

MAKING YOUR ONLINE MARKETING MATERIALS ACCESSIBLE



Maureen Murphy
Florida Division of Cultural Affairs



Marian Winters
Executive Director of VSA Florida





Accessible Online Marketing

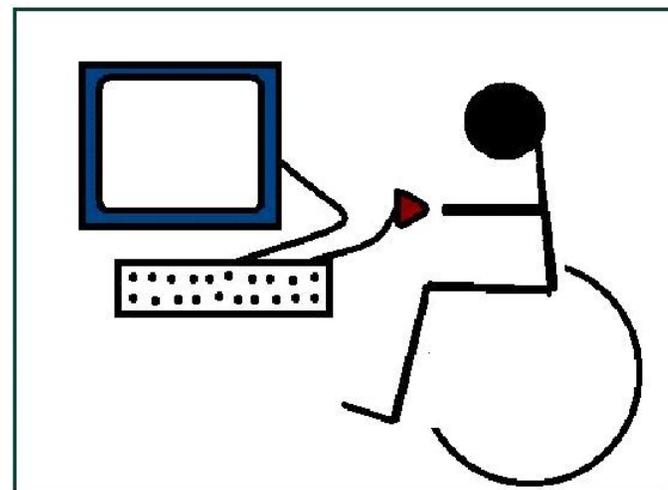


Policies
Content
Web Accessibility



Accessibility Policies

- Marketing and Computer staff are trained in accessibility
- Contracts with printers include accessible versions
- Contracts with web creators and managers include accessibility
- Contracts with Videographers include provision of transcripts and/or captioning with all videos
- Yearly Accessibility audits
- Yearly User Audits



1st Impressions

- Language
- Accessibility Statement
- Size matters- symbols
- Accessibility page
- Accessibility Coordinator info



Language

Describe what you offer, in terms of its usability or function.

Confusing or Incorrect

- Handicapped bathrooms
- Handicapped entrance
- Audio tours for the blind
- Big print for Blind
- Deaf Captioning

Clear and Correct

- Accessible Restrooms
- Accessible Doors
- Audio Tours with Visual Description
- Large Print Formats available
- Captioning



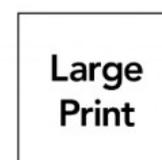
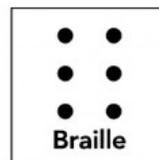
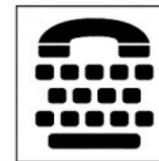
Accessibility Statement

- The _____ Association is a non-profit 501(c)(3) organization whose mission is to enrich lives through accessible inclusive **art, culture, dance, theater, media, literature, traditional arts, etc.** for all. If you would like to request a specific accommodation, please contact our Accessibility Coordinator, name at: email and phone number.
 - Make sure that if the Accessibility Coordinator is on vacation or sick that the phone and emails will be forwarded to an alternate person.



Size Matters- symbols

- Put in highly visible areas
 - Large scale
 - 1st pages
 - Specific to programs, projects or events
- Caption symbol/add language to symbol



E communications

- E-flyers and Newsletters
 - Make sure that they are accessible
 - Generally cut and paste into a photo document, which is unreadable by a screen reader
 - Photos labeled
 - Links alternate colors
 - Enlargeable
- Web video sites
 - Captioned/Transcripts
 - ASL formats



Web Accessibility

- **Web accessibility** refers to the inclusive practice of removing barriers that prevent access to websites by people with disabilities. When sites are correctly designed, developed and edited, all users have equal access to information and functionality.



Policy about Web Accessibility

- The _____ pages form a living document and are regularly updated. We strive to make them universally accessible. You will notice that we minimize the use of graphics and photos, and provide descriptions of them when they are included. Video clips are open-captioned, providing access to users who can't hear the audio. Suggestions for increasing the accessibility of these pages are welcome.



Accessible Applications

- Visual
 - Screen Reader software
 - Screen Magnification software
 - Color
 - Braille terminals
- Mobility
 - Speech Recognition Software
 - One or two button access
 - Keyboard overlays
- Auditory
 - Voice to text
 - Subtitled or sign language videos
- Seizures
 - Turn off flashing
- Cognitive/Intellectual



Consistency is key

CSS-TRICKS* A Web Design Community curated by Chris Coyler

Search

Search: All Articles Forums Snippets
Or... [browse the archives](#)

HOME FORUMS VIDEOS DOWNLOADS SNIPPETS

LATEST ARTICLES

CSS is to HTML as a CMS is to... HTML

From the desk of important

You have a website with 100 pages and you want to change the background color of all of those pages. That's a lot of background color adjustments. Instead of changing each of those pages individually, you can do it away from the markup.

Now...

WebKit HTML5 Search Inputs

One of the new types of inputs in HTML5 is search.

```
<input type="search" name="s"/>
```

It does absolutely nothing in most browsers. It just behaves like a text input. This isn't a problem. The spec doesn't require it to do anything special. WebKit browsers do treat it a bit differently though, primarily with styling.

EXPLORE Have you your sharp-edged axes?

Featured: Core Concepts jQuery Tutorials Classic

Creating a Web App from Scratch
Full Page Background Images

Consistent header, navigation, and search.

Common Sense Basics

- ORGANIZATION IS KEY
- Maintain a simple, consistent page layout throughout your site.
- Keep backgrounds simple. Make sure there is enough contrast.
- Use the most current HTML.
- Include text descriptions for graphical elements on your page.
- Make link text descriptive so that it is understood out of context.
- Use resizable fonts.
- Provide a skip navigation link at the top of each page.
- Design uncluttered pages.
- Provide audio description or transcripts of video content.
- *World Wide Access: Accessible Web Design*

www.uw.edu/doit/Video/www.html



Visual

- Screen Reader software
- Screen Magnification software
- Color
- Braille terminals



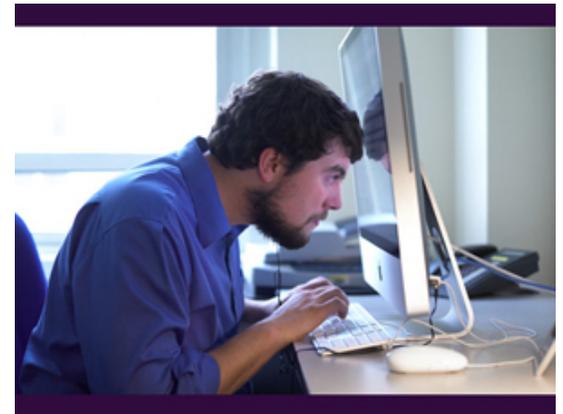
Color Issues

- Be particularly careful in choosing color schemes for navigation bars and menus.
- Use contrasting colors for hot spots in image maps
- Maximize contrasts in hue, value and chroma
- Use dichromatic color schemes
- Use analogous color schemes with care
- Limit color schemes to only three or four hues
- Use contrasting colors for rollover buttons
- Always specify colors for texts, backgrounds and images
- Be particularly careful in choosing color schemes for navigation bars and menus



What to avoid

- Avoid the use of yellow-greens and greens with color schemes comprising reds, oranges, and yellows.
- Avoid the use of blue-greens with color schemes of magentas, violets, and blues.
- Avoid combining *light* reds, magentas, violets, or blues with *dark* hues at the middle of the visible spectrum, such as greens, yellows, oranges, or cyans.
- *Never* use hues that have similar values next to one another.
- Color Backgrounds that don't expand





Enlargement

- Text and images are large and/or enlargeable
- When links are underlined (or otherwise differentiated) as well as colored
- Use easy to read script
- *Always* use other visual cues in addition to color to provide emphasis.
 - other visual cues—bold or italic text; icons, symbols, glyphs, bullets, or borders; dominant size; or the prominent placement of elements in the upper-left corner, center, or lower-right corner of a Web page or other visual area.
- Best practice- use more than color
- Create achromatic wireframes to define the overall layout and structure of Web pages.
- Ensure that color is *not* the only visual cue indicating errors on a form page.
- *Always* provide ToolTips for icons and ALT text for images.

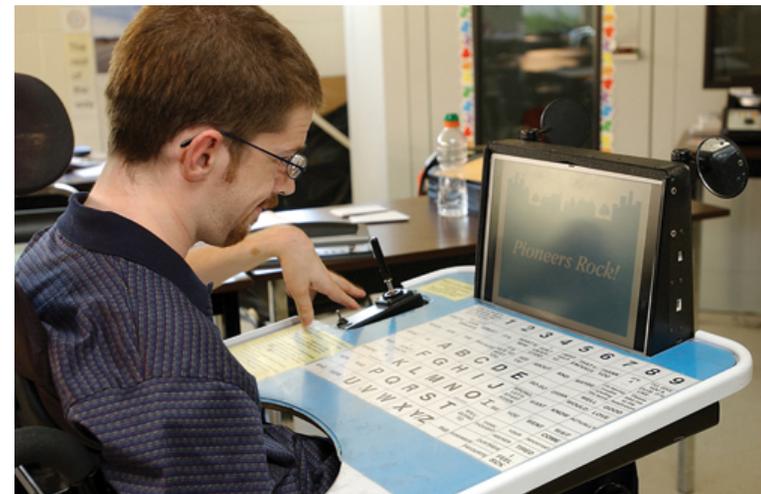
Screen Readers

- Website is coded with semantically meaningful HTML
- Textual equivalents provided for images
- Links need to be named meaningfully
- Use a consistent header and menu format
- Create achromatic wireframes to define the overall layout and structure of Web pages.
- Ensure that color is not the only visual cue indicating errors on a form page.
- Always provide ToolTips for icons and ALT text for images.



Mobility

- Click able links and areas are large
- Pages are coded so that users can navigate by means of the keyboard alone, or a single switch access device alone
- Consistent layout and Structure



Mobility

- Many people do not use a mouse. Some Assistive technologies rely on keyboard input or a virtual keyboard rather than a mouse or pointing device. For this reason, links should not require a mouse to be accessed. Stick with the standard a element with an href attribute.
 - Wrong: `foobar`

Right: `foobar`

- Plain Ol' Semantic HTML (POSH) with progressive enhancement (PE) **Implementing POSH and PE together** is the best way to ensure that links are accessible to the keyboard
- To enhance the behavior of a link using this method, add a hook—such as a class or id—to the link; that hook would then be accessed unobtrusively with JavaScript via the DOM. This way, the HTML remains semantic, light and clean.
- Do not use the double-click handler (onDblClick) because keyboards cannot execute this behavior.
- If you use the onMouseOver and onMouseOut JavaScript handlers, also use onFocus and onBlur to accommodate keyboards.
- If you must use JavaScript, then give the link a tabIndex value of -1 to insert it in the tab order. A tabIndex of 0 makes even divs accessible to the keyboard.



Auditory

- Clearly labeled Links are included in flyers/newsletters
- Videos are closed captioned
 - **How to Caption YouTube Videos and Provide Accessible Controls**

<http://wac.osu.edu/examples/youtube-player-controls/>

- ASL Sign language versions of video



YouTube

- **How to Caption YouTube Videos and Provide Accessible Controls**

<http://wac.osu.edu/examples/youtube-player-controls/>

- **Using YouTube with a Screen reader**

<https://support.google.com/youtube/answer/189278?hl=en>

Using YouTube by accessing the via either 2 switches or a mouse, (works with Firefox)

<http://www.cs.unc.edu/~gb/AccessibleYouTube/>

Using a YouTube Accessible Interface <http://tube.majestyc.net/>



Seizures

- Flashing effects are avoided or made optional
- Animations can be made optional
- For about 3 percent of people with epilepsy, exposure to flashing lights at certain intensities or to certain visual patterns can trigger seizures. This condition is known as photosensitive epilepsy.
- Photosensitive epilepsy is more common in children and adolescents, especially those with generalized epilepsy, and a type known as juvenile myoclonic epilepsy. It becomes less frequent with age, with relatively few cases in the mid twenties. Many people are unaware that they are sensitive to flickering lights or to certain kinds of patterns until they have a seizure. They may never go on to develop epilepsy with spontaneous seizures. They could just have seizures triggered by certain photic conditions.



Examples of Seizure Triggers

- Seizures in photosensitive people may be triggered by exposure to some of the following situations:
- Television screens or computer monitors due to the flicker or rolling images.
- Not all televisions, video games, computer monitors, and strobe lights trigger seizures, however. Even in predisposed individuals, many factors must combine to trigger the photosensitive reaction. Examples include:
 - Brightness
 - Contrast with background lighting
 - Distance between the viewer and the light source
 - Wavelength of the light
 - Whether a person's eyes are open or closed
 - The frequency or speed of flashing light that is most likely to cause seizures varies from person to person. Generally, flashing lights most likely to trigger seizures are between the frequency of 5 to 30 flashes per second (Hertz)

Cognitive



- Some Good Design Features
 - consistent page layout with headings and liberal white space;
 - minimal distractions, such as advertisements or unrelated content;
 - large text (font) size, with minimal use of italics;
 - straightforward, consistent site navigation; and
 - site search that corrects spelling, offers relevant synonyms, and presents simple results.



Cognitive Content Features

- succinct, plain language that is literal (e.g., no colloquialisms, sarcasm or jargon);
- page sections defined visibly, with textual content written in chunks;
- simple summaries for complex- or lengthy content;
- pairing of textual content with contextually-relevant images, icons and graphics; and
- presentation of textual content via video and/or text-to-speech alternatives.

The accessibility of websites relies on

1. The website itself - natural information (text, images and sound) and the markup code that defines its structure and presentation
2. User agents, such as web browsers and media players
3. Assistive technologies, such as screen readers and input devices used in place of the conventional keyboard and mouse
4. Users' knowledge and experience using the web
5. Developers
6. Authoring tools
7. Evaluation tools
8. A defined web accessibility standard, or a policy for your organization (against which to evaluate the accessibility)



Website accessibility audits

Pros/Cons

- Automated tools
 - Automated tools can process many pages in a relatively short length of time,
 - can only identify some of the accessibility problems that might be present in the website.
- User testing
 - User testing combines elements of usability and accessibility testing, and is valuable for identifying problems that might otherwise be overlooked,
 - but needs to be used knowledgeably to avoid the risk of basing design decisions on one user's preferences
- Expert technical reviewers,
 - Technical expert review will identify many of the problems that exist,
 - but the process is time consuming, and many websites are too large to make it possible for a person to review every page.

Guidelines for Different Components

- **Authoring Tool Accessibility Guidelines (ATAG)** contains 28 checkpoints:
 - producing accessible output that meets standards and guidelines
 - promoting the content author for accessibility-related information
 - providing ways of checking and correcting inaccessible content
 - integrating accessibility in the overall look and feel
 - making the authoring tool itself accessible to people with disabilities
 - Guidelines www.w3.org/TR/ATAG20/
- **Web Content Accessibility Guidelines (WCAG)**
 - *Main article:* [Web Content Accessibility Guidelines](#)
 - WCAG 1.0: 14 guidelines that are general principles of accessible design
 - WCAG 2.0: 12 principal guidelines
 - Guidelines: www.w3.org/WAI/intro/wcag
 - Automatic Test:
https://amp.ssbartgroup.com/express?keyword=web+content+accessibility+guidelines+wcag&lead_source=Tools+-+WCAG&campaignID=70100000009L3e&adID=1016
- **User Agent Accessibility Guidelines (UAAG)**
 - access to all content
 - user control over how content is rendered
 - user control over the user interface
 - standard programming interfaces
 - Guidelines: <http://www.w3.org/TR/UAAG20/>



Self Tests



- Unplug your mouse, and go through the website with only a keyboard;
- Run at least two automated tests, such as [WAVE](#), [Cynthia Says](#) and [A-Prompt](#);
- Apply the color contrast tools mentioned earlier;
- View the content without CSS, and without JavaScript;
- Check the heading structure;
- Go through the website on many browsers and devices;
- Take advantage of one of the Web accessibility toolbars;
- Read the content with an eye to color-specific language, directional language (“above,” “to the left”), etc.



Accessibility Testing Sites

- **AMP Express** is a FREE service built on SSB BART Group's Accessibility Management Platform. AMP is a web-based platform for performing accessibility audits on websites, web-based applications, and desktop software. For more information, visit <https://www.ssbartgroup.com/amp> AMP Express checks your website against more than 900 individual conformance criteria for accessibility standards like Section 508 and WCAG. Based on our Accessibility Management Platform, AMP Express will generate a free automated accessibility report for your website. Get your free audit report for Section 508, WCAG, or both - as well as full trial access to AMP - by entering your website's information.
 - https://amp.ssbartgroup.com/express?keyword=compliance+software&lead_source=Tools+-+Concept&campaignID=701000000009L3e&adID=1000
- **WAVE** is a free web accessibility tool provided by WebAIM It is used to aid humans in the web accessibility evaluation process Rather than providing a complex technical report, WAVE shows the original web page with embedded icons and indicators that reveal the accessibility of that page. wave.webaim.org/
 - <http://wave.webaim.org/>
- **Amaze** Author: *Deque Systems, Inc.* Published: Jul 11, 2012 (Revised: Jun 03, 2013) Amaze provides faster and easier process to make websites accessible to web users who are disabled. "Amaze software platform provides sites with an Accessibility Overlay: a layer of accessible user interface elements that replaces any inaccessible parts of a web page."
 - <http://www.deque.com/products/amaze/>

Specific Testing tools

- **Check my colors** is a tool for checking foreground and background color combinations of all DOM elements and determining if they provide sufficient contrast when viewed by someone having color deficits. <http://www.checkmycolours.com/>
- **Vischeck** simulates how images and webpages would look to a person who's colorblind. <http://www.vischeck.com/>
- **W3C Markup Validation Service** allows you to provide a URL to check for HTML markup issues. validator.w3.org/
- **WebAnywhere** is a web-based screen reader that you can use to see how your site is experienced by people requiring assistive software. <http://webanywhere.cs.washington.edu/>
- **Juicy Studio Readability Test** This free tool allows you to input your website's URL and then subsequently provides you readability scores based on some popular readability evaluation algorithms. <http://juicystudio.com/services/readability.php>
- **Browsershots** shows you how your website looks in different browsers. browsershots.org/

Web Applications

- To increase the accessibility of dynamic content and user interface components developed with Ajax, Html, Java Script and related technologies
- WAI-ARIA (Accessible Rich Internet Applications) is a specification published by the World Wide Web Consortium
 - <http://www.w3.org/TR/wai-aria/>
 - <http://www.w3.org/TR/wai-aria/complete>



User Experience Tools

- **Feedback Army** gives you the ability to pose open ended questions to website reviewers, you get 10 responses for \$15. www.feedbackarmy.com/
- **UserVoice** give you facilities for obtaining and managing feedback from your users. You can make feedback public and allow other users to vote. <https://www.uservoic.com/>
- **Intuition HQ** allows you to see how users interact with your website and records the duration in which a task is completed. <http://www.intuitionhq.com/>





CULTURE
BUILDS
FLORIDA

FLORIDA DEPARTMENT *of* STATE
DIVISION *of* CULTURAL AFFAIRS

TM

Thank you to all presenters and participants!

- Slides, transcript, and additional materials will be made available at <http://www.florida-arts.org/resources/accessibility/>
- All registered participants will receive a follow-up email with links and additional information. Please fill out our follow-up survey!



Join the Florida Division of Cultural Affairs in partnership with VSA Florida for

SUCCESSFULLY ACCESSIBLE

A LUNCH HOUR WEBINAR SERIES

This series of webinars will help arts and cultural organizations to successfully design, create and implement accessible programming, events and environments for their patrons. Each session will include DCA staff and guests who can provide information and experience on the importance of making the arts accessible to all Floridians. There will be time for questions and answers.

JOIN US ON THE FOURTH WEDNESDAY OF EVERY MONTH THROUGH JUNE:

January 22nd, 12:00pm – Engaging Audiences & Patrons through Accessibility Symbols

February 26th, 12:00pm – Making Your Marketing Materials Accessible

March 26th, 12:00pm – Making Your Online Marketing Accessible

April 23rd, 12:00pm – Thinking Outside the Box: Partnering & Funding for Accessibility Efforts

May 27th, 12:00pm – Inclusive Tourism and Tourism Marketing of Accessibility

June 25th, 12:00pm – Accessibility and New Audiences: Marketing Locally

Each session's resources and transcripts will be made available online after each webinar at florida-arts.org/resources/accessibility.