use these color combinations; they do not meet a color contrast ratio of 4.5:1, so they do not conform with the standards of Section 508 for body text. This means that some people would have difficulty reading the text. Employing accessibility best practices improves the user experience for all users.

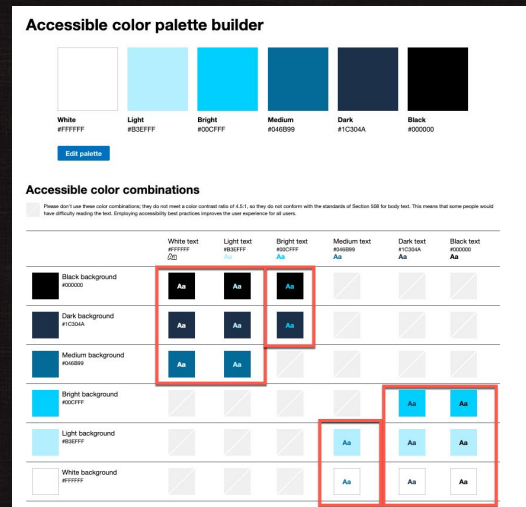
	White text #F9FAF4 Aa	Light text #FDF100 Aa	Bright text #E2008A Aa	Medium text #708E5B Aa	Dark text #4E39A5 Aa	Black text #000000 Aa
Black background #000000						
Dark background #4E39A5						
Medium background #708E5B						
Bright background #E2008A						
Light background #FDF100						
White background #F9FAF4						

Time - .25

Speaker Notes

1. Using the accessible color matrix tool from Github, we take each of those colors and see that this site does have more color options.
2. We have 12 combinations of colors.

Ideal Color Palette



45

Time - 1

Speaker Notes

1. The default color palette on the matrix has an impressive 16 different color combination options.
2. Using a color palette such as this will make it easier to design an accessible site than using a palette with the colors from the first image we looked at.



4. Accessibility Tools

Photo by [Josh Appel](#) on [Unsplash](#)

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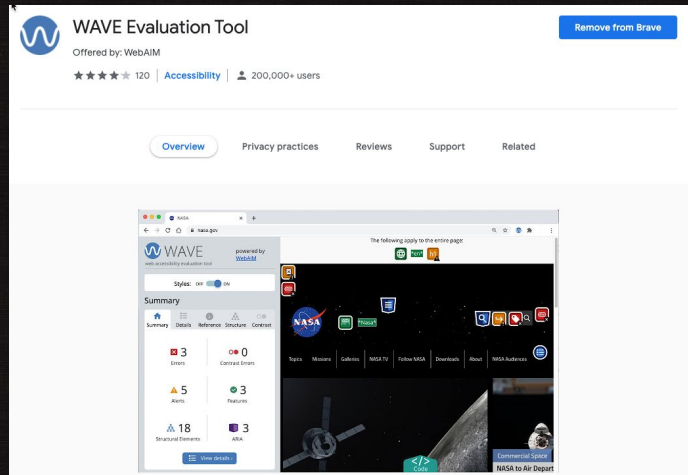
Time - .5

Describe Slide

Section 4. Accessibility Tools

Wave Extension Tool

Chrome and
Firefox extension



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Time - .25

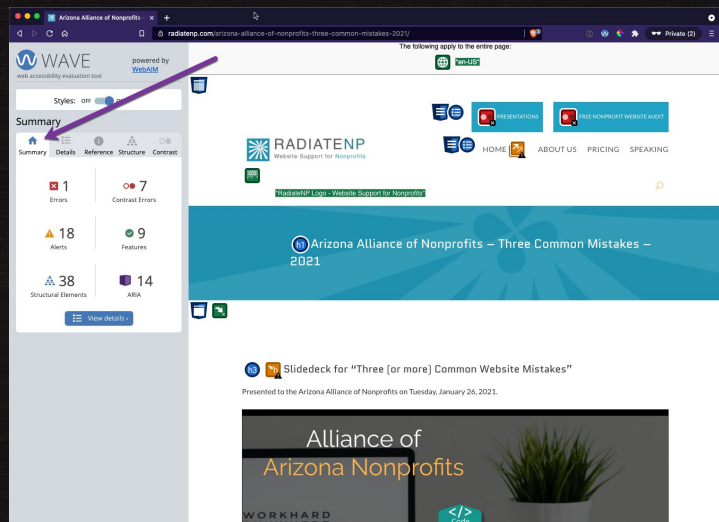
Speaker Notes

Browser Extension

Wave Tool

Summary

Summary of the different types of accessibility issues.



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Time - .5

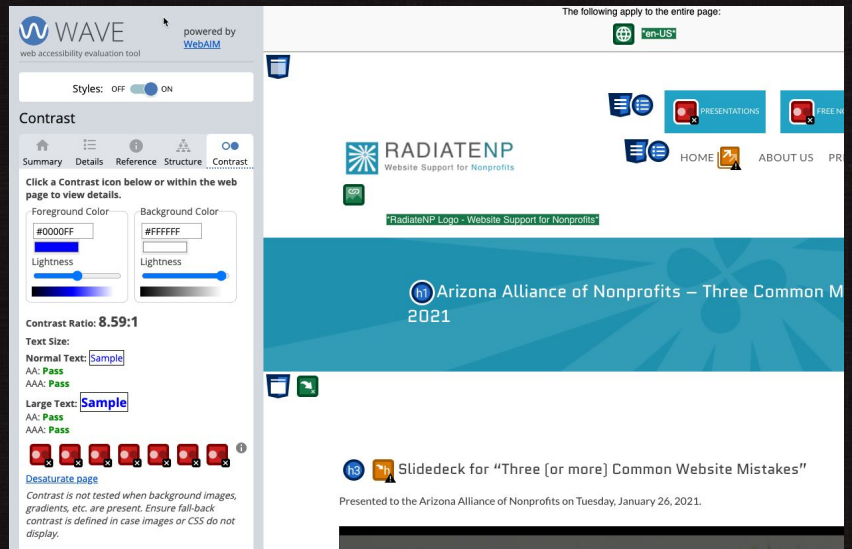
Speaker Notes

The summary will give a good overview of all accessibility issues. However, as you remember from the expectations of this workshop, we are talking about content, color contrast and alt text. So don't overwhelm yourself with the other details.

Wave Tool

Contrast

Provides the same color picker features to test contrast that is available on WebAIM.



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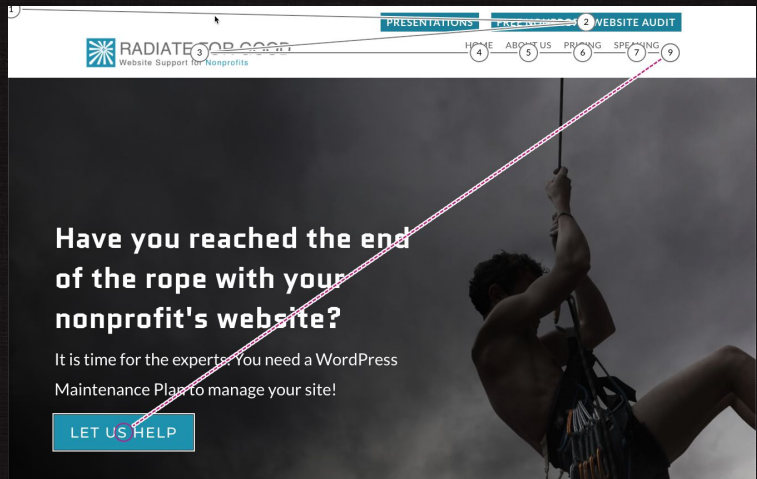
Time - .5

Speaker Notes

The contrast tab is helpful because it shows you the areas on the page with the contrast issues and the tab has the contrast tool built in so that you can play with different colors to see which color contrasts will improve the a11y.

Accessibility Insights for Web

A browser extension that provides visual information, specifically information on tab navigation.



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Time - 1

Speaker Notes

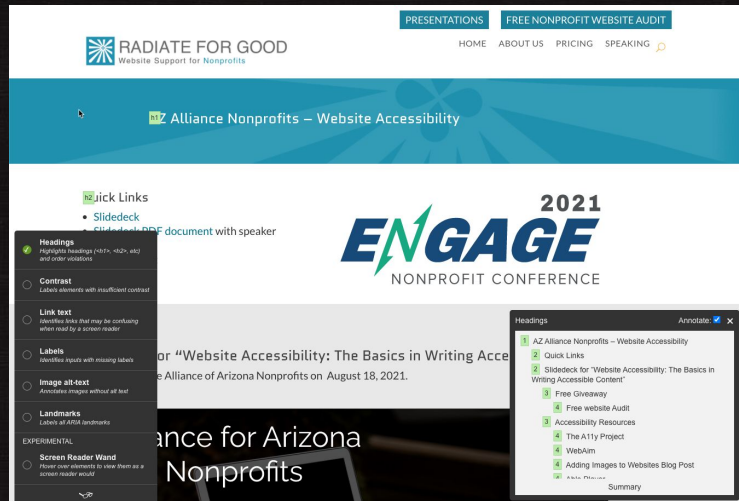
A browser extension that provides visual information, specifically information on tab navigation.

Speaker Handout Notes

Tab navigation is a necessary function for websites and it can help people with disabilities that may not be able to interact with the traditional mouse. It's important because those individuals are unable to navigate through the website as easily, and tabbing allows them more accessibility.

Tota1ly Bookmark

Bookmarklet
tool that gives
similar
information



Time - 4.5

Demo

Speaker Notes

Tota1ly helps people visualize accessibility violations (and successes), while educating on best practices. It was created by the developers at Khan Academy and is available as a bookmarklet.

Caution

TOOLS **NOT** TO USE.



Time - 1.25

Describe Slide

Speaker Notes

Accessibility overlays are not a good idea.

Speaker Handout Notes

A truly accessible site needs to be designed from the beginning with accessibility in mind and no amount of trickery or technology overlay will compensate. In fact, there have been some unfortunate legal consequences that have come from certain products. Therefore, it is advisable not to use these overlays.

The Future WHERE WE ARE HEADED



Photo by [Drew Beamer](#) on [Unsplash](#)

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Time - 4.25

Speaker Notes

- There is an improved awareness of the need for accessibility
- Technology will continue to evolve and improve.
- Assistive tech will continue to become used mainstream
- Technologies that exist now will improve and become more accessible. (ie. Gravity forms)
- Technologies that are not yet created, will be created with an eye towards accessibility. (ie. dyslexia font)

Speaker Handout Notes

The evolution of communication technology is making it easier for those who are disabled to participate in society.

Technologies that exist now will continue improve and become more accessible, while new technologies being created will also be designed with accessibility in mind.

Using one or two words, what did you learn and will take away from this presentation?



Go to www.menti.com and use the code 8304 2621
or go to <https://www.menti.com/3zbbpq11r4>

55

1.5

Poll Question - Using one or two words, what did you learn and will take away from this presentation?

Thank You

Carol@radiatewp.com

Jeremy@radiatewp.com

Slide deck available at:

<https://radiateforgood.com/az-alliance-non-profits-website-accessibility>

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Time - 1.5

Speaker Notes

- Thank You.
- This is my hedgehog named Poe
- Yes, that is really my hedgehog and his full name is Edgar Allen Poe because my daughter was reading Edgar Allen Poe in her English literature class at the time and for some reason thought that the hedgehog needed this name.
- You can contact us at Jeremy@radiatewp.com or Carol@radiatewp.com