

## Creating Accessible Content

### Documents

This section discusses how to use heading styles; add alt text or captions to images; and use descriptive text for links.

### Text: Heading Styles

Headings are necessary for organizing and formatting your document. With properly styled headings, an individual can easily scan and follow your document and a hierarchy is created and followed for a screen reader. Headers are also beneficial for manuscripts and creating a table of content. Let's use levels 1 – 3 headers for APA formatting as an example.

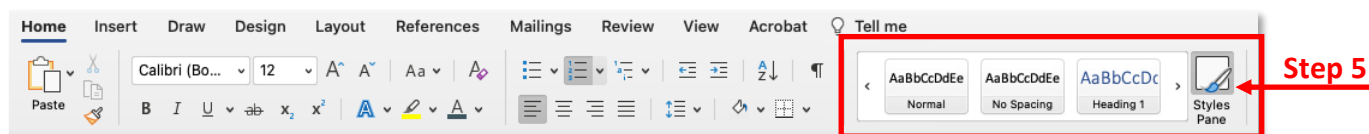
- Level 1 headers: **Centered, Boldface, Title Case**
- Level 2 headers: **Flush Left, Boldface, Title Case Heading**
- Level 3 headers: **Flush Left, Boldface Italics, Title Case Heading**

In the above example, if you do not use a heading style in Word, you will have to remember the formatting for each level and apply it correctly. By using a heading style, you decrease errors and ensure you are consistent with formatting throughout the document. The same applies for accessibility. By using a heading style, you ensure your document is accessible to everyone, especially individuals using assistive devices such as screen readers.

1. Open Microsoft Word.
2. Format the text as you would want it to appear – ex. center, bold, title case, etc.
3. To create a style, select the formatted text.
4. On the Home menu, navigate to the Styles section.

**Note:** You will see all the styles that are currently available in the document. You will have to create a new style for each header you are adding.

5. Click **Styles Pane**.



6. Click **New Style**.
7. Type a name for the style.
8. Verify the formatting is correct based on your formatted text.
9. Click **OK**.

### Text: Hyperlink Text - Documents

In some cases, you may have to provide a URL in a document, Canvas course, in email, etc. If so, best practice is to link the URL and provide descriptive text as some individuals with visual or other impairments may use screen readers to view the link. With a screen reader, clear and

accurate descriptive text allow individuals to easily skim through a document or a website and navigate to the link.

- **Bad Example:** Click [here](#) to learn more. **OR** Click this [link](#) to learn more.
- **Good Example:** Visit [USF website](#) to learn more.

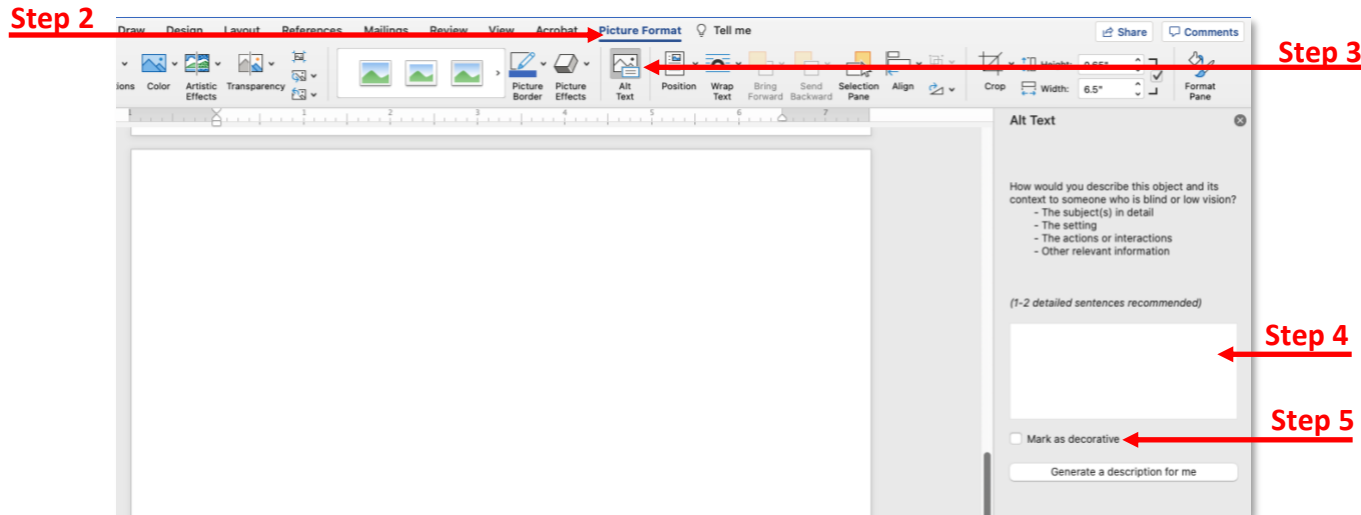
## Images: Alt-Text - Documents

Alt text is short for alternative text. It is a short text description of an image or other media type. Individuals who use screen readers are benefited as the reader will read the alt-text. Every image in a course, document, PowerPoint, etc., must have alt-text. WebAim recommends if the image does not convey relevant or important content, empty alt text of "" would suffice. These topics are discussed in this section.

To add alt-text to an image:

1. Insert the image into your Word document.
2. Select the image and the **Picture Format** tab will appear.
3. Click **Alt Text**.
4. Enter a brief description about the image.
5. If the image has no relevance or important content, check **Mark as decorative**.

**Note:** Images marked as decorative will be read as such so that individuals who using a screen reader will know they aren't missing important information.



## Images: Captions

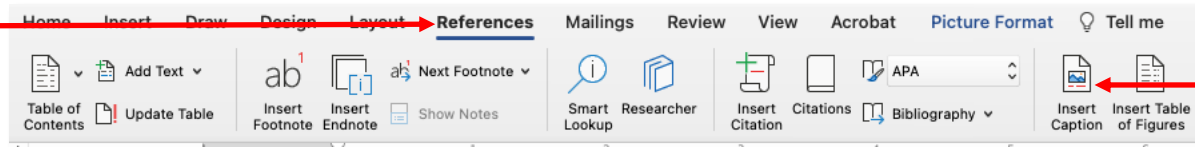
There may be times where you need to add a caption to an image rather than alt-text. Captions are ideal when connecting images to text (such as a figure or chart).

To add alt-text to an image:

1. Insert the image into your Word document.
2. Select the image.

3. Click the **References** tab.
4. Click **Insert Caption**.

**Step 3**



**Step 4**

5. Type a name in the *Caption* field.
6. Click **OK**.

## Images: Long Descriptions

If the description of your image is beyond the recommended 1-2 sentences for alt-text and a caption, consider using a long description. The long description is included in the text of the document where you describe and explain the image in depth.

## Presentations

This section discusses how to add alt text to images, use descriptive text for links, and set the reading order of slide content.

### Images: Alt-Text - Presentations

Alt text is short for alternative text. It is a short text description of an image or other media type. Please read the full description above on alt-text for documents.

1. Navigate to the slide with the image.
2. Right-click on the image.
3. Click **Edit Alt Text**.
4. Type a brief description of the image in the text field.

**Note:** If a brief description of the image is not sufficient, consider collaborating with EDT to recreate the image or finding a different image.



**Step 3**

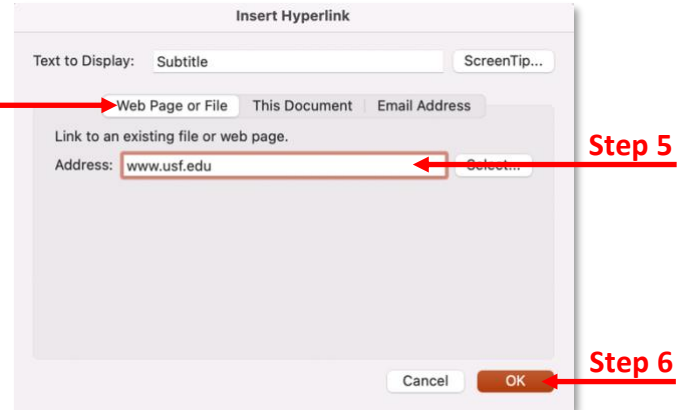
### Text: Hyperlink Text - Presentations

When linking text in a presentation, ensure the text is descriptive, clear, and accurate. Keep in mind that some individuals may use screen readers and the readers will scan the slide for links. Review the Hyperlink Text section above under documents for examples.

To insert a hyperlink on a slide:

1. Select the text.
2. Click **Insert**.
3. Click **Hyperlink**.
4. Verify the *Web Page or File* tab is selected.
5. Paste the URL in the *Address* field.
6. Click **OK**.

**Note:** You can do the same thing for linking to other slides or adding email addresses on the slide. Just click the corresponding tab in step 4.



## Set the Reading Order

Screen readers will read the contents of the slide in the order they were added to the slide. After you have designed each slide, check the reading order of the content on the slide for screen reader capabilities. This will ensure the content is read in the order you intend.

1. Open your PowerPoint presentation.
2. Click the **Review** tab.
3. Click **Check Accessibility**.

**Note:** An Inspection Results window will appear on the right with a report.

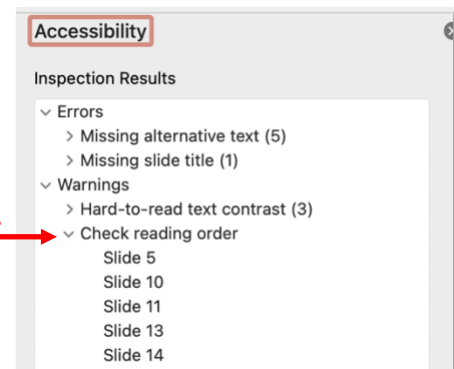
4. Navigate to the *Warnings* section and click the down arrow next to *Check reading order*.

**Note:** A list of slides where the reading order need to be checked will be listed.

5. Navigate to the slide where the reading order needs to be corrected.
6. Once on the slide, click Selection Pane.
  - a. If you do not see Selection Pane, click the **Accessibility** tab and select it. **OR**
  - b. If you do not see Selection Pane, click the **Home** tab, click the down arrow next to *Arrange*, and select **Selection Pane**.

**Note:** The Selection Pane will show the reading order in **reverse - bottom to top**.

7. Click an item to see which one is which.
8. Click and drag to items to the correct position to change the reading order. Keeping in mind that the correct order will be listed bottom to top.



## PDFs

If you have PDFs that are not accessible (e.g., scanned PDF), you can make them accessible using Adobe Acrobat Pro. This software is available to all USF faculty and staff on USF IT website.

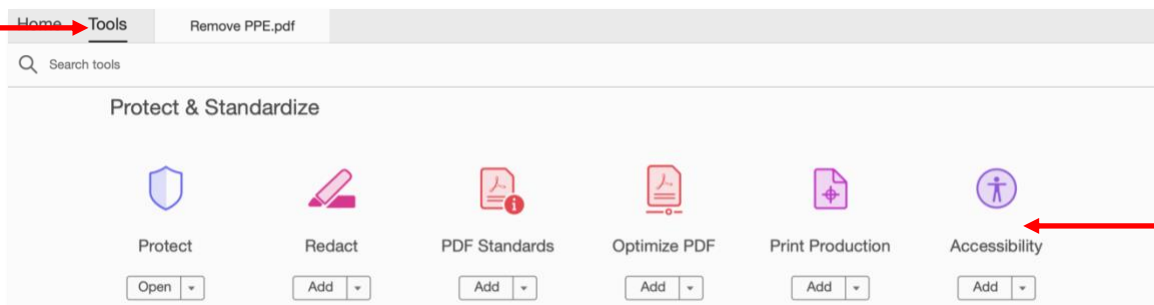
Access [USF IT website](#) to download Adobe Acrobat Pro. If you experience problems or receive a warning, [contact USF IT](#) and they will guide you through the process.

## Check Accessibility of PDFs

If you are unsure if your document is accessible or not, you can use Adobe Acrobat Pro to check the accessibility of documents.

1. Access Adobe Acrobat Pro and open the document that is not accessible.
2. Click **Tools** in the top left corner.
3. Scroll down to the Protect & Standardize section and click **Accessibility**.

**Step 2**

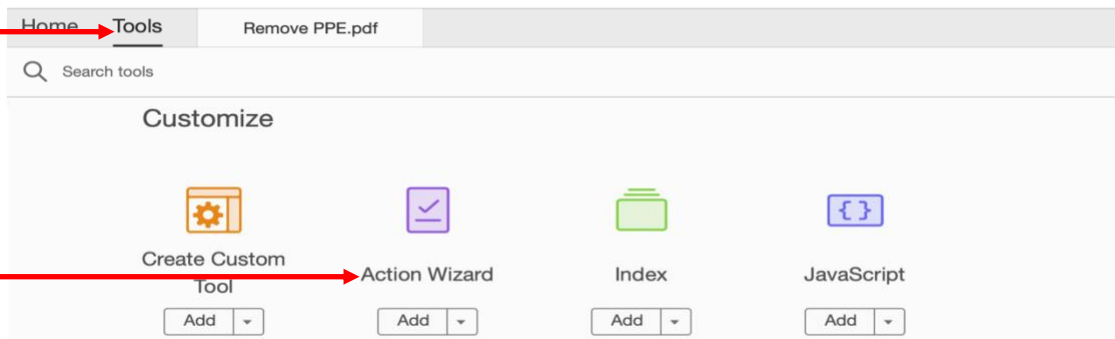


4. Click **Accessibility Check** from the right-hand menu.
5. Click **Start Checking**.
6. View the report that appears in the Accessibility Checker window on the left or the report saved in your *Documents* folder.

## Make PDFs Accessible

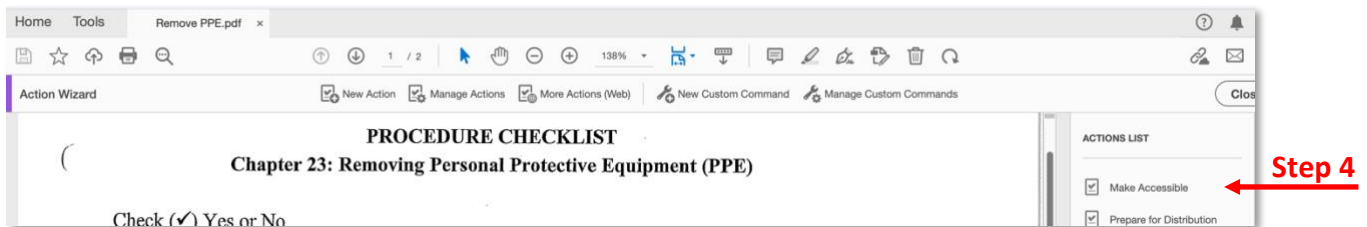
1. Access Adobe Acrobat Pro and open the document that is not accessible.
2. Click **Tools** in the top left corner.
3. Scroll down to the Customize section and click **Action Wizard**.
4. Click **Make Accessible** from the right-hand menu.

**Step 2**



5. Click **Start**.

- a. If the document is not opened, you will want to click **Add Files** to add the document that is not accessible.
6. Follow the onscreen prompts to make the document accessible.
  - a. In the Document Description window, you can type a description or choose *Leave as is*.
  - b. In the Set Alternate Text window, the pieces of the document that are detected as images will be displayed. You can type alt-text or checked *Decorative figure*.
  - c. Click **Start Checking**.
  - d. A report will be provided if you left that option checked in the Start Checking window. View the report that appears in the Accessibility Checker window on the left or the report saved in your *Documents* folder.



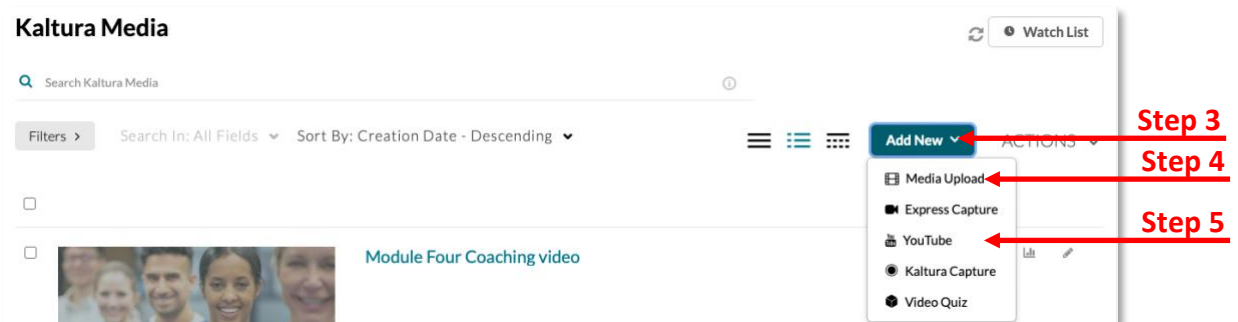
## Videos

If you have videos that do not have closed captioning or a transcript, you can use Kaltura to generate a script. Please note just because a video is on YouTube, does not mean it is captioned. Follow the instructions below to generate a transcript for your videos.

1. Access your Canvas course.

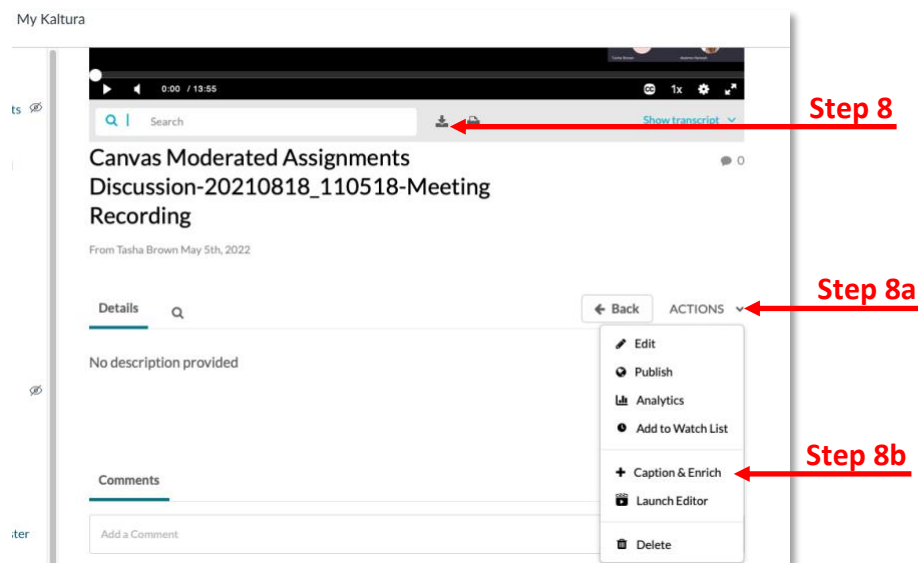
**Note:** If you have a demo course, you can perform these steps in that course as you're just generating a script.
2. Click **My Kaltura** from the course navigation menu.

**Note:** If you do not see Kaltura in the menu, click **Settings** and select the **Navigation** tab. Then move Kaltura up to top menu.
3. Click **Add New**.



4. If you have a mp4 saved to your computer, click **Media Upload**.

- a. Click **Choose a file to upload**.
  - b. Navigate to the saved video and upload it.
  - c. Verify the file name.
  - d. Scroll down and click **Save**.
  - e. The script will take some time to generate.
5. If it is a YouTube video, click **YouTube**.
- a. Paste the YouTube video URL into the text box.
  - b. Click **Preview**.
  - c. Verify the file name.
  - d. Scroll down and click **Save**.
  - e. The script will take some time to generate.
6. After some time has passed, you can check to see if the script has finished generating by clicking **My Kaltura**.
7. Click the name of the video.
8. Click the download icon immediately below the video and to the left of *Show transcript*.



**Note:** If you do not see the download icon, it could mean the transcript is still processing or there may be an error with processing the script. To check for processing:

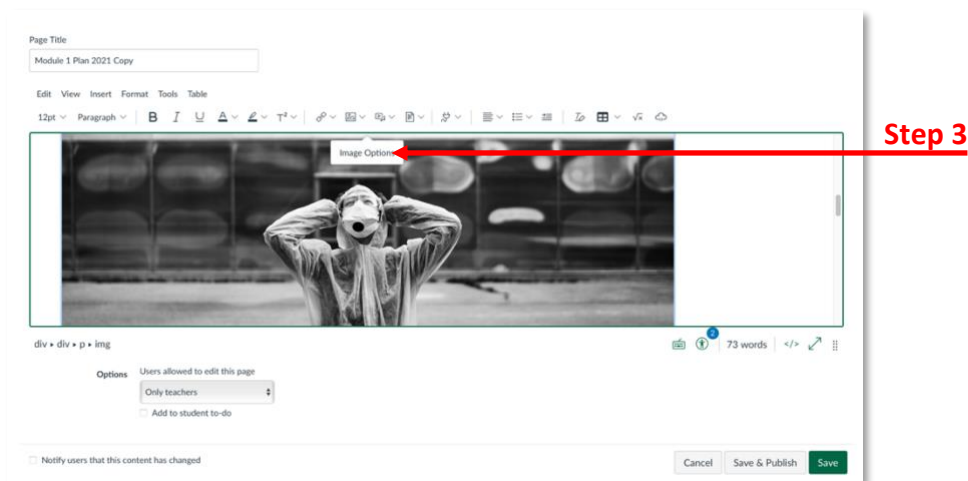
- a. Click **Actions**.
  - b. Select **Caption & Enrich**.
  - c. In the *Status* column, you will see if the video is still processing, an error message, or completed.
9. Once you have downloaded the transcript, check it for accuracy and make corrections as needed.
10. Access the course and module page that has the video and linked the transcript next to the video.

## Canvas

Canvas has some built in accessibility features that you can use to ensure the accessibility of your content.

### Images: Alt-text - Canvas

1. Add the image to the Canvas page.
2. Click the image.
3. Click **Image Options**.



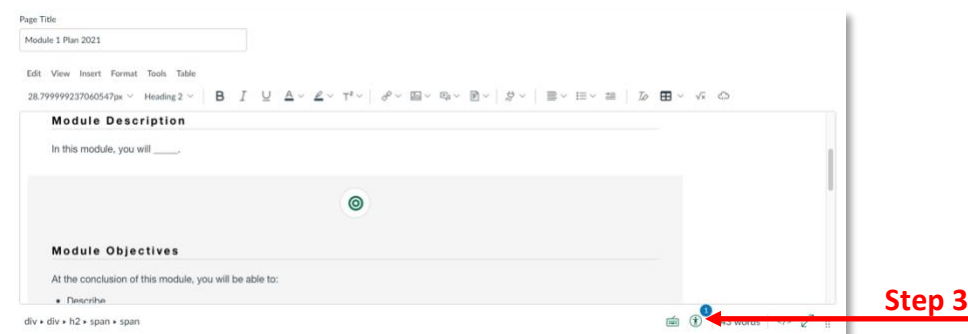
4. In the Image Options window, type alt-text in the text field.
  - a. If the image is decorative, check *Decorative Image*.
5. Click **Done**.
6. Click **Save**.

### Canvas Accessibility Checker

There is an accessibility checker option in the Rich Content Editor. This checker detects common accessibility issues for items on the page.

1. Access a Canvas page (e.g., module, discussion, assignment, etc.).
2. Click **Edit**.
3. Click the *Accessibility Checker* icon (bottom right next to word count).

**Note:** A window will appear on the right with the issues.



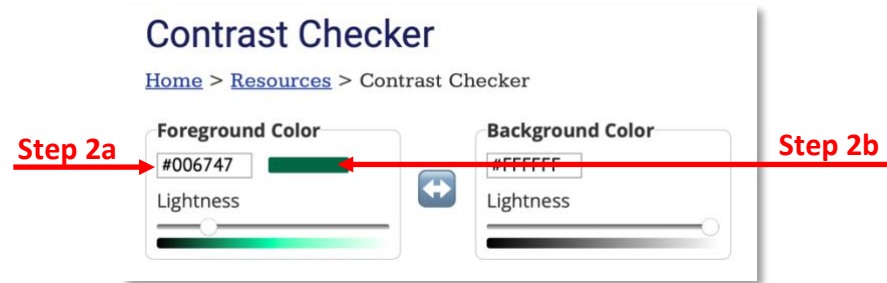


4. Review the report for each issue and select the appropriate action to take from the drop-down menu.
5. Click **Apply**.
6. Click Next to view other issues.
7. Repeat the prior steps to view and fix all accessibility issues.

## WebAim Contrast Checker

With the WebAim contrast checker tool, you can check the contrast between the background color and text color.

1. Access the [WebAim Contrast Checker website](#).
2. Enter the hex value for the font color in the foreground color field. **OR** Click the color shade next to the textbox and select the color from the wheel.
3. Enter the hex value for the background color in the background color field. **OR** Click the color shade next to the textbox and select the color from the wheel.



4. Press the *Enter/Return* key on your keyboard.
5. You will want to see a *Pass* for the WCAG AA at minimum. If you don't receive a *Pass*, adjust your colors.
  - a. WCAG stands for Web Content Accessibility Guidelines. These guidelines have three levels of conformance. AA is in level two and have criteria to meet to satisfy this guideline.