

Adore

Accessibility in Digital Communication Higher Education Curricula



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Module A, content:

1. What is accessibility
2. User needs - this document
3. Policy and legislation
4. Accessibility standards
5. Web accessibility basics - this document



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5 Web accessibility basics



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Important for everyone

- Find information
- Navigate from one part of the website to another
- Understand the context
- Trust the information provided



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Notes

Basic recommendations on accessible communication is often just common sense. What is good for all users are necessary for some.

Making it easy to find information, to navigate between different parts of content, to understand the information you find and to trust the information when found, that all sounds very obvious. But when it becomes hard to find what you are looking for, if navigation is cumbersome and the content difficult to understand and trust - then any user would be frustrated. Therefore, it is important that as many users as possible can find, navigate, understand and trust your content.

Key elements of accessibility

- Structure
- Providing alternatives
- Technical requirements
- Consistency in design



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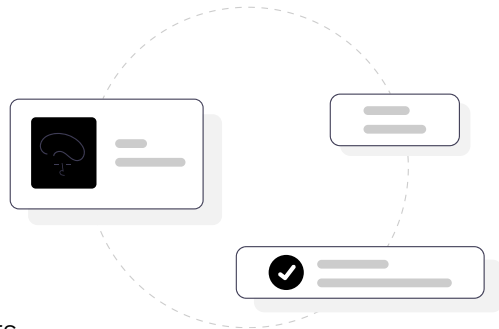
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Notes

Accessibility consists of several key elements, where two are explicitly important for communication: structure and alternatives.

Structure

- Headings
- Text body in sections
- Bullet points
- Consistent placement of elements (buttons etc)



Important for all, necessary for users with visual or motor impairments

Notes

Make sure your website or document use real headings (use styles for formatting in Word, for example).

Divide the text into sections to facilitate reading.

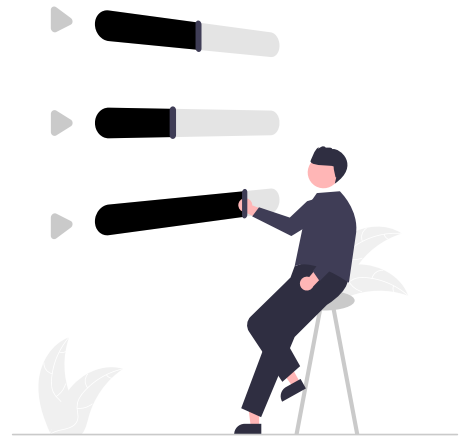
Use bullet points for lists etc

Make sure to be consistent when placing recurring objects, so users recognise the layout - that is important to build trust.

These are examples that are important to all users, but necessary for some.

Provide alternatives

- Alternative texts for images
- Illustrations to text
- Captions for video
- Transcript for audio



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Notes

People have needs and preferences, so providing alternatives is a good start if you want to make something accessible. When you publish an image, make sure to add an alternative text so that people who are blind get the same information. When you have a lot of text, add illustrations to it to make it easier to follow for people who are dyslectic or have a cognitive impairment. When you publish a video, make sure it has captions so that people who are hard of hearing get the same information. When you publish a podcast or some other kind of audio, make sure to add a transcript so that people who are hard of hearing get the same information

Exercise / activity

- Go to Facebook, Twitter or LinkedIn and look for images marked with "ALT" for Alternative text. Out of the first 10 images you found, how many had an alternative text?
- Go to YouTube and find 3 short videos you are interested in. How many of these are captioned?

Resources

- [How to write ALT-texts](#)
- [How to caption a video](#)



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