Easy Ways to Make Your Site More Accessible

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Carie Fisher

Senior Front End Developer - Mediacurrent

Website developer, graphics guru, Drupal diva, broke technophile, and Star Wars fan (by default). Carie has been focused professionally on Drupal since 2009. In her role as a Senior Front-End Developer at Mediacurrent, she thrives on the challenge of turning a static mock-up into a responsive, live site that is both beautiful and functional.

- @cariefisher
- /in/cehfisher
- slideshare.net/CarieFisher

1 Just the Facts

Credit: http://www.glowingdial.com

What is website **accessibility** anyway?

Web accessibility refers to the inclusive practice of removing barriers that prevent interaction with, or access to websites, by people with disabilities. When sites are correctly designed, developed and edited, all users have equal access to information and functionality.

– Wikipedia

Credit: http://netdna.webdesignerdepot.com

Who is website **accessibility** for?

EVERYONE!!!

57 million Americans (over 18%) have some type of DISABILITY

- Visual impairments
- Hearing impairments
- Cognitive impairments
- Mobility impairments
- Temporary Disabilities
- Seizure Disorders
- Aging population
- Search engine bots

Credit: http://www.northfloridaahec.org

Why should I care about website **accessibility**?

Karma Points – Everyone should have full access to cat videos & ridiculous internet memes...as well as all the useful information

Smart Thing to Do – Opens your site to a wider audience, good for SEO/search bots/Google ranking, etc

It is the Law* – Federal/state agencies, airlines, Section 504 & 508, Americans with Disabilities Act (ADA) 2018

Credit: https://ironyisapoormaster.files.wordpress.com

Credit: http://blog.jewilson.com

Credit: https://fortunedotcom.files.wordpress.com

Rule #2: Learn a Few Things

Credit: http://www.wareferst.org

Rule #3: Build from the Ground Up
Credit: http://7-themes.com

Rule #4: Use the Right Tools

Credit: https://www.haikudeck.com

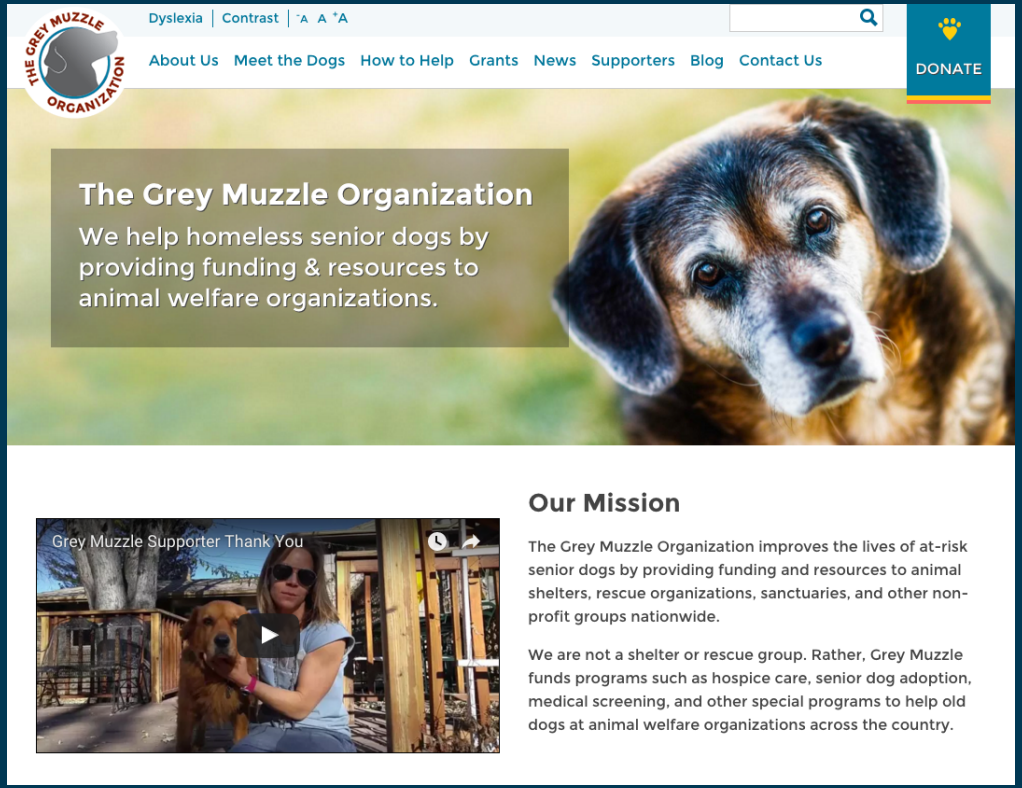
Credit: https://happier1.imgix.net

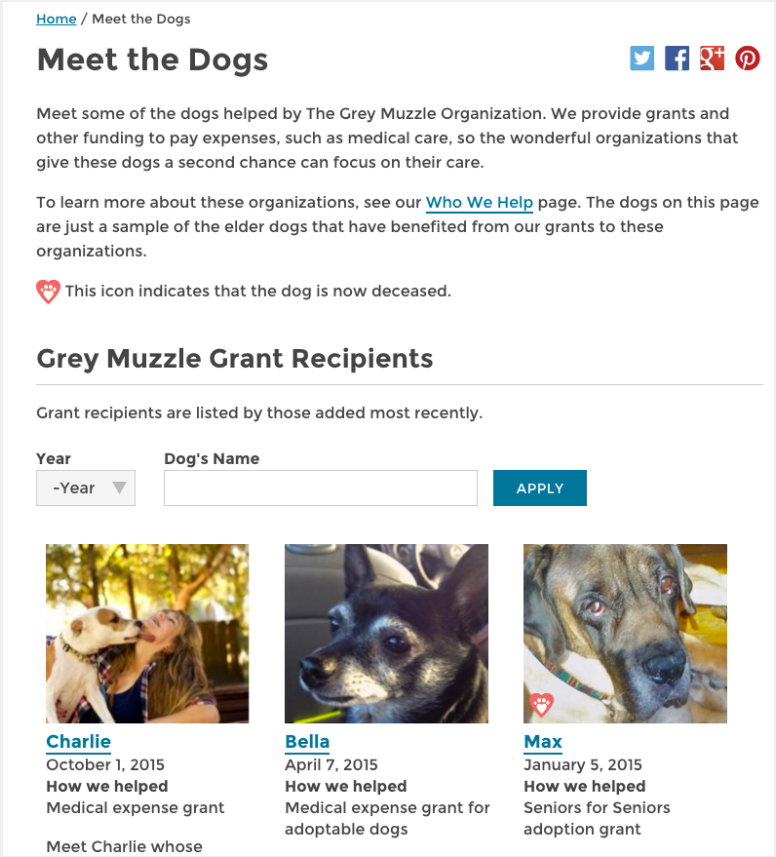
3 Yeah, it's that Easy

Credit: https://0.s3.envato.com

Grey Muzzle Case Study

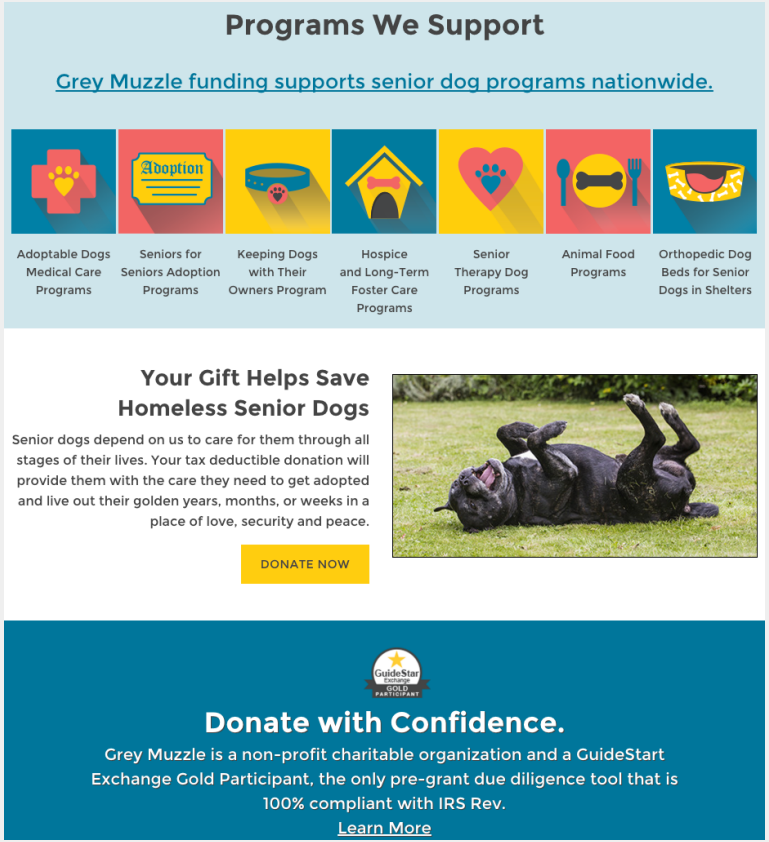
greymuzzle.org





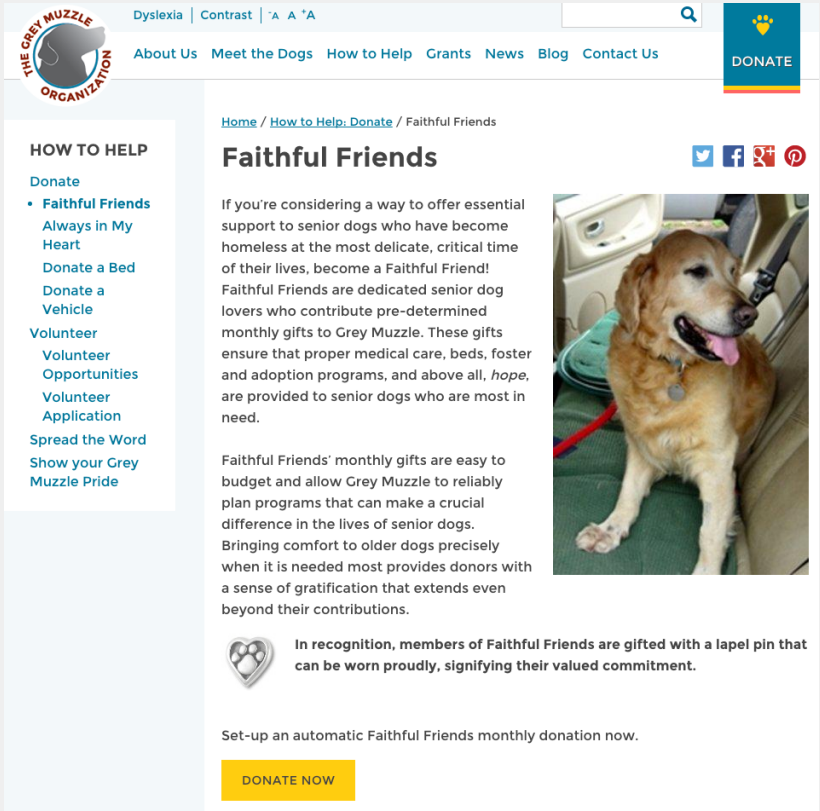
Structure

- Plan out heading & page structure
- Add page titles for browser tabs
- Add a ‘skip to content’ link
- The heading hierarchy is meaningful
- Try not to skip heading levels
- Use a markup validator tool



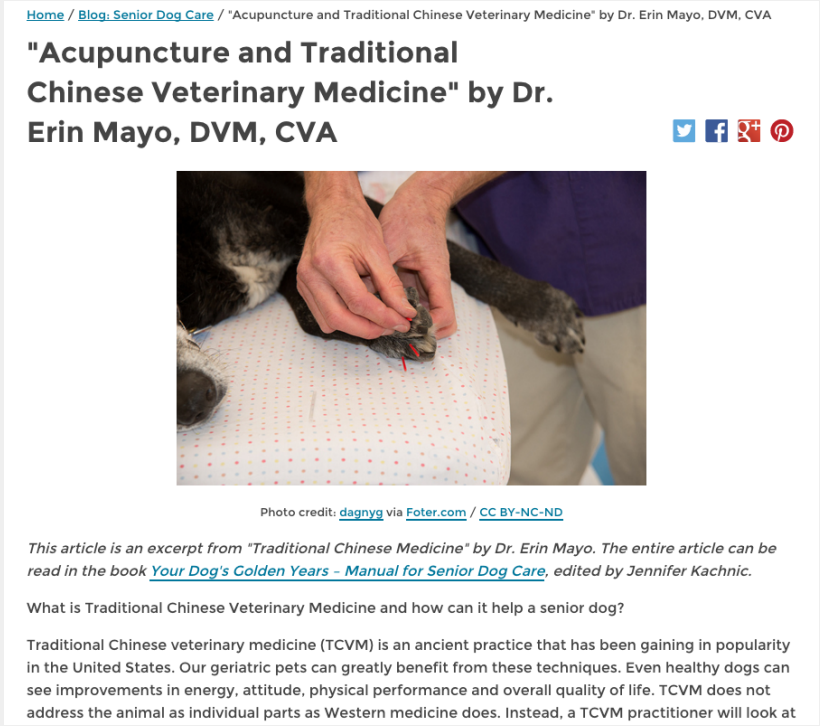
Color & Contrast

- Use colors on the opposite ends of the color spectrum
- Be careful with light shades
- Do not rely on color alone to convey info to your users
- Use solid color backgrounds
- Use color/contrast WCAG standard testing tools



Fonts

- Use a limited number of fonts & provide alternative fonts
- Specify the font size in terms of %, em or a relative value
- Use adequate font size – 10pt min
- Limit the use of ALL CAPS
- Limit the use of font variations

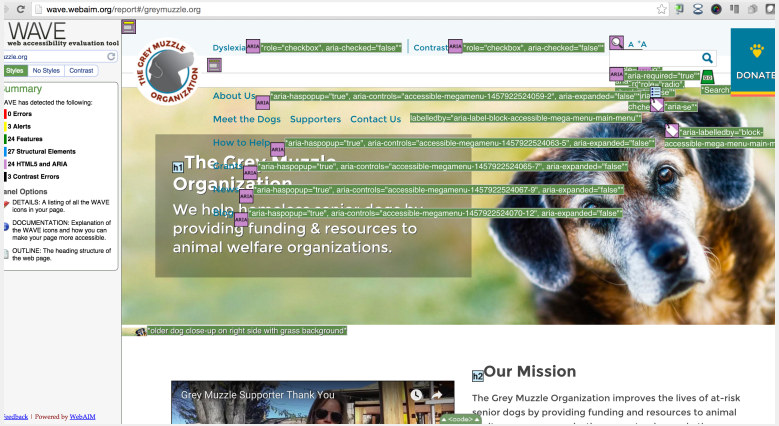


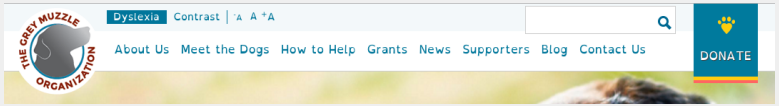
Links

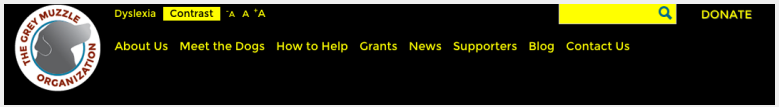
- Differentiate links with theme elements besides color
- Use descriptive link text
- Do not use images for links
- Avoid super short or long links
- Design link focus indicators
- Ensure link text makes sense on its own

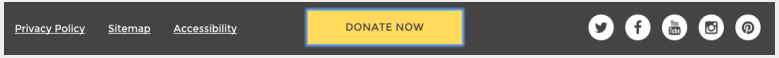
Media

- Use animation, video & audio carefully & selectively
- Avoid flashing/strobing content
- Provide alt ways to access content
- USE ALT TAGS! Be accurate, be succinct, avoid being redundant, avoid “image of” phrases, & use empty alt attributes for decorative images



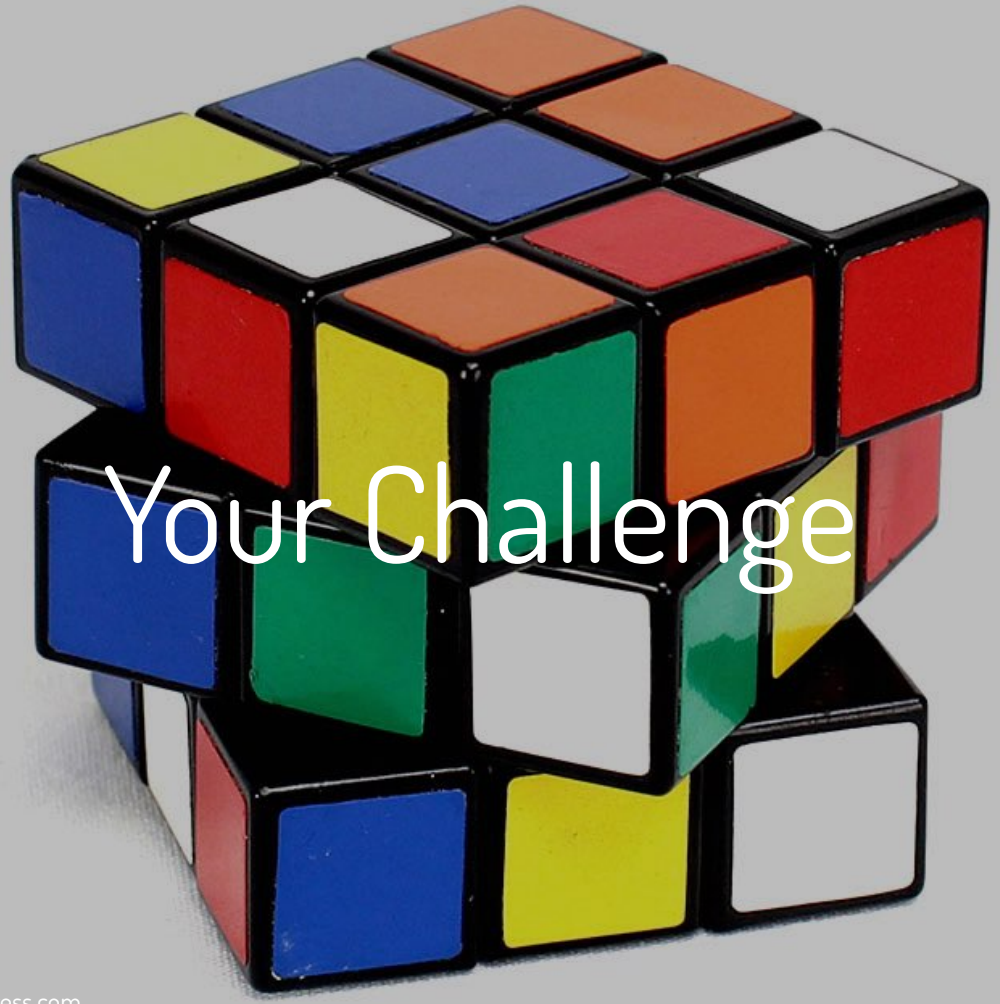






Special Features

- Accessible menus
- Dyslexia font
- Contrast theme
- Font resizing buttons
- Visual focus indicators
- Sitemap
- Accessibility statement



Your Challenge

Credit: https://ronniemcbrayer.files.wordpress.com

Credit: http://www.uglydogbooks.com

Resources - General

Types of Disabilities - https://www.w3.org/WAI/intro/people-use-web/diversity
Accessibility Law - http://webaim.org/articles/laws/usa
Understanding Web Accessibility - http://uiaccess.com/understanding.html
User Stories - https://www.w3.org/WAI/intro/people-use-web/stories
Design/Theme Specific - http://alistapart.com/topic/accessibility

Credit: http://indianagrace.org

Resources - Guidelines & Checklists

WCAG 2.0 - https://www.w3.org/TR/WCAG20/#guidelines
WCAG 2.0 Checklist - http://webaim.org/standards/wcag/checklist
Section 508 - http://www.section508.gov
Section 508 Checklist - http://webaim.org/standards/508/checklist
ATAG - https://www.w3.org/WAI/intro/atag.php
UAAG - https://www.w3.org/WAI/intro/uaag.php
General checklist - http://a11yproject.com/checklist.html

Credit: http://indianagrace.org

Resources - Tools

Overview of Tools - http://webaim.org/articles/tools
General Tool - http://pa11y.org
Visualization Toolkit - http://khan.github.io/tota11y
Color Blindness Simulator - http://www.color-blindness.com/coblis-color-blindness-simulator
Color Safe - http://colorsafe.co
VoiceOver - http://webaim.org/articles/voiceover
Wave - http://wave.webaim.org

Credit: http://indianagrace.org

Credit: http://www.link-assistant.com

MidCamp Sprint

Sunday, March 20 at 10 am

UIC COMRB 909 S. Wolcott St

(across the street from the venue)

Contributors of all skill sets and levels are welcome and encouraged to join us!

Credit: http://www.1seo.com

Feedback
Joind.in: https://joind.in/talk/cfe7c
Room survey: http://goo.gl/WXQ5H6
Twitter: @cariefisher

Thank you!

@Mediacurrent

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