

Digital Accessibility Practices for Vision

Molly Wuebker | July 2023

GREAT PLAINS



CENTER



Meet the Presenter



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Digital Accessibility Series

July 12th – Vision

July 19th – Hearing

July 20th – Motor

July 27th – General Best Practices

Learning Objectives

1. At the conclusion of this session, participants will be to identify at least two web content accessibility guidelines that enable or improve digital access for individuals who have vision impairments.
2. At the conclusion of this session, participants will be able to identify at least two built-in accessibility features that enable or improve digital access for individuals who have vision impairments.
3. At the conclusion of this session, participants will have gained hands-on practice completing an accessibility review of an inaccessible PowerPoint.

Accessibility Matters. Here's Why.



Courts ruled that websites and digital platforms are places of public accommodation under the ADA.

- Other applicable laws: Section 508 of the Rehabilitation Act and Section 255 of the Communications Act



Globally, 253 million people have vision impairments.

[ADA – Participation Action Research Consortium \(ADA PARC\)](#)

See Through a Different Lens

Normal Vision



Macular Degeneration



Diabetic Retinopathy



Cataracts



Glaucoma



Color Blindness



Web Content Accessibility Guidelines (WCAG)

Most Updated Version 2.2

POUR (**P**erceivable | **O**perable | **U**nderstanding | **R**obust):

- Compatibility with screen readers. Visit [UCSF Screen Reader Demo](#) to learn more.
 - Common screen readers: JAWS, [NVDA](#), [VoiceOver](#)
- Provide a text alternative
- Provide closed captioning

WCAG – Perceivable Continued

POUR (**Perceivable** | Operable | Understanding | Robust):

- Use readable text, font size, and character count
 - Read Me | *Read Me* | **READ ME**
- Check for color contrast ratio 4.5:1. Visit [WebAim Color Contrast Checker](#) to learn more.
 - Pure red (#FF0000) with white (#FFFFFF)
 - Pure green (#00FF00) with white (#FFFFFF)
 - Pure blue (#0000FF) with white (#FFFFFF)

WCAG - Operable

POUR (Perceivable | **Operable** | Understanding | Robust):

- Provide a clear structure with headings
- Create descriptive links
 - Avoid “click here” or “learn more”.
- Check for keyboard accessibility
 - Press **Tab** to navigate to interactive elements
 - Press **Shift and Tab** to navigate in the opposite direction

WCAG - Understanding

POUR (Perceivable | Operable | **Understanding** | Robust):

- Indicate the document language
 - "He maintained that the GDR (German Democratic Republic) was just a 'Treppenwitz der Weltgeschichte'.
 - An HTML Web page includes links to versions of the page in other languages.

WCAG - Robust

POUR (Perceivable | Operable | Understanding | **Robust**):

- Provide descriptive metadata (e.g., descriptive title)
- Perform an accessibility check
 - [Mobile Testing Guide for Android & iOS](#) (The Paciello Group)
- Involve people with visual impairments in accessibility

WCAG + Teaching others
how to use built-in features
= Best Practice

Apple Accessibility



YouTube Video: The Greatest

Apple Accessibility

Available On: Mac, iPhone, iPad



VoiceOver



Spoken Content



Display Settings



Zoom

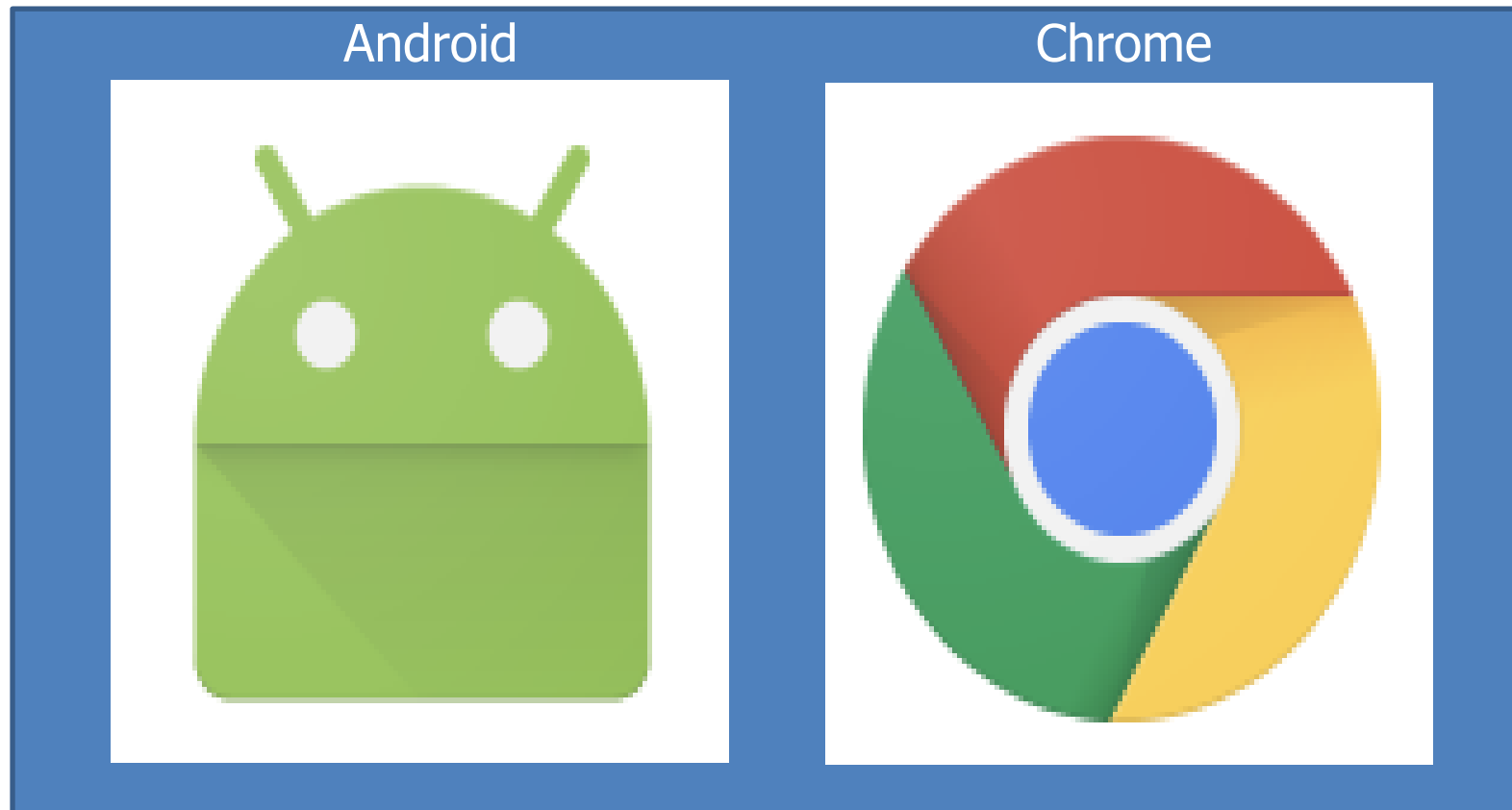


Dark Mode



Siri

Google Accessibility



Microsoft Office Accessibility

Inaccessible Word Document



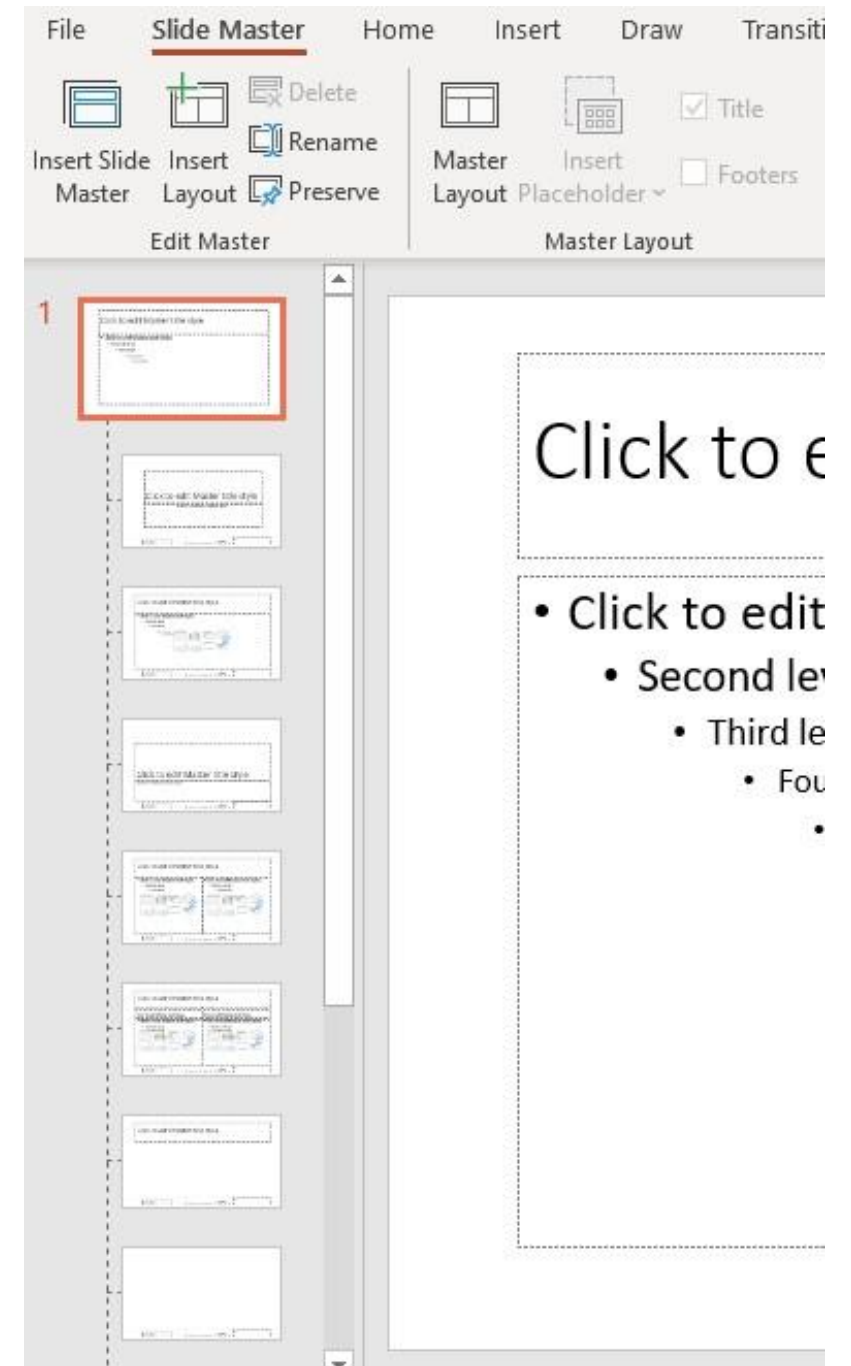
Microsoft Word
Document

Inaccessible PowerPoint

Slide Master

- Create layouts and themes instead of editing slides individually.
- Share changes across a theme, formatted correctly.
- View** Tab → **Slide Master**

Find Slide Master



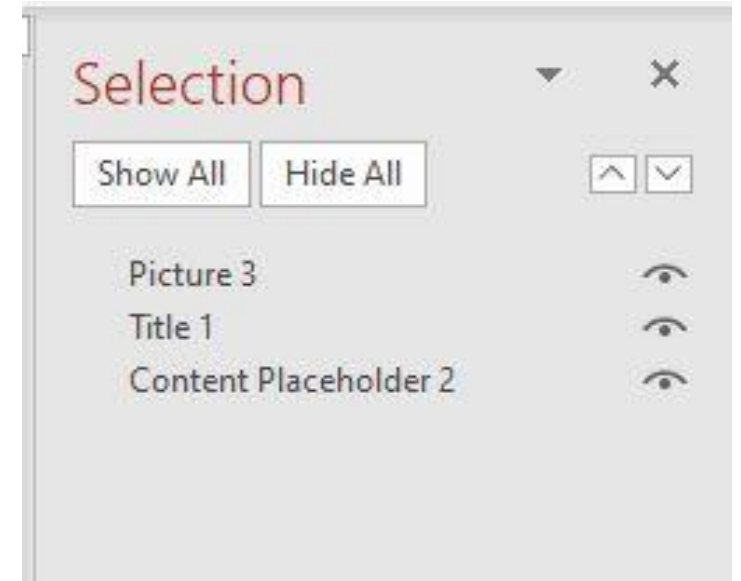
Reading Order

Visual reading order doesn't define reading order to screen reader user

Manage with Selection Pane

Home tab → Arrange → Selection Pane

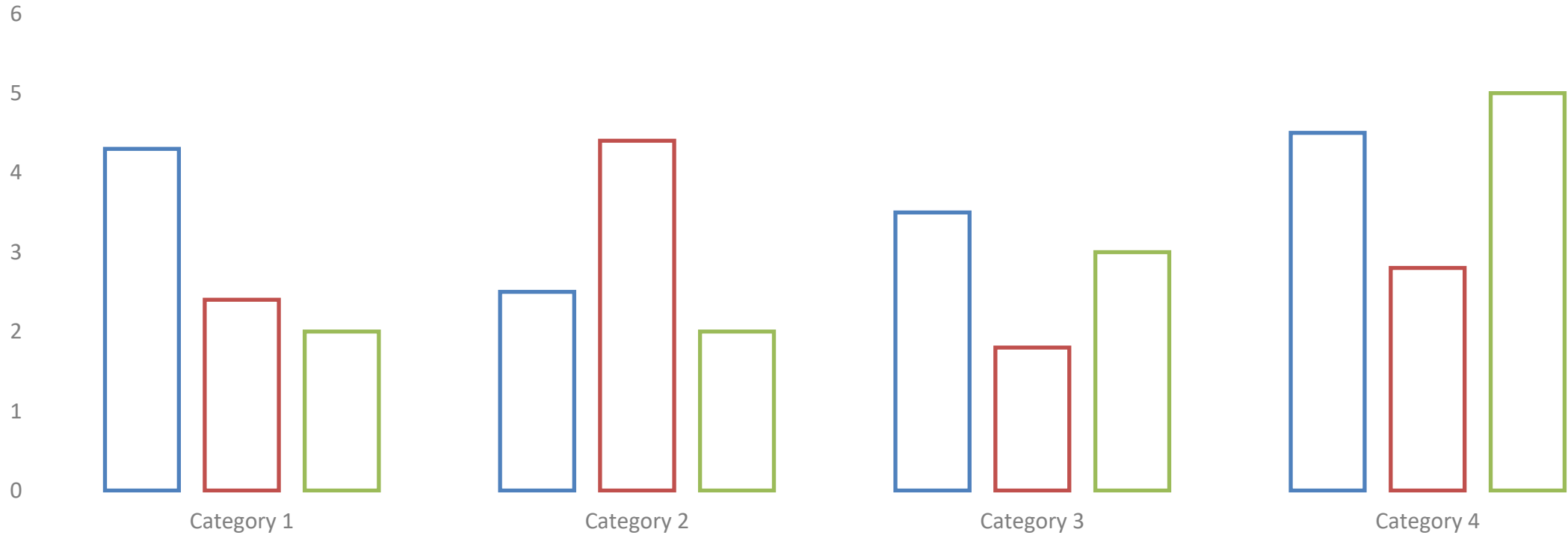
Reading Order



Color Contrast and Data

Chart Title

Series 1 Series 2 Series 3



Click on Column > Format > Shape Fill Drop-Down > Texture > More Textures > Pattern Fill

Resources

- [World Wide Web Consortium \(W3C\)](#)
- [WebAim](#)
- [Nebraska ATP Partnership](#)
- [Apple Accessibility](#)
- [Google Accessibility](#)
- [Microsoft Office Accessibility](#)

Contact

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