

# Accessibility in Videos & Materials

## Why do my materials need to be accessible?

Course materials designed with accessibility in mind are beneficial to all students, not just those with disabilities.

- The ADA and Section 508 of the Rehabilitation Act of 1973 require that electronic course materials be made accessible to students with disabilities.
- Designing and building accessible course materials the first time, saves time in having to rebuild or reformat them later on.

## The Four Key Principles of Accessible Course Materials

- Perceivable – All materials must be perceivable by learners. Contrast between the text and background is appropriate. Alternative text, captions, and transcripts are available as required.
- Operable – The course content must be easy to navigate. All course materials must be keyboard and mouse accessible.
- Understandable – Course design is consistent. All course materials are readable and understandable. Help learners avoid and correct mistakes.
- Robust – The course and materials perform well when accessed by different web browsers, assistive technology, and older devices.

## Creating Accessible Content

### Fonts

- Use Sans Serif fonts such as Verdana, Helvetica, Arial, and Tahoma.
- Use heading styles to create levels in text.
- Do not use font color alone to convey meaning.
- Use a dark font on lighter backgrounds or lighter fonts on darker backgrounds. (See the testing tools below.)

### Hyperlinks

- Web addresses or URLs should not be used as hyperlink text.
- Hyperlinks should be descriptive and concise. Include where the link is going and why.
- Avoid using phrases with directional terms (e.g., "click here," "click for more information" or "use link below").
- The web address or URL should be provided as plain text after the hyperlink text.
- Examples:
  - Do This:
    - [WRAL Online Local Weather Radar \(opens in a new window\)](http://www.wral.com/weather/radar/)  
http://www.wral.com/weather/radar/
  - Not This:
    - [Click Here](http://www.wral.com/weather/radar/)  
http://www.wral.com/weather/radar/

### Images

- Non-text elements need text alternatives that provide an equivalent learning experience to the image and should offer the content and function of the image. A description is not always equivalent.
- Alternative text should not include the words "picture of," "image of," "link to," or similar phrases.

- Images that are merely decorative and are not relevant to course materials or that have alternative text provided nearby on the page should have the null alternative text value (“”).
- Use least number of words possible. If more than 80 characters are needed to provide an equivalent learning experience, use long descriptions or alternative text nearby on the page instead.

### **Audio and Video Files**

- Audio files should include a printable transcript.
- Video files should be captioned and include a printable transcript.
- Captions and transcripts must provide an equivalent learning experience.

### **Web Pages**

- All web pages, including external links, should be accessible to all students. (See the testing tools below.)

### **PDFs**

- Start with an accessible Word document and convert to a PDF.
- Adobe Acrobat X is the preferred method for creating and testing, but accessible PDFs can be created from accessible Word documents.

### **Accessibility Testing Tools and Resources**

Use accessibility testing tools to test resources and content and make the recommended adjustments so that the course is accessible.

- Font and colors - <http://webaim.org/resources/contrastchecker/>
- Website checker - <http://wave.webaim.org>
- Website checker - <http://www.cynthiasays.com>
- Microsoft Office Accessibility Checker

### **Websites to Visit for More Information**

- Click the link below to read about Section 508 Accessibility Program & Standards  
<http://www.section508.gov>
- Click the link below to learn more about ADA compliance in Online Education  
<http://www.webaim.org>
- Click the link below to learn about Web Content Accessibility Guidelines  
<http://www.w3.org/TR/WCAG/>
- Click the link below to visit 3Play Media’s ADA Online Video Requirements  
<http://www.3playmedia.com/2013/06/13/the-americans-disability-act-ada-accessible-online-video-requirements/>
- Click the link below to read about the Universal Design for Learning  
<http://www.udcenter.org>