Web Community Manager
Accessibility Online Training

Disclaimer

The information in this presentation was prepared for informational purposes only. The information contained herein is not intended to constitute legal advice and you should consult with your own attorney when developing your online accessibility program and policy. Blackboard assumes no liability in connection to this presentation and any information contained herein.

Learning Outcomes

At the end of today's hands-on workshop you will be able to:

- Define accessibility and its importance.

- Understand common accessibility issues.

- Format text with headings.

- Create accessible links and images.

- Understand how and when to use tables and lists.

- Understand the principals of accessible documents.

- Understand the importance and impact of color.

- Understand the different video caption types.

- Find helpful materials for compliance and accessibility errors.

Websites Used During The Training

- Your Website
  - Sign In
  - Open Up Site Manager
  - Find a Section Workspace to Work In
- Training Website: bit.ly/wcmtraining

What is Accessibility?

- Accessibility is a word to describe whether or not something can be accessed by people with all abilities and disabilities.

- The goal of accessibility is creating equal access for all.

Examples of Accessibility

- Ramps to building entrances.

- Sign language interpreters.

- Captioning on television shows

- Black and white text on websites.

- Testing accommodations for students.

Accessibility on the Web

- 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.

Accessibility Standards

- Authored and implemented by the U.S. Office of Civil Rights

- Evaluated using international standards known as Web Content Accessibility Guidelines (WCAG)

- Guidelines are organized under 4 principles:

    1. Perceivable

    2. Operable

    3. Understandable

    4. Robust

Blackboard & Accessibility

Blackboard's accessibility program is built on the following core beliefs:

- Accessibility is an imperative, not an afterthought.

- Understand, empathize, and act.

- Deliver the promise of educational technology.

Screen Reader Activity Part 1:
Not built with accessibility with mind

Blackboard

Creating Accessible Content

Checklist for Blackboard WCM Content Editors

While creating website content it is crucial to consider accessibility. There are a few basic steps that should be followed in order to assure your content is accessible:

- Add built-in Headings to document and do not skip numbers (e.g. jumping from Heading 1 to Heading 3)

- Use built-in List options (e.g. bullets or numbers)

- Add Alt Text for all links

- Add Alt Text for all images

- Defined Table Headers and simplified Tables as much as possible

Helpful Information

Links

- https://cerc.blackboard.com/domain/102
- https://sw00000004.schoolwires.net/domain/1164

Files

- Blackboard Accessibility PowerPoint Handout
- Click Here for Resources Word Document

Common Accessibility Errors

Type of Error	Number of Errors on Page	Number of Errors in Section
Headings	5	12
Images without alternative text	1	3
Empty links	2	23
Inaccessible documents	1	4

Screen Reader Activity Part 2: Built with accessibility in mind

Blackboard

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Helpful Information

Links

- Blackboard Accessibility Help Site
- Blackboard Training Site

Files

- Blackboard Accessibility PowerPoint Handout
- Word Document of Accessibility Resources and Links

Common Accessibility Errors

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Diverse Accessibility Challenges

Cognitive

- ADHD
- Dyslexia
- Down Syndrome
- Difficulty concentrating
- Difficulty reasoning and understanding
- Poor comprehension

Visual

- Low/poor vision
- Color blindness
- Total blindness
- Difficulty seeing contrasts
- Seizure sensitivity

Physical

- Lost Limbs
- Poor gross/fine motor controls such as Muscular Dystrophy
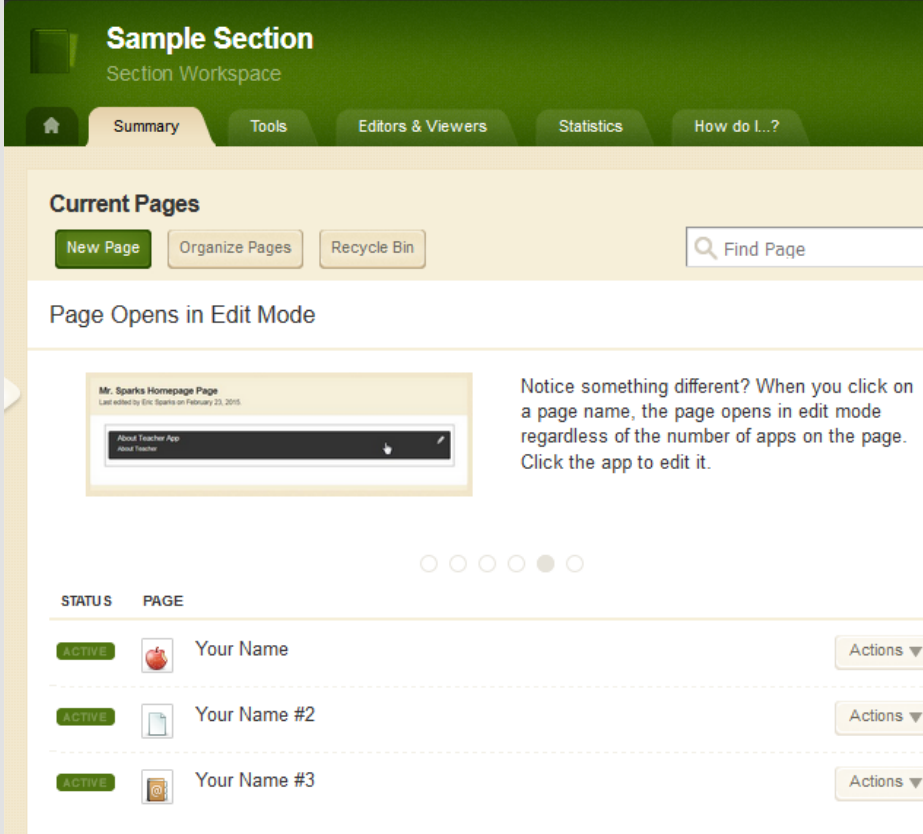- Difficulty communicating struggles
- Partial/full paralysis

Hearing

- Limited Hearing
- Complete deafness
- Difficulty taking notes & reading captions at same time

Common Accessibility Issues

- Improper use of headers

- Empty links or links without alternative text

- Color contrast issues

- Using tables incorrectly

- Missing alternative text tags in images

- Documents that are not built accessibly

- Videos without captions

- Readability level of content

Activity: Build A New Page

1. Sign in to website

2. Open Site Manager

3. Navigate on back end of site to a Section Workspace (Green Title Bar)

4. Build a Blank Page named "Accessibility Practice" (Hit Save and Exit)

5. Set "Viewers" to self.
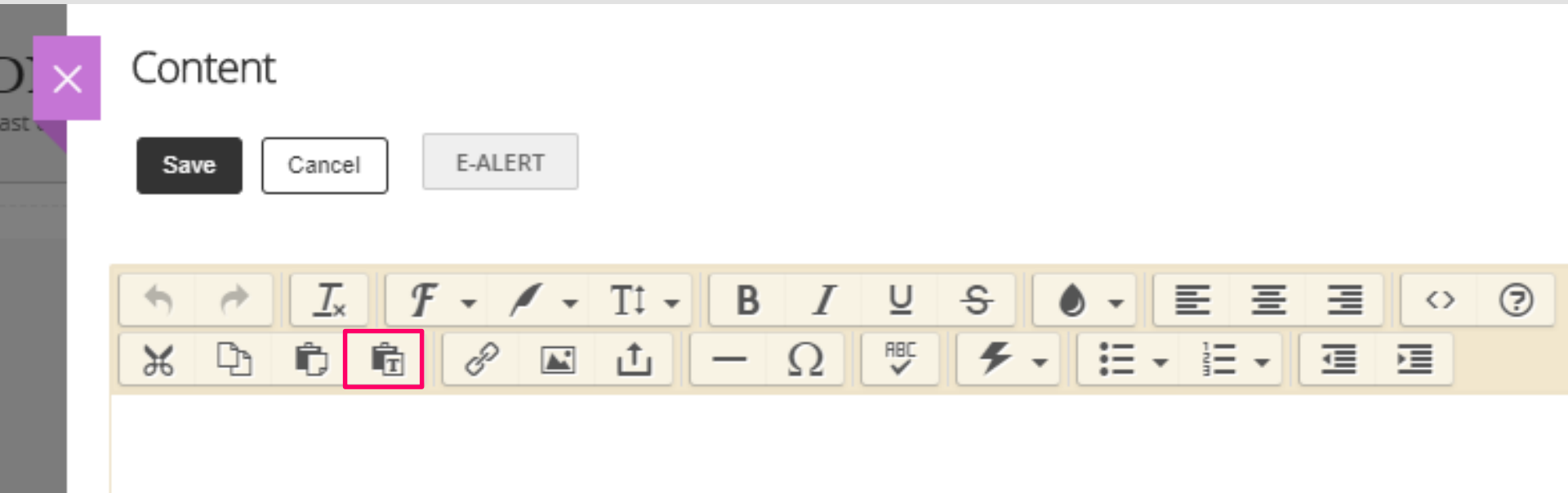
Activity: Add Apps to Page

Add Apps to Page

    A.   Content App

    B.   Shortcuts App

    C.   Image App
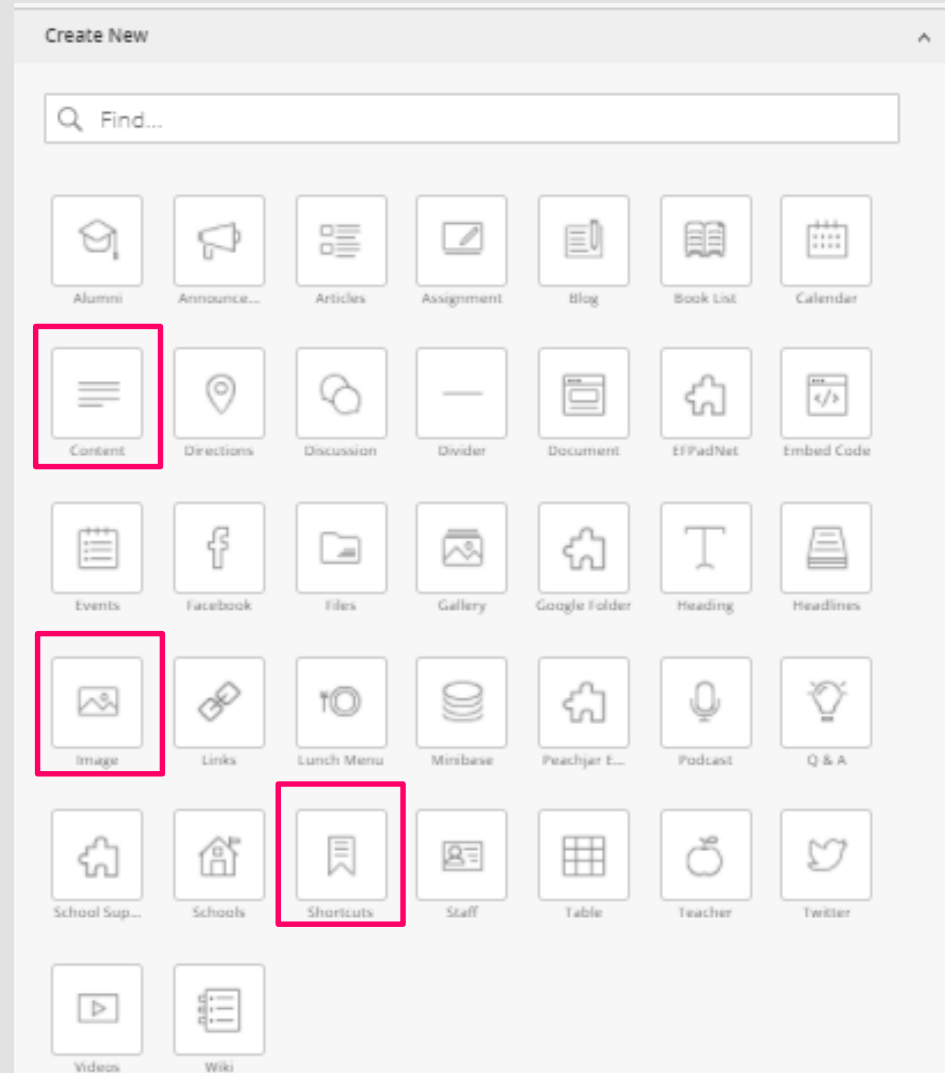
Activity: Content App: Paste As Plain Text

- Copy text from training website on Text for Accessibility Training Page.

  – bit.ly/wcmtraining

- Paste into content app using paste as plain text tool and keyboard shortcuts.

Remove Old Formatting from Text

- Use the **paste as plain text button** (clipboard with T) when adding copied text into the content app.

- Use the **remove formatting button** (T_x) to remove formatting from text already in content app.

Headings

- Break up content in longer documents, making content easier to digest

- Allows screen reader to jump around within the text.

- Provides additional benefits of consistency & automatically populates the site table of contents.

- Guidelines for Heading Structure:

    - Use a logical and consistent heading structure

    - Use built-in heading styles

    - Don't use bold, italic, underline, color or font size/style to emulate headings

Activity: Content App: Format Text with Headings

1. Correct spacing between lines of text.

2. Use the dropdown menu next to the T button in the content app to format the text with logical headings.
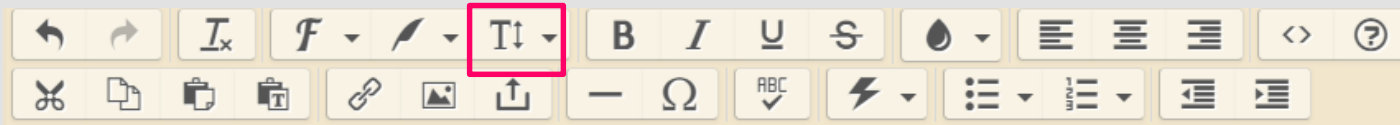
Creating Accessible Content — H1

Checklist for Blackboard WCM Content Editors — H2

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Add Alt Text for all images
Defined Table Headers and simplified Tables as much as possible

Helpful Information — H2

Links — H3

Blackboard Accessibility Help Site
Blackboard Training Sites

Files — H3

Blackboard Accessibility PowerPoint Handout
Word Document of Accessibility Resources and Links

Additional Text Formatting For Emphasis (Body Text)

- Do not rely on color, bold, italics, underline and strikethrough for emphasis. Screen readers <u>do not</u> read this differently; this is only a visual cue.

- Use varied punctuation for emphasis. Screen readers change their intonation based upon punctuation.

- Use lists to emphasize text. Only lists created using built-in list tools are recognized by screen readers.

Activity: Content App: Other Formatting

- Use the numbered and bulleted list tools to format the text.

Creating Accessible Content

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Helpful Information

Links

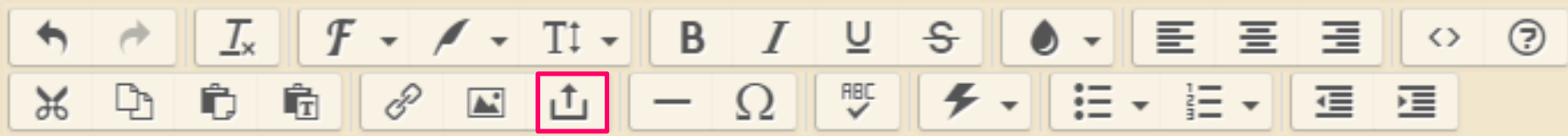Blackboard Accessibility Help Site

Blackboard Training Sites

Files

Blackboard Accessibility PowerPoint Handout

Links

- Links should be in the form of clickable descriptive text
  - Do not list a URL out in plain text
  - Links cannot simply say "click here"
- Making the clickable text on links longer makes them easier to access by people who may have mobility issues.
- All link should have alt text that describes:
  - the target (specifically if it opens in a new window)
  - context about the link (description of linked content beyond link text / URL)

Activity: Content App: Links

- Add links using insert link button.

- To get link URLs use link library list on the bottom of the sample text page.

Files

- Only upload files that have been built accessibly.

- Files must have descriptive clickable text (not "click here").

- All files should have alt text that describes:

  - the target (specifically if it opens in a new window)

  - context about the file (description of linked content beyond the file name)

Checklist for Blackboard WCM Content Editors

While creating website content it is crucial to consider accessibility. There are a few basic steps that should be followed in or

Alternative Text with Images

- Allows screen readers to convert the image into words.

- Indexes images for searching.

- Guidelines for Alternative Text:

  – Text should be clear, concise, and descriptive.

  – Do not use the same text for every image.

  – No unrelated images.

  – Avoid decorative text in images.

  – All text in image must be written out as alternative text.

  – If the image is an infographic you should

    o Write a narrative telling the same story users get from the visual

    o Provide a link to view the text alternative

Examples of Alt. Text

Alternative Text = Cat

Alternative Text = Male Lion

Activity: Content App: Image

- Place your curser where you want the image to go.

- Select the insert image button.

- Open the clipart library and find a related image.

- Add descriptive alternative text and finish adding image.
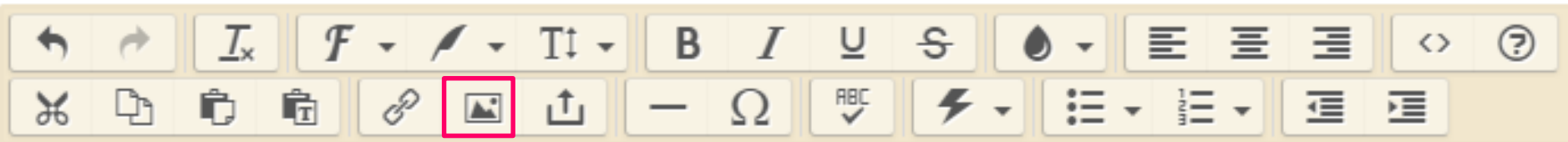
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Image App

- You can also add an image to the page using an image app.

- When using an image app you still must add alternative text.

Image

| Edit | Options |

* Image

SELECT FILE

* Alternative Text: ⑦

Alignment

Default ▾

Border (px)

None ▾

Width

☐ Keep image proportions

Site Shortcuts App

- You can also create a list of links using the site shortcuts app.

- The clickable text for each link is called: Link Text

- The alternative text is called: Tooltip

- Turn on the app name to give this app an accessible heading

* Link Text:

Information about DNA

Web Address:

/Page/3703

BROWSE...

Target:

Open in same window ▾

Tooltip:

Link opens in same window. Choose this link to access an

Parent Link:

None ▾

☐ Auto Expand

Link Image:
Optionally replace your link text with an image.

Tables

– Tables should only be used to present tabular data, not for formatting purposes.

– Use the table app to add tables to your website

- The table app allows your table to be responsive on all devices.

- To make the table app Accessible:

– Check boxes to identify header rows and columns.

– Add "Table Caption" to give brief description of table. (Shows above table)

– Add "Table Summary" to describe relationships between data in detail. (Does Not Show)

An example of an accessibly built table in the table app can be found on the [training site](#).

Formatting Accessible Documents

Structure & Formatting

(Headings, Lists etc.)

Proper Use

Of Tables

Alt Text for

Images & Links

Check With Built-in

Accessibility Tools

*Read full article about Formatting Accessible Documents on Blackboard Help

Building Accessible PDFs

Start from a well formatted source file.

Include accessibility tags when saved to PDF.

PDFs are the best format for website documents.

*Read full article about Formatting Accessible Documents (look for PDF section) on Blackboard Help

Principles of PowerPoint Accessibility

Slide Titles
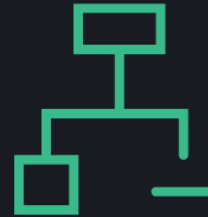
Reading Order

(Check In Outline View)

Alt Text for

Images & Links

Self-Describing

Clickable Links

*Read full article about the Principles of PowerPoint Accessibility on Blackboard Help

Color Contrast

- Low contrast between text and its background can make content difficult to read.

- Check the contrast between your text and background colors for WCAG compliance using color contrast analyzers.

Some people cannot read text if there is not sufficient contrast between the text and background. For others, bright colors (high luminance) are not readable; they need low luminance.

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Captioning Videos

Find Already

Captioned Videos

Create a Storyboard

To Make Self

Captioning Easier

Upload Videos

To YouTube

Edit Automatic

Captions Before

Posting to Website

Accessibility Checklist 1/2

1. Use a built in heading structure.

2. Use the built in list tools.

3. Add links and files using descriptive clickable text and alternative text.

4. Add descriptive alternative text to images.

5. Only use tables for tabular data not display structure.

Accessibility Checklist 2/2

6. Mark heading rows on tables.

7. All documents you upload, link or display on your website should accessible.

8. Embedded videos must include captioning.

9. Check reading level of content.

10. Check for high color contrast.

Accessibility Resources

- Training Website: bit.ly/wcmtraining

In today's workshop our focus was to help you:

- Define accessibility and its importance.

- Understand common accessibility issues.

- Format text with headings.

- Create accessible links and images.

- Understand how and when to use tables and lists.

- Understand the principals of accessible documents.

- Understand the importance and impact of color.

- Understand the different video caption types.

- Find helpful materials for compliance and accessibility errors.