

ACCESSIBILITY FAQ + CHECKLIST

Accessibility: Making digital content usable for people with disabilities

Why is it necessary?

Digital accessibility greatly benefits everyone and improves user experience. It not only gives access to digital content for people with disabilities, but it helps non-native English speakers, increases audience engagement, minimizes legal risk, and continues to commit to diversity and inclusion efforts.

Where can I find information about digital accessibility?

[NAU's Accessibility website](#) provides resources for creating and maintaining inclusive, accessible, and usable documents. The website includes information for creating documents for various learning environments.

What is WCAG 2.1?

The World Wide Web Consortium's [Web Content Accessibility Guidelines](#) (WCAG) version 2.1 has "documents that explain how to make web content more accessible to people with disabilities." A [WCAG 2.1 Checklist](#) is available from WebAIM for HTML documents. These guidelines are not limited to websites only and can be applied to a majority of digital content.

What is assistive technology?

The United States Assistive Technology Act defines assistive technology as any product, device, or equipment used to maintain, increase, or improve the functional capabilities of individuals with disabilities.

Assistive technology products include:

- Screen magnifiers
- Touch screen displays
- Screen readers
- Speech recognition programs

What is alt text?

Alternative text, or [alt text](#), needs to convey the message you expect to be received by looking at the image.

Reasons to include alt text:

- An image may fail to load
- Search engines look at alt text
- Users who are blind or visually impaired need an image's context and purpose

When writing alt text, be concise and descriptive, use simple terms and descriptive keywords, and be meaningful.

What is reading order?

Reading order is the hierarchy in which content is read. What a person may see visually on screen is not always what someone using assistive technology may hear. Logical reading order helps the user to accurately understand the information conveyed in the document.



ACCESSIBILITY PREP CHECKLIST

- Use a descriptive and meaningful title
- Check layer and reading order
- Add alt text to images and logos
- Use simple language for alt text
- Artifact decorative images, icons, and backgrounds
- Use headings correctly
- Ensure elements have sufficient color contrast
- Do not use color alone to convey meaning
- Do not use images of text
- Provide hyperlinks for URLs, emails, and phone numbers
- Use meaningful language for hyperlinks
- Export as an interactive PDF
- Provide captions with videos

Logical reading order

What do you want to read first?

1. Title of document (Header 1)
2. Subtitle (Header 2)
3. Body content (Paragraph)
4. Image/Artwork (Figure)
5. Logo (Figure)

Checking color contrast

What is color contrast?

[Contrast](#) is the difference between two or more things. WCAG 2.1 AA requires that contrast between text and the background behind it maintain certain ratios dependent on text size.

Checking color contrast

Check colors in the working document **before** exporting to PDF. Contrast can be checked in Adobe InDesign, Illustrator, Photoshop, Microsoft Word, or PowerPoint.

Check your color contrast online with free tools available at TPGi (tpgi.com/color-contrast-checker) or WebAIM (webaim.org/resources/contrastchecker).

NAU ACCESSIBLE COLOR CHART

	Background Color										
	281	3514	436	116	158	356	173	7467	299	300	White
281		X	X	X	X		O	X	X		X
3514	X					O				O	
436	X									O	
116	X					O	O			O	
158	X										
356		O		O							X
173	O			O							X
7467	X										
299	X										
300		O	O	O							X
White	X					X	X			X	

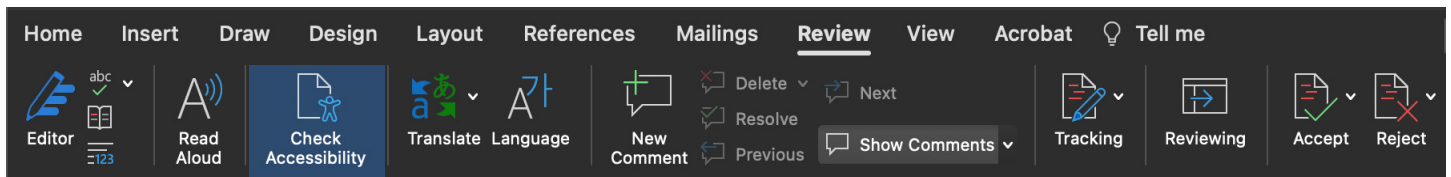
X indicates that it is approved for both small (minimum 12px, 9pt) and large text (e.g., zoomed to 200%)
O indicates that the color combination is only approved for large text.

Make Word documents and PowerPoint presentations accessible

Check accessibility

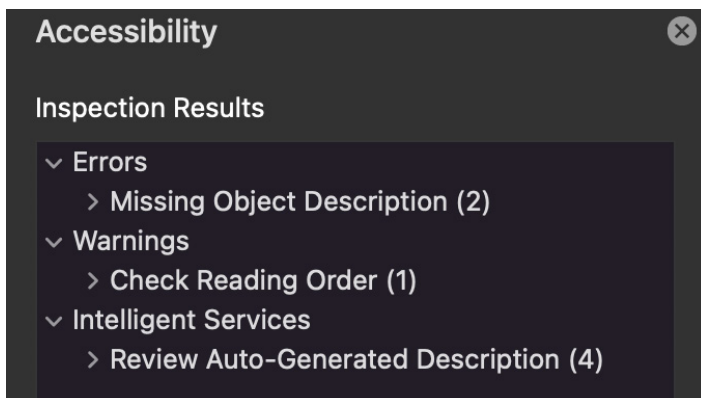
In [Word](#) and [PowerPoint](#), the Accessibility Checker runs automatically in the background when you're creating a document. If the Accessibility Checker detects accessibility issues, you will get a reminder in the status bar.

To manually launch the Accessibility Checker, select **Review > Check Accessibility**. The Accessibility pane opens, and you can now review and fix accessibility issues.

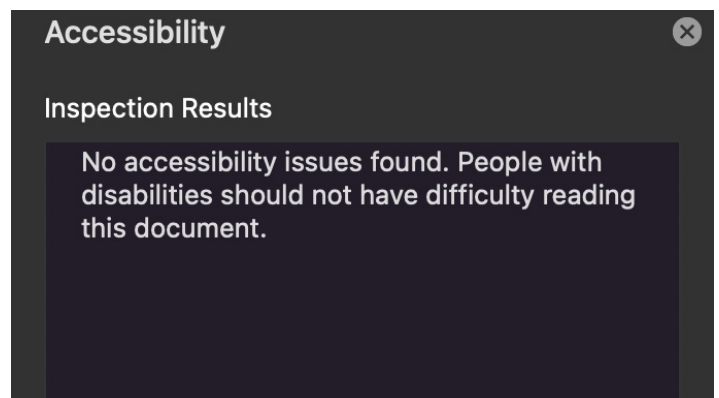


Clear errors

After launching the Accessibility Checker, inspection results will display any errors, warnings, and reviews. Manually fix these errors by adding alt text to images, changing decorative images to artifacts, and correcting reading order.



Errors present



Errors resolved

To ensure your marketing piece is compliant with ADA requirements, please submit your final working file (Word, PowerPoint, InDesign) for ADA remediation through the marketing intake form. Marketing will return the final ADA-compliant files back to you.

Find the form at nau.edu/university-marketing/marketing-resources/request-support.