



















Creating Accessible Content

Digital accessibility tips to make content work for all

 Always	 Avoid
 Use accessibility checking tools on your content e.g. Microsoft Word's Check Accessibility tool and Blackboard ALLY.	 Avoid considering accessibility as a nice-to-have add-on. It provides a better experience for all.
 Make important information clear and easy to find by using a simple and consistent structure.	 Avoid complex or cluttered layouts, multi-layered menus or lists.
 Use sufficient colour contrast between text and background and clear fonts to help users with visual impairments.	 Avoid low colour contrasts, small text and serif, italics or script fonts.
 Provide text alternatives to non-text content e.g. alt text for images and transcripts for videos.	 Avoid using videos, images and other rich media without a text alternative.
 Write descriptive and meaningful hyperlinks or use a URL shortener to help screen reader users.	 Avoid using uninformative links such as 'click here'.
 Use sentence case and heading styles rather than large bold text for titles.	 Avoid using text size, all capital letters and layout to convey structure, as these will not be picked up by assistive technologies.
 Contact your Academic Liaison Librarian to obtain accessible scans of published work for reading lists.	 Avoid using images of text or scanned extracts of published work, as these do not work with screen readers and may be in breach of copyright.

More advice at: rdg.ac/digi-access

This is part of the Look Again campaign, promoting the positive impact of accessible content. Find out more at rdg.ac/lookagain



Creating accessible content by Digital Accessibility Team

To provide feedback on this poster or download a copy, you can access it at: reading.ac.uk/digital-accessibility/resources/poster This poster is based on Designing for diverse learners by Lee Fallin and Sue Watling at: <http://bit.ly/2EsDn1g>