Web Accessibility

The Basics
Focus on Content

- Forget about how it looks
- Focus on what users need to know or get out of your page
- Consider how much information the user will comprehend on a single page
The Basics

- Paragraphs
- Headings
- Images
- Links
- Lists
- Tables
How much text is too much?

- Studies show
  - Younger users will not read a lot on a page
    - Need concepts in short paragraphs.
    - Need bullet points.
  - Older users will read more on a page
    - Read information more than once on a page to understand it.
    - Can understand concepts on pages with less text.

- Conclusion: Less is more.
This is your paragraph. It has lots of words. Sometimes it has lots of sentences.
Paragraph DO’s & DON’T’s

- **DON’T** **bold** or *italicize* an entire paragraph.
- **DO** just the *important* part.
- **DO** *italicize* or **underline** publications, etc.

- **DON’T** CAPITALIZE all your text or words.
- **DO** capitalize acronyms and first letters in proper nouns and beginning of sentences.

Pretend this is a research paper. What would your English professor say?
<h1>This is Your Heading</h1>
Headings DO’s & DON’T’s

- **DON’T** use headings to make your text bigger or bolder.
- **DO** use paragraphs.

- **DON’T** use bolded paragraphs for headings.
- **DO** use headings to separate concepts or ideas.

Pretend this is a research paper. What would your English professor say?
Images

<img src="file/location.jpg" alt="short description of image" />

<!>
Functional Images

- Short descriptions (who, what, when, where)
  - alt="red truck on the highway"
  - alt="chemistry student working with test tube"

- Descriptions can also set the mood of the page.
  - alt="little girl smiling"
  - alt="two friends studying on their computers"
Logo Images

Use just the name of the product presented.

You don’t need to include words like “logo” or “Go Home” if the logo has a link back to a page.
Complex Images (i.e., Graphs)

1. Insert the complex image

   `<img src="netperformacegraph.jpg" alt="Tarleton Network Performance"/>

2. Insert a link to it’s description on a new page

   `<a href="netperformacedescription.htm">Description of Tarleton Network Performance Graph</a>`
Non-essential/Decorative Images

The “alt” must be used, but it doesn’t need anything between the quotes.

```
<img src="spacer.gif" alt="" />
```

Using an actual space or &nbsp; in the `alt` attribute makes the image *seem* essential. Leave it entirely blank.
<a href="page/or/file/location.pdf">A Meaningful Link Name</a>
Link Names DO’s & DON’T’s

- **DON’T** use link names such as “click here”, “more”, or “this form”.
- **DO** use meaningful link names such as “Campus Map”, “Pay Distribution Form”, “2010 Verification Form”, or “reasons to visit Tarleton State”.

How many words?

- Keep it short for navigational links.
- Around 7 words for links inside content areas.
<ol></ol> Ordered (1, A, i)
<ul></ul> Unordered (bullets)
<li></li> List Items

<ol>
  <li>List Item 1</li>
  <li>List Item 2</li>
</ol>
List DO’s & DON’T’s

- **DON’T** use headings to make your text bigger or bolder.
- **DO** use paragraphs to space out list items when necessary.
- **DO** use line breaks (press Shift+Enter) to add extra space between list items.

Pretend this is a research paper. What would your English professor say?
<table summary="Purpose of table data">
  <caption>Title of Table</caption>
  <tbody>
    <tr>
      <th scope="col">Table Heading Column 1</th>
      <th scope="col">Table Heading Column 2</th>
    </tr>
    <tr>
      <td>Row 2, Column 1</td>
      <td>Row 2, Column 2</td>
    </tr>
  </tbody>
</table>
Table DO’s & DON’T’s

- **DON’T** use tables for layout of content for aesthetic purposes.
- **DO** use tables to present tabular data.

<table>
<thead>
<tr>
<th>Class Rank</th>
<th>On Recommended Program</th>
<th>Not on Recommended Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Quarter</td>
<td>Provide SAT or ACT scores</td>
<td>Provide SAT or ACT scores</td>
</tr>
<tr>
<td>2nd Quarter</td>
<td>Provide SAT or ACT scores</td>
<td>SAT=950 or ACT=20</td>
</tr>
<tr>
<td>3rd Quarter</td>
<td>SAT= 950 or ACT=20</td>
<td>SAT=1030 or ACT=22</td>
</tr>
<tr>
<td>4th Quarter</td>
<td>SAT=1030 or ACT=22</td>
<td>SAT=1110 or ACT=24</td>
</tr>
</tbody>
</table>

Pretend this is a research paper. What would your English professor say?
**Table Row & Column Headers**

- **DON’T** use headings on tables for row or column headers.
- **DO** use header cells, `<th></th>`
- **DO** use scope (i.e., row, col) to determine which data cells are associated with that header.

```html
<tr>
    <th scope="col">Table Heading Column 1</th>
    <th scope="col">Table Heading Column 2</th>
</tr>
<tr>
    <td>Row 2, Column 1</td>
    <td>Row 2, Column 2</td>
</tr>
```
Table Summary & Caption

**DO include a summary**

```html
<table summary="Purpose of table data">
...</table>
```

**OPTIONAL to include a caption**

```html
<caption>Title of Table</caption>
```
What about the look and feel?

- Clean web pages separate the content from the aesthetics by using CSS (Cascading Style Sheets).

- Tags can be styled by using `class`

  `<p class="instructions">This is <span class="urgent">important</span> content. </p>`