



EDUCATION AND
LABOR CABINET

Accessible Information & Communication Technologies (ICT)

KATS Network

Carol Weber, Samantha Farthing,
Jimmy Brown

www.katsnet.org

Introductions and Survey

Before we start, please complete this brief (2 question) survey:



<https://forms.office.com/g/35L9K9qTmG>

Digital Accessibility Guidelines

WCAG and the POUR Principles of Accessibility

WCAG 2.1, AA

- [WCAG Quick Reference](https://www.w3.org/WAI/WCAG22/quickref/)
(<https://www.w3.org/WAI/WCAG22/quickref/>)
- Based on 4 Principles
 - Perceivable
 - Operable
 - Understandable
 - Robust

Perceivable

People can get the information.

- Information and user interface components must be presentable to users in ways they can perceive without losing meaning
 - Alternative access for sight, hearing, touch
 - Appropriate color, size, spacing, structure
 - Instructions

Operable

People can use the interface.

- People must be able to navigate, find content, and use controls.
- Users must be able to operate your content with a keyboard (no mouse), assistive technology, or other input methods.
- Time limits, flashing content, and complex interactions must not block access.
- Navigation and focus must make sense – the tab order should match the visual layout and the focus indicator should be easy to see.

Understandable

Content is clear and easy to understand.

- Plain language allows users to find what they need, understand what they find, use what they find to meet their needs.
- Using headings, lists, tables, columns to organize information
- Using consistent and predictable layouts
- Important information does not rely on color alone
- Input assistance and error prevention (forms)

Robust

People can access the information regardless of technology.

- Compatible with current and future “use” agents
 - Device
 - Operating systems
 - Browsers
 - Assistive Technology
- Status Messages

Social Media Accessibility

Ensure everyone can access your social media content

Why is Accessibility Important on Social Media?

- There are roughly 3.4 billion active social media users around the world
- Users have on average 5.5 social media accounts each
- Users spend at least 2 hours a day using social media,
- According to Pew Research Center

Maintain High Color Contrast

- 4.5:1 contrast
- Makes graphics easier to interpret
- Makes text easier to read
- Also important for videos with text overlays
- Don't rely on different colors to convey meaning

Text (1 of 2)

- Use camelCase or PascalCase for hashtags (be consistent)
 - instead of '#digitalaccessibility', write '#digitalAccessibility', or '#DigitalAccessibility'
- Use emojis sparingly
 - avoid using emojis as bullet points or as substitutes for text
 - Place them at the end of sentences or captions so they aren't disruptive to screenreader users

Text (2 of 2)

- Avoid complicated fonts
- Don't use ALL CAPS
- Spell out acronyms the first time
- Write in plain language
 - Use clear, short sentences
- Present the most important info first
- Include @ mentions at the end of your posts
- Use special characters correctly, and in moderation

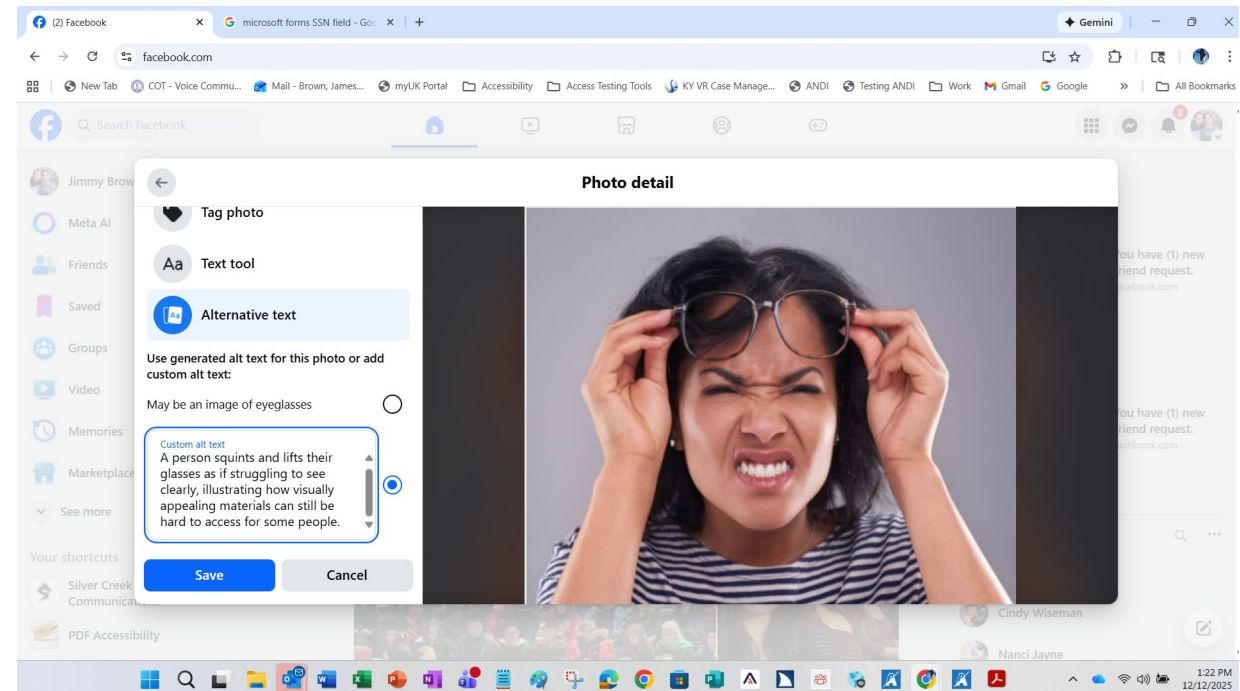
Images & Graphics

- Remember color contrast
- Avoid packaging a graphic with text
- Add alt text to images

Adding Alt Text to an Image Post on Facebook

When you **upload a new photo**:

- Upload photo → Edit Photo → Alternative Text → Custom alt text (do not use auto generated alt text)
- Describe key info clearly, avoid “image of”



Videos

- Include a warning for people with photosensitivity
- Provide captions
- Provide Audio Description

Pre-Recorded Synchronized Media

- Audio and Visual information go together
- Requirements:
 - Captions
 - Transcripts
 - Audio Description
 - Inform user when not needed

Inform User When Not Needed

- “Captions not needed: The only sound in this video is background music”
- “Description not needed: This visuals in this video only support what is spoken; the visuals do not provide additional information.”

Captions

- Synchronize
- Use appropriate spelling, grammar, and punctuation
- Include all dialogue and important sounds
- Stay on the screen long enough to read the text
- No captions when there is no meaningful sound
- Identify speakers, sound effects, and music

Displaying Captions

- Font style, size, and color meet accessibility requirements
 - Sans serif, 18 point, white letters on a black background
- No more than 2 lines of text at a time
- Center, lower 1/3 of video
- Avoid scrolling, flashing, and animation
- If possible, allow user to adjust caption settings to their needs
 - Open Captioning vs. Closed Captioning

Automatic Captions

- Consider these a starting point
- Correct spelling, grammar, punctuation
- Add captions for sound effects, music, etc.
- Adjust the line breaks so each caption starts and ends at a logical point.
- Describe “how” a person speaks

Unintelligible Speech

- Include all speech word-for-word, including filler words
- “unintelligible”
- -, ...
- May edit if filler words obscure the meaning and make it difficult to read, but ensure the same meaning

Other Captioning

- Different Languages
 - Same access as hearing person (these are not subtitles, they are captions!)
 - Show when language changes (in Spanish)
 - Continue to use proper grammar, spelling
- Music
 - List the song name when it starts
 - Include lyrics if person is singing (visibly)
 - Indicate important changes

Create a Caption-Friendly Video

- Avoid overlapping Voices
- Have speakers talk at a normal or slow pace
 - \leq 180 words per minute
- Keep on-screen text to top 2/3 of screen to allow for captions

Transcripts

- Provided for
 - Video content
 - Audio content
 - Audiovisual content
- Accessible Plain text Document
- Access in the Same Location as audio/visual file

Audio Description

- Audio-narrated descriptions of key visual elements
- Prioritize information
 - Convey the intent
 - Comparable experience to sighted viewers
- For media with primary audio – only add during non-dialogue pauses

Captioning and Describing a Video

1. Upload video to [ViddyScribe](#) for audio description.
 1. Free version does not allow for a download, so this is for demonstration only
 2. [Audible Sight](#) – more in depth, free version is 10 total minutes
2. Upload to [ClipChamp](#)
 1. Generate transcript & Save as .VTT
 2. ClipChamp allows only Open Captioning
3. Edit Transcript file for grammar, spelling, and punctuation
4. Upload (original video) to YouTube and add transcript file.
 1. Check that captions look correct & adjust as needed.

Resources

- [How People with Disabilities Use the Web](#)
- Web Accessibility Initiative (WAI) | W3C
- [Fact Sheet: New Rule on the Accessibility of Web Content and Mobile Apps Provided by State and Local Governments](#)
- ADA.gov
- [WCAG Quick Reference](#)
- [WCAG 2 Overview](#)
- Web Accessibility Initiative (WAI) | W3C

Resources page 2

- [Accessible Information & Communication Technology \(ICT\)](#)
– KATS Network
- [Colour Contrast Analyser \(CCA\)](#)
- TPGi — a Vispero company
- [PAC - PDF Accessibility Checker](#)
- [Wave](#)
- [ANDI](#)

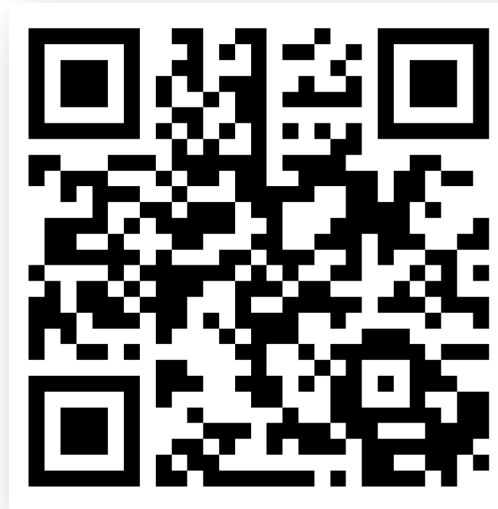
Resources page 3

- [ViddyScribe](#)
- [Clipchamp](#)
- [PDF Accessibility Facebook Group](#)
- [Accessibility Training, Tools, and Events](#)
- Section508.gov

Thank You!

Thank you for attending today's training.

Please complete this brief (1 question) training impact survey:



<https://forms.office.com/g/gktjNA3Xse>