**Introduction**

Although online content will never be completely accessible in all ways to all users, Federal and state laws plus ECU policies require that we create content that is accessible to as many visitors as possible.

**Four Major Categories of Consideration:**

- Visual
- Auditory
- Motor
- Cognitive

**Good To Know:**
Most accessibility considerations also work for mobile

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### Text & Color

- Content is written in clear, concise language
- Fonts are easy to read
  - Example: sans serif font, like Arial or Helvetica, for paragraph text
- Foreground and background display sufficient contrast
  - Example: black text on white background
- Information conveyed using color is visually evident without using color

### Site Navigation

- Use consistent navigation through the whole Website
- Use concise link text that lets the user know where s/he is going (avoid “click here...”). The link should make sense when read out of context.

### Page Structure

- Use headings and other html tags to properly structure a web page
- Use CSS to format features (bold, color, etc.)
- Some html and formatting features can be changed through the CommonSpot html interface in the text box
**Multimedia**

- Provide captioning and transcripts of audio and video
- Many users access text through a screen reader even when unable to access the non-text content such as video or audio.
- The **Department of Disability Support Services** offers captioning services
- Transcripts are searchable and indexable; audio or video is not

**Images & Animations**

- Alt-text is required for all images in CommonSpot. The default is the image name, which doesn’t always make sense!
- Alt-text for decorative images can be “” (double quotes)—there’s no pop-up text on mouse-over nor does a screen reader say it out loud
- Animated gifs should be used SPARINGLY
- Scrolling text cannot be read by a screen reader. Be sure to convey this somewhere else on the page

**Tables**

- Tables should convey data, not used for page layout
- Information should make sense when read in a linear fashion
- Row and column headers should be designated
- CommonSpot templates now offer div-based layouts rather than table-based layouts

**Resources**

- **ECU closed captioning service**  
  252.737.1020 or thompsonmi@ecu.edu
- **WebAIM** – Accessibility articles, how-to’s  
  http://webaim.org/
- **WebAIM WAVE** – Check your pages  
  http://wave.webaim.org/
- **Vischeck** – Simulates colorblind vision  
  http://www.vischeck.com/
- **W3C** – Web Accessibility Initiative (WAI)  
  http://www.w3.org/WAI/
- **Accessibility Guidelines Quick Reference**  
  http://www.ecu.edu/cs-itcs/accessibility