

# Essential Digital Accessibility for Course & Content Design

## 1. Organize Content

- Use **heading styles (H1, H2, H3, etc.)** for structure.
- Use **bullet points and numbering tools** to create lists.
- Verify **keyboard navigation** using arrow keys, Tab and Enter.
- Add **document title**.
- Set the primary **language**.

## 2. Text & Readability

- Use **clear, simple language**.
- Font type: **sans serif fonts** Arial, Helvetica Neue
- Web fonts: Roboto and Source Sans Pro
- Font size: 12pt or larger (24pt+ for PowerPoint).

## 3. Color and Contrast

- Use a [contrast checker](#)
- Ensure **4.5:1 contrast ratio** for text (**3:1 for large text**).
- Use color along with **labels or patterns** to convey information.
- Use the UCCS [recommended color pairings](#) to stay in brand.

## 4. Images

- Add **alt text** to all meaningful images, charts, and graphics.
- Mark **decorative images** as decorative.

## 5. Hyperlinks

- Use **descriptive link text** (e.g., "Visit our website" instead of "Click here").
- Only underline **link text**.
- Verify **link works**.

## 6. Media

- Provide **captions for all videos** (FRC recommends [Panopto](#)).
- Provide **audio descriptions for all videos**, although typically not required for videos where all vital visual information is conveyed through the audio track.
- Offer transcripts for audio-only content and for all third-party content that do not have captions or do not have accurate captions.

## 7. Tables

- Use tables for **data, not layout**.
- Specify **header rows** and avoid merged or split cells (especially vertical! Assistive technologies are built to read tables L to R, row by row. Merged cells can become confusing.)

## 8. Tools

- Run a built-in Accessibility Checker:
  - Word
  - PowerPoint
  - Outlook
  - Canvas
  - DesignPlus and UDOIT accessibility scans
  - Adobe Acrobat (to fix inaccessible PDFs)

**Always plan to review documents after using any accessibility checker; no tool is perfect.**