



Inclusive Design for Online Accessibility

Practical approaches to benefit all



Design for accessibility



Use headings for page structure

A logical hierarchy of headings creates semantic structure. Use heading level 1 (H1) for the page title, H2 for section headings, H3 for sub-sections and so on.



Use plain language

Support understanding with plain, concrete and descriptive language.



Make text available

Structure your documents with headings and describe images with captions. Some screen readers have difficulty with tagged documents so be prepared to provide a plain text version upon request.



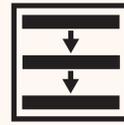
Use alternative text for images

Add alternative (alt) text to describe the content and function of images, and include any text that is part of an image. Complex images (e.g. graphs and tables) may require a separate text description.



Resist the urge to shrink

Ensure all text and images are clear by not shrinking content to fit on a page.



Follow a linear layout

Aid screenreading by ordering content logically.



Write clear & descriptive links

Link text should provide context of where the link will take the reader and should be in a contrasting colour and preferably underlined.

[Request form](#) ✓

Click here ✗



Use contrasting colours

Contrasting colours ✓

Contrasting colours ✗



Provide transcripts & captions

Video/audio transcribing services are not free so at least a key summary should be provided. YouTube adds closed captions but they often need correcting.



Make tables accessible

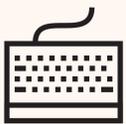
Ensure tables have a header row. Only use tables for presenting data, not for layout.

Test for accessibility



Zoom to 200%

Use your browser or document viewer zoom – does all the text remain visible?



Check keyboard navigation

Ensure you can navigate just using TAB, SHIFT-TAB, and ENTER keys.



Use WAVE or aXe web browser plugins to audit the accessibility of your course



Check for screen-reader compatibility

Windows: NVDA Mac OS X: VoiceOver

Linux: ORCA Chrome: ChromeVox



Use built-in accessibility wizards

Available in Adobe DC, Acrobat Pro & Microsoft Office.

