



Creating Accessible Content

Academic Technology Services

Why Make Content Accessible?

- Equal access to information, resources, and services. Make the information, content and learning the priority, not the hurdle of getting the information. Reduce the barriers.
- Imagine a short door, tiny text or a dim projector.
- This can benefit everyone, not just those with identified disabilities.



Provide equal access prior to any formal request.

Accessibility vs Accommodations

Laws and Policies

TN Law: All digital content must be accessible.

- What does accessible mean? To what degree?

ETSU Accessibility Task Force Advisory Committee.

- Committed to improving accessibility.
- Beginning with Web and Syllabi in D2L.

Undue burden or fundamental alteration.

- We are not lawyers and don't have all the answers.
- Ongoing process (forever).
- Good faith effort to make all digital content accessible or find alternatives
 - Show your trail



- Digital content is not automatically accessible.
 - Depends on the unseen code and format.
- Accessibility is a scale, and difficult to define.

Isn't Digital Content Accessible Already?

Flexibility in Digital Content

- Text to Speech (screen-readers).
 - OCR – Optical Character Recognition.
- Audience Control (Text Size, Color, Position).
- Differentiating Text.
- Navigation Options (Structure and Layout).
- Image Descriptions.
- Keyboard Shortcuts.
- Different Devices.



Tools to Create Accessible Content

- Microsoft Word
 - Adobe Acrobat (PDF)
- HTML Web Format
- Video with Closed Captions



Microsoft Word and HTML

Headings and Structure

- Use Headings tags, not font and size.
- Structure Viewer.
- Text boxes are difficult for screen readers.

Figures and Image Tags

- Detailed Descriptions
- Mark as Decorative

Tables

- Give your table a title
- Identify the header row
- Avoid splitting rows across pages
- Avoid splitting or merging cells

Assorted Tips for Word

- Hyperlinks
 - Use Descriptive Hyperlinks when possible, not "click here"
- Lists
- Columns
- Colors and Contrast
- Accessibility Checker
 - Errors must be changed
 - Warnings have a big impact
 - Tips have a smaller impact
- Exporting to Adobe PDF
 - Checking accessibility in a PDF

Video

Closed Captions can be turned on/off and manipulated by the audience.

- Open or “Burned” Captions are static.

Many hosting sites can automatically generate captions.

Many editing programs have caption creation tools.

Transcripts for copyright video or audio tracks.

Accessibility Resources

- www.etsu.edu/accessibility
- Accessible Syllabus Template