

Why Change?

- American’s with Disabilities (ADA) / Section 508 of the Rehabilitation Act
 - Any electronic document, media, or computer application must be accessible to all audiences
- MnSCU Policy and State Law
 - Websites and electronic documents must comply with Section 508 standards
- Recent lawsuits against universities
 - National Federation of the Blind vs. Penn State and Arizona State University

Minnesota STAR Program

- [Minnesota STAR Act \(Chapter 131 HF 1744\)](#) (System of Technology to Achieve Results)
 - All documents and web pages must be [accessible to all audiences](#) and meet Section 508 and WCAG accessibility standards
 - <http://www.w3c.org/WAI/> - web accessibility initiative (Web Content Accessibility Guidelines)

Accessibility is Everyone's Responsibility

- Understanding the potential audience
- Avoiding things which will cause problems
- Choosing the right materials
- Designing documents following 7 basic steps
- Being consistent in document design (templates)
- Seeking advice when you have questions

Thinking about Potential Audiences

- Blind
- Color-blind
- Low vision
- Deaf
- Paralyzed
- Cognitive Disorders

Blind

- Need text alternatives for all images, graphics, videos (transcripts of actions or activities)
- Need well-structured documents and tables which are coded with headings to allow "skimming" of materials
- Need documents which are text-readable by screen-reader technologies
- Must be able to work without use of a mouse
- Need audio as substitutions for video cues (warning messages, etc.)

Color-Blind

- Need reading materials with high contrast
- Color alone cannot be used to indicate category or importance (all of the requirements are in red)

Low Vision

- Need text alternatives for all images, graphics, videos (transcripts of actions or activities)
- Need well-structured documents and tables which are coded with headings to allow “skimming” of materials
- Need documents which are text-readable by screen-reader technologies
- Need the ability to scale the size of fonts

Deaf

- Need text captions on all videos
- Need text transcripts of all audio
- Need visual substitutions for audio cues (warning noises, etc.)

Paralyzed

- Need well structured documents
- Must be able to work without the use of a mouse (via voice command or mouth-pointer stick)

Cognitive Disorders

- Need well structured documents with ample headings and sign-posts
- Need clearly worded documents
- Need consistent navigation
- Cannot have “flashing” content which might induce seizure

All Audiences

- Need to be warned before the page changes / redirects automatically or a “timed response” expires
- Must be able to have utilize all content and activities via their assistive technologies
- Need context-sensitive hyperlinks with clear and distinct names

Avoiding Problems

- Avoid multiple text columns – screen readers assume single column text and read left to right
- Avoid setting font sizes, font faces, font colors (use Heading styles instead)
- Avoid media which is not accompanied by transcripts and captions
- Avoid “decoration” pictures in your documents
- Avoid use of color behind text
- Avoid any documents which won’t allow you to individually highlight a letter or word

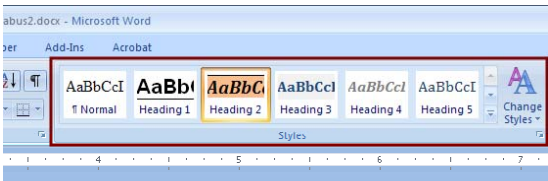
Choosing Materials

- Make sure that publishers are aware of and comply with Section 508 / WCAG
- Verify that all video content has open captions (captions always on) or closed captions (captions can be turned on)
- Verify that software can be navigated without a mouse
- On websites – float your mouse over images to verify they have ALT text tags

7 Basic Steps for Document Accessibility

- Well-structured documents
- Text alternatives for images, audio, video
- Text contrasts with background
- Avoid use of colored text
- Use headings for table columns and rows
- Unique and descriptive hyperlinks
- Convert to universally accessible format

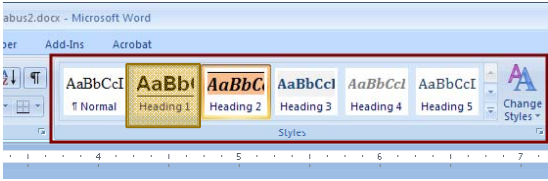
Step 1 – Well Structured



Create Well Structured Documents

- Title – Heading 1
 - Major Sections – Heading 2
 - Sub-sections – Heading 3

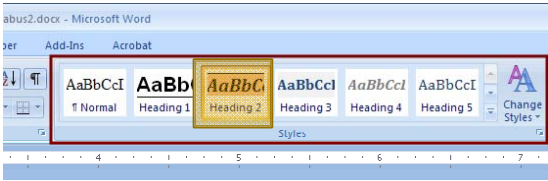
Step 1 - Set Headings Using Styles



Create Well Structured Documents

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 - Major Sections – Heading 2
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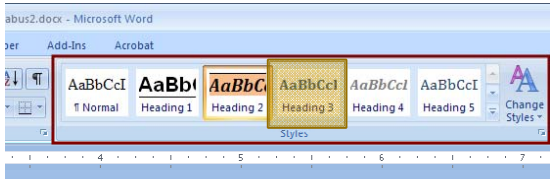
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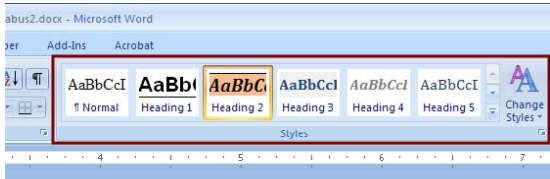

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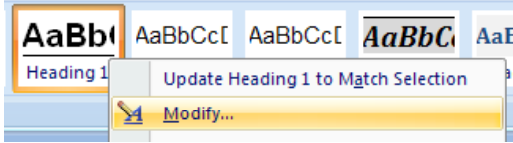
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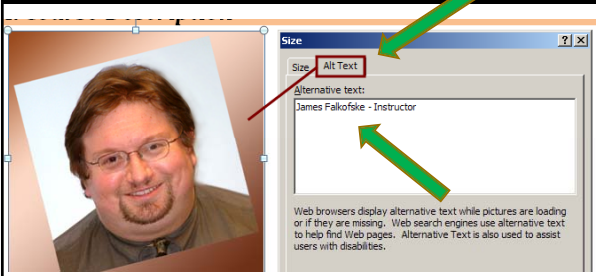
Step 1 - Set Headings Using Styles



Styles can be modified to the look you desire:

- Font Face
- Font Size
- Font Color


Step 2 – Text Alternatives



■ Use ALT Text to caption all images

Step 2 – Text Alternatives

- Closed Caption Text for video
- Transcripts for audio and video



Step 3 – Strong Text Contrast

Ensure strong contrast between background and text, like this

Not like this

Or This

If you print on a B/W printer – is it clear and easy to read?

Step 4 – Color Can’t Specify Type

- Color **alone** cannot specify type / group

Step 4 – Color Can’t Specify Type

- All the requirements for the assignment are in red text
APA format, word 2007 file format, visuals / images.



Step 4 – Color Can’t Specify Type

- **Requirements:** APA Format, Word 2007 file format, etc.
Optional / Suggested: visuals / images

Step 5 – Caption and Title Tables

- Provide column headings for all tables, and provide an introductory sentence when possible.

This table shows the list of required assignments and due dates.

Assignment Name	Reading / Rubric	Due Date
Welcome / Icebreaker Discussion	Rubric: Icebreaker	Week 1, Friday
Chapter 1 and 2 quiz	Thomas, pages 1-47	Week 2, Wednesday
Professional Journal Review – Technical trends in the industry	Rubric: Tech Journal Review	Week 3, Tuesday
Etc.	Etc.	Etc.

Step 6 – Label Hyperlinks

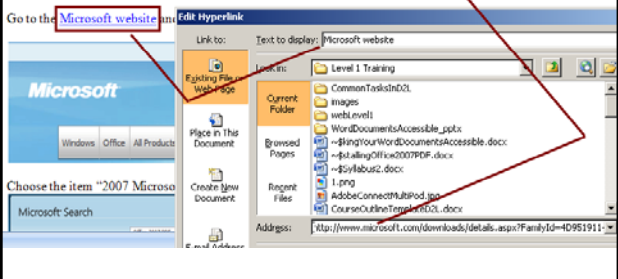
- Use “human words” for hyperlinks
 - Get the [Microsoft PDF Plug-In](#).

Rather than ...

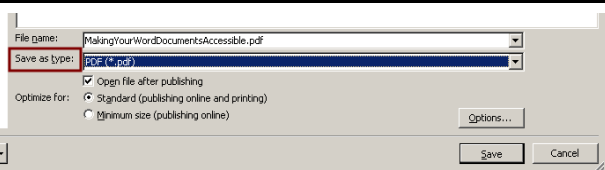
- Go to <http://www.microsoft.com/downloads/details.aspx?FamilyId=4D951911-3E7E-4AE6-B059-A2E79ED87041&displaylang=en>

Step 6 – Label Hyperlinks

- Use “human words” for hyperlinks



Step 7 – Save as PDF



- PDF documents work best online!
 - Work on all devices, including cell phones.
 - No costly software to buy.
 - PDF viewer already installed on most computers (free).
 - No security blocks encountered.

Congratulations! Accessible and Portable

- Documents work in D2L
- They also work with Assistive Technologies
- They also are portable (work on any computer and any browser, including cell phones)

Templates for Consistency

- Create your structure in a reusable template
 - Handouts
 - Grading Rubrics
 - Assignment Instructions
 - Study Guides
- Ensures "structured" documents
- Aids navigation and understanding of materials

For More Information

- [Minnesota STAR Act \(State Law\)](#)
- [Federal Section 508](#)
- [Web Accessibility Initiative](#) (W3C)
- [UW-Madison's TRACE Center](#)
- [UW-Madison's Accessibility Videos](#)
(shows users with assistive technologies)
- [MnSCU Web Accessibility Policies](#)
- [Adobe Accessibility](#)
- [Microsoft Accessibility](#)

End
