KANOPI STUDIOS

Accessible Media

CMS Philly | May 2020

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Kanopy

kan·o·pi | \ˈka-nə-pē

Kanopi **designs, builds** and **supports** websites for clients that want to make a positive impact.

Our holistic approach infuses strategy and creative thinking through all stages of your site's lifecycle, providing the tools you need to nourish, support, and grow your business.

Canopy

can·o·py | \ˈka-nə-pē

The *canopy* layer supports the majority of primary productivity in forests. It provides protection from strong winds and storms, while also intercepting sunlight and precipitation for continued growth.

Today's agenda

Agenda

- What is Accessibility?
- Terms and Definitions
  - Standards and Guidelines
  - Assistive technology
- Images
- Slideshows
- Videos
- Media players
- Social media

Embracing Accessibility

Differences are not quantifiable…

"I'm different, not less."

Temple Grandin, PHD

Why design for accessibility?

Include a wider consumer base for your content. You don't want to exclude people from using your products and services. It's the law!

26%

Of people living in the United States live with a disability

Why design for accessibility?

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78%

WebAIM ran automatic testing on 14 web pages from 62 large universities to search for common accessibility errors, about 78 percent of the pages had obvious problems.
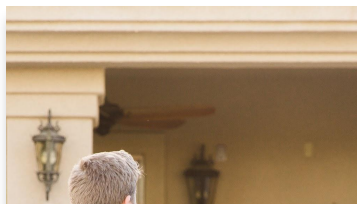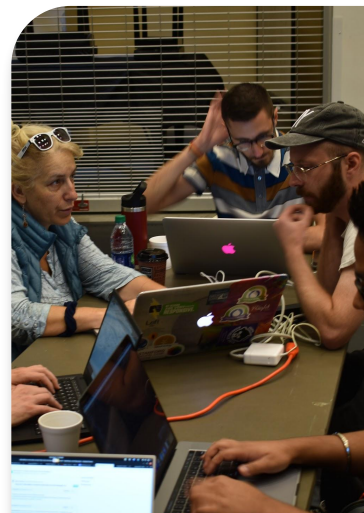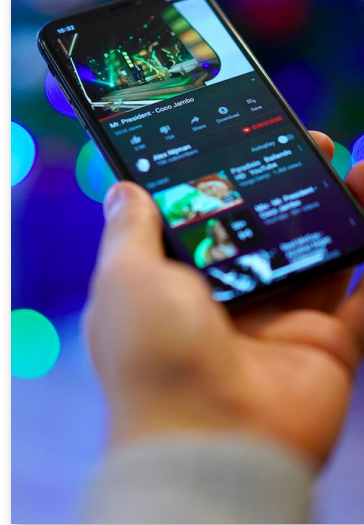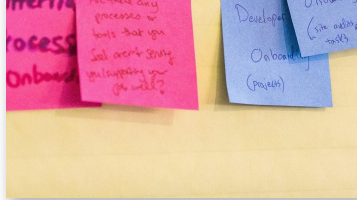
Accessibility means **everyone**

Who Are You??

Communicators!!

It's everyone's job to ensure inclusion!

Terms and Definitions

ADA

The Americans with
Disabilities Act (ADA)

Prohibits discrimination and guarantees that
people with disabilities have the same
opportunities as everyone else to participate in the
mainstream of American life.

https://www.ada.gov/ada_intro.htm

508 Compliant

Section 508 (29 U.S.C. § 794d)

Section 508 of the Rehabilitation Act requires federal agencies to develop, procure, maintain and use information and communications technology (ICT) that is accessible to people with disabilities .

https://www.epa.gov/accessibility/what-section-508

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POUR

POUR is an acronym for four high-level principles that describe functional accessibility.

Perceivable

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https://uiowa.instructure.com/courses/40/pages/accessibility-principles-pour

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Understandable
Users should be able to comprehend the content, and learn and remember how to use the interface.

Robust
Users should be able to choose the technology they use to interact with websites, online documents, multimedia, and other information formats.

https://uiowa.instructure.com/courses/40/pages/accessibility-principles-pour

WCAG

Web Content Accessibility Guidelines (WCAG), including WCAG 2.0 and WCAG 2.1.

Level A:
For Level A conformance (the minimum level of conformance), the Web page satisfies all the Level A Success Criteria.

Level AA:
For Level AA conformance, the Web page satisfies all the Level A and Level AA Success Criteria.

Level AAA:
For Level AAA conformance, the Web page satisfies all the Level A, Level AA and Level AAA Success Criteria.

https://www.w3.org/TR/UNDERSTANDING-WCAG20/conformance.html#conforming-alternate-versiondef

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WCAG

Web Content Accessibility
Guidelines (WCAG), including
WCAG 2.0 and WCAG 2.1.

WCAG is primarily intended for:

— Web content developers

— Web authoring tool developers

— Web accessibility evaluation tool developers

— Others who want or need a standard for web accessibility, including for mobile accessibility

https://www.w3.org/WAI/standards-guidelines/wcag/

Assistive Technology

AT is any device, software, or equipment that helps people work around challenges the may have navigating information.

Let's Break it Down

1

VISUAL NEEDS
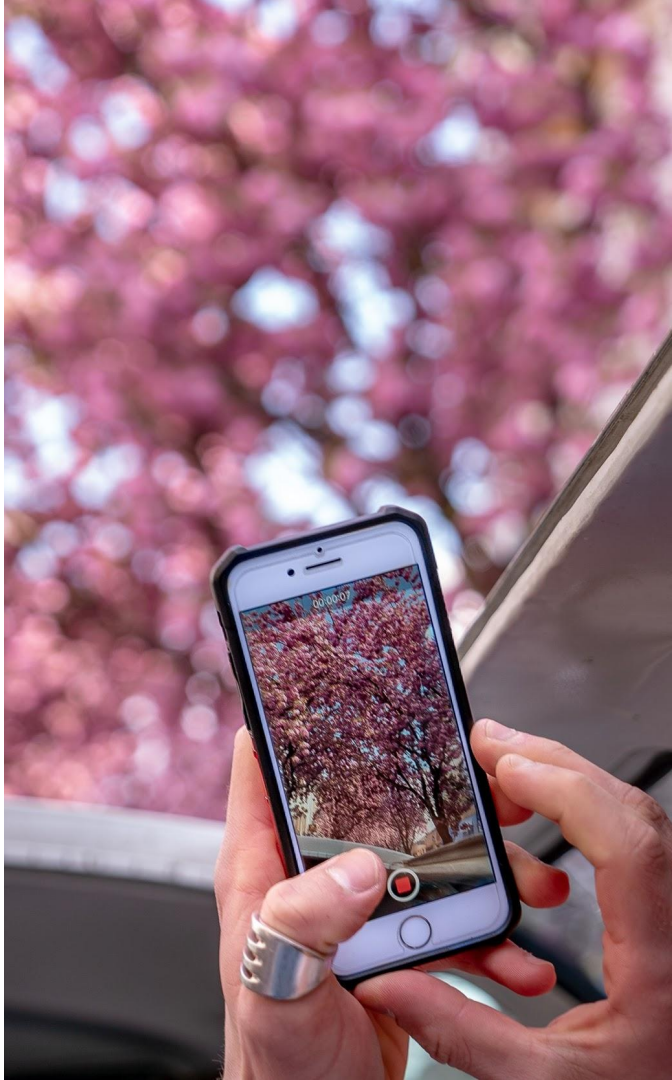
Make it easy to see, accommodate visual needs.

1

VISUAL NEEDS

Make it easy to see,
accommodate
visual needs.

2

MOTOR NEEDS

Make it easy to interact,
accommodate
motor needs.

1

VISUAL NEEDS

Make it easy to see, accommodate visual needs.

2

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Make it easy to interact, accommodate motor needs.

3

AUDITORY NEEDS

Make it easy to hear, accommodate auditory needs.

1

VISUAL NEEDS

Make it easy to see, accommodate visual needs.

2

MOTOR NEEDS

Make it easy to interact, accommodate motor needs.

3

AUDITORY NEEDS

Make it easy to hear, accommodate auditory needs.

4

COGNITIVE NEEDS
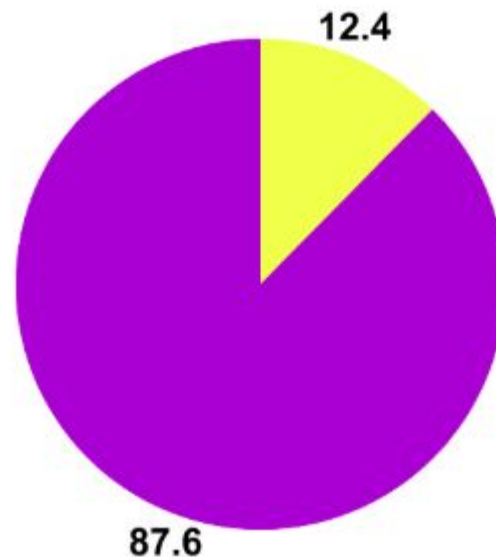
Make it easy to understand, accommodate cognitive needs.

Screen Readers

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Screen Readers

Who uses them?

People who live with disabilities

12.4

87.6

https://webaim.org/projects/screenreadersurvey8/

Screen Readers

Not just for low vision users

Screen reader users navigate by tables, lists, buttons, forms, links, images.

Must haves:

— Landmarks and page sections

— "Skip navigation" links

— Links and Form Controls

https://www.w3.org/WAI/tutorials/images/

Images

Why do we love images?

- Enhancing content
- Cues for orientation
- More likely to click on content

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Images

Images can be major barriers when they are not accessible.

Accessible images benefit:

— Screen readers

— Speech input devices

— Speech enabled websites

— When images turned off in their browsers

— SEO (Search engine optimization)

https://www.w3.org/WAI/tutorials/images/

Image Types

Simple

The image conveys simple information (e.g., a photograph, icon, or logo).

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Images of text display text that is intended to be read.

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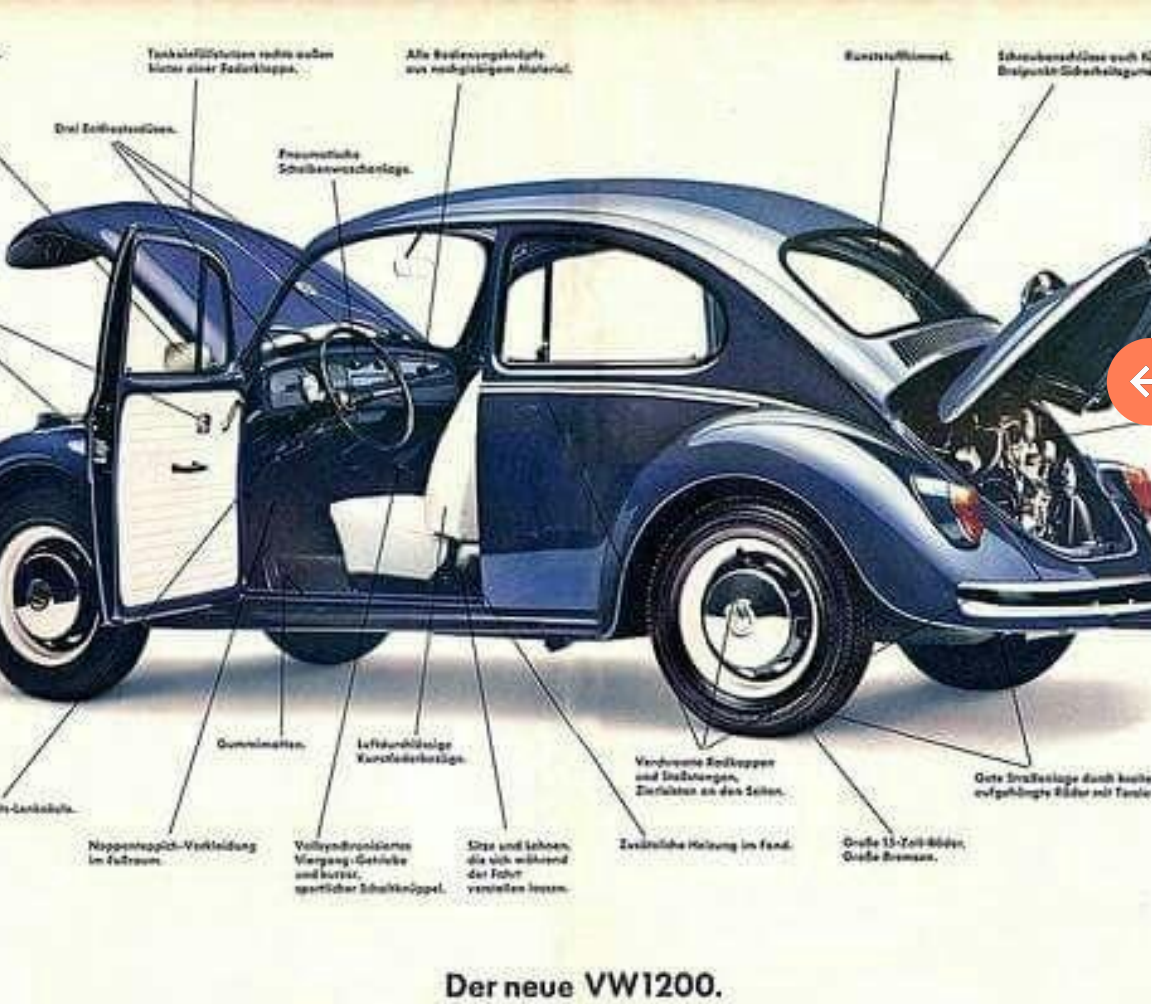The text alternative for one image should convey the information for the entire group.

Image Maps

An image that contains multiple clickable areas

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Simple Image

The image conveys simple information (e.g., a photograph, icon, or logo).

Der neue VW1200.

Complex Image

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Decorative Image

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Overall Satisfaction Rating

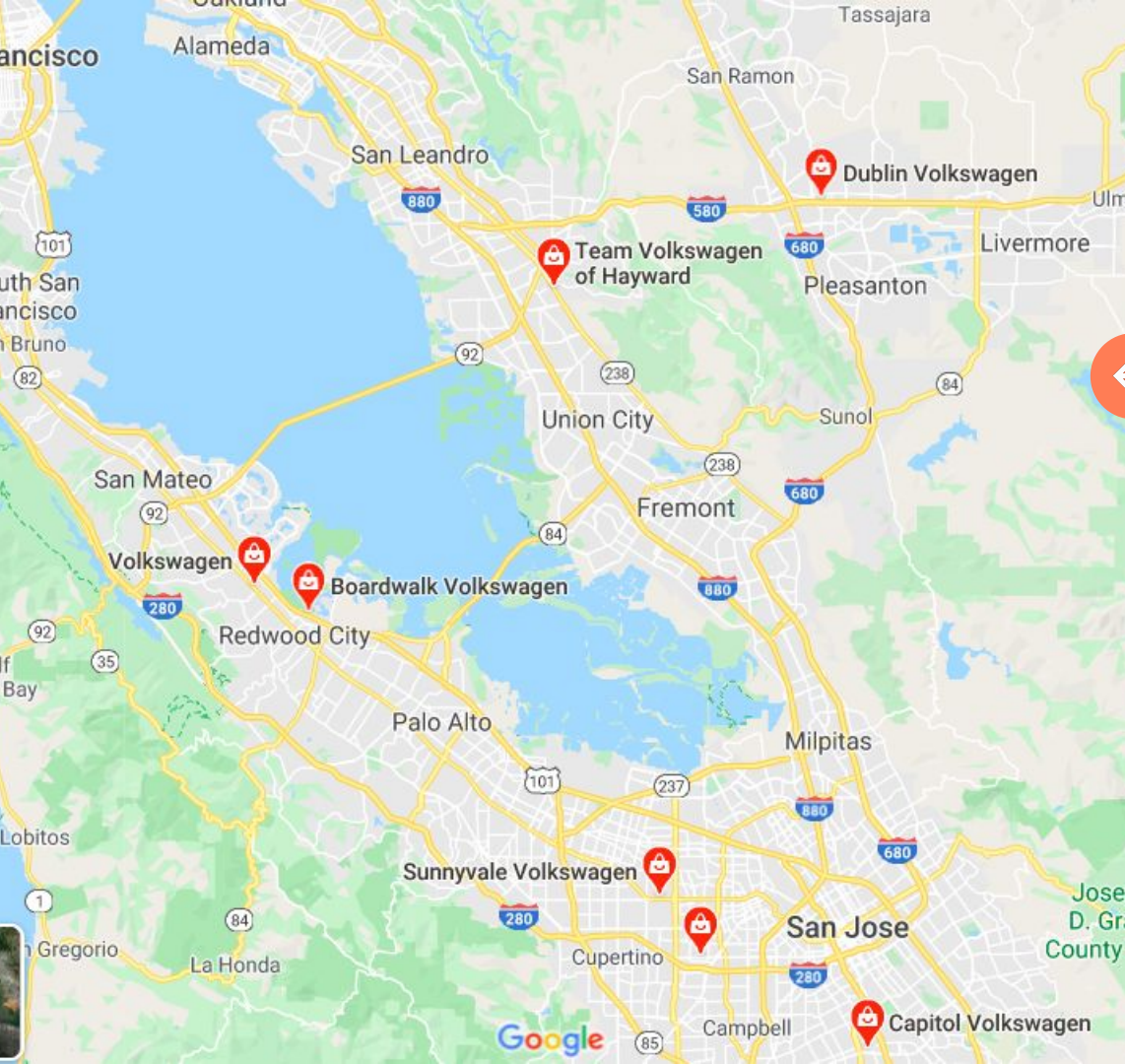Based on 501 ratings submitted in the last year

Image Maps

An image that contains
multiple clickable areas

—
Images

Common uses for images

— Links, including:

  ○ Pagination

  ○ Anchor links

— Logo

— Decoration

— Orientation

https://www.w3.org/WAI/standards-guidelines/wcag/

Alt Text
Dos and don'ts

— Context is key

— Please be accurate

— Succinct and to the point

— Avoid "picture of ..." or "graphic of ..."

— Do not be redundant

https://webaim.org/techniques/alttext/

Slideshows

First rule of slideshows is not to use slideshows

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Slideshows

Accessible controls

- Provide the ability to turn off the player
- Provide visible controls accessible to the keyboard, mouse and touch
- Highlighted on focus with no keyboard traps

|

Slideshows

Color contrast

- Make sure the controls are visible
- Size and color!

Slideshows

Reasonable alternative

- The alternative is equivalent to the slideshow.
- Content needs to be available when stylesheets are disabled.

Videos

Captions

Captions are text versions of the audio content, synchronized with the video.

Malone actually tagged us on a pic of this very bug and trailer

[Music]

Captions

Include any other audio content as well.

Audio descriptions

Audio description is a separate narrative audio track that describes important visual content.

Transcripts

A text version of the media content.

Media Players

Choosing an accessible video player

When choosing how to deliver your video, it is important to consider options that are fully accessible.

→

— Are closed captions supported?

— Can the user toggle the narration on and off?

— Can the media player's buttons and controls be operated without a mouse?

— Can users of assistive technology distinguish between controls?

— Can it be used across platforms and in all major browsers?

___

If possible, elements should not be subject to a time limit. Allow users to use media at their pace.

Social Media

Why write accessible content for social media?

88%

Of 1792 screenreader users, 88% use a screen reader on a mobile device

54.3% found social media SOMEWHAT accessible

Colleges Face Investigations of their use of Social Media

200

Nearly 200 colleges faced federal civil rights investigations in 2019.

I

Social Media

Hashtags, Images, and links

#ILoveTwitter

- Hashtags
  - #ILoveTwitter and #ilovetwitter will return the same results.
- Include Image descriptions
- Shorten links

#nowthatcherisdead

Cher is not dead!

Margaret
Thatcher died. →

No capitalization
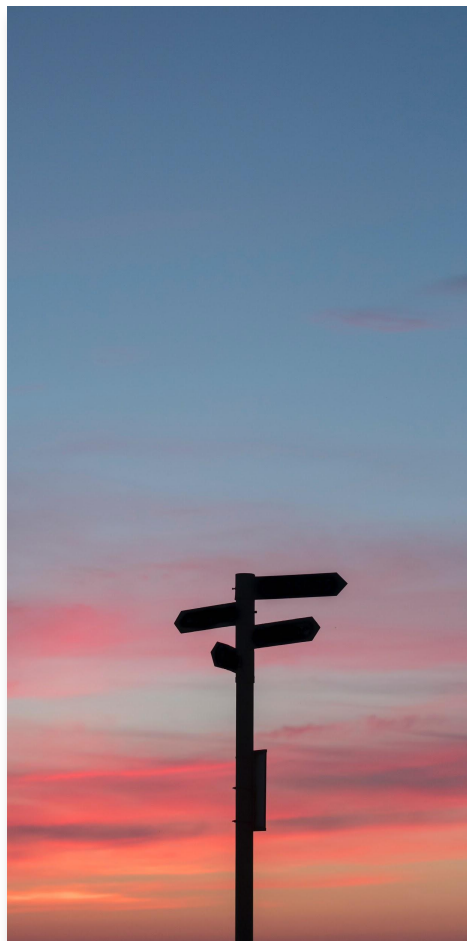in the hashtag
caused confusion.

Social Media

Emoticons

Emoticons in tweets, emails, etc

- Cumbersome
- Problematic for screen readers and without context

Now What?

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Work with your team

Utilize everyone's skillset

Communication is key…

— Set up style guides and stylesheets

— Ensure WYSIWYG's have tooltips and communicators are trained on how to use them

— Remember that accessibility is a moving target

https://www.w3.org/WAI/standards-guidelines/wcag/

Accessibility is a moving target...

"Accessibility can be a juggling act of priorities "

Faye Polson

WordPress Engineer

Kanopi Studios

—

Test for Accessibility!

Utilize available tools

So many tools...

— SiteImprove browser extension

— Tota11y browser extension

— Keyboard

— Wave

— Axe

— Lighthouse

— Color contrast analyzers

Connect with me on Linkedin

Reach out anytime.
amyjune@kanopi.com
@volkswagenchick

Questions?

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Thank you!

We'd love to work with you!

Reach out to us at **hello@kanopi.com**

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- **https://unsplash.com/@mauveine**
- **https://unsplash.com/@by_giovanni**
- **https://unsplash.com/@scottwebb**
- **https://www.youtube.com/watch?v=0btWvZfENvs**
- **https://thedoctorwhosite.co.uk/**
-

Links for additional resources

- https://www.w3schools.com/tags/tag_hn.asp
- https://www.communityinclusion.org/article.php?article_id=213%C2%A0

- http://www.resource-media.org/style-matters-sum-uss-new-progressive-style-guide/
- https://uiowa.instructure.com/courses/40/pages/accessibility-principles-pour
- https://webaim.org/projects/screenreadersurvey8/
- https://digitalaccess.ucsf.edu/guidelines/videos
- https://digitalaccess.ucsf.edu/guidelines/baseline-compliance

Tool links

- **https://wave.webaim.org/**
- **https://siteimprove.com/en-us/core-platform/integrations/browser-extensions/**
- **https://khan.github.io/tota11y/**
- **https://chrome.google.com/webstore/detail/axe-web-accessibility-tes/lhdoppojpmngadmnindnejefpokejbdd**
- **https://developers.google.com/web/tools/lighthouse**
- **https://developer.paciellogroup.com/resources/contrastanalyser/**