B105: Designing Innovative, Accessible, & Elegant Web Spaces

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Order of Operations

1. Triage your site: What is most urgent? In our case: ease of screen reader navigation.
2. What is secondary but still important? Logical organization structure/layout.
3. Next, colors, fonts, media. Readable, expandable, contrast ratio.
Navigation and Layout
Colors

- What are your brand colors?
- What combination of those colors allow for best text readability?

![PANTONE colors](image_url)

- PANTONE® 293 C
- PANTONE Vibrant Orange 16-1364 TCX
- PANTONE® 367 C
Images, graphics and Animations

Scrolling Carousels: Avoid if possible… if not...

● Design slides with color contrast/font guidelines in mind.
● Embed descriptive tags into all images.

Twitter:

● Use your scheduling tool to embed descriptive metadata into all images (if possible).
● Endless Scroll=endless frustration.
● Compromise: One tweet at a time.
Using true text vs. using graphics

Font readability, image contrast, scale.
● Proportions matter

● As priorities change, consolidate redundancies/visual clutter

● Consider the ‘clicks’

● Conduct a usability study

“Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away.” – Antoine De Saint-Exupery
Non-designers, look to the greats:
Tina Roth Eisenberg: swiss-miss.com

Inclusive Design Patterns
Hayden Pickering
Beyond the Required

“The quality of being easy to obtain or use.”

“The quality of being easily understood or appreciated.”

**Representation and Transparency:**

- What messages do your graphic elements convey?
- Is data/information about your organization apparent?
Other fun things:

Using new and emerging tech to provide greater access:
Contact:

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Common mistakes

- Images don’t have “alt” attribute.
- If screen reader skips h1(or h2,h3) headings. Add “tabindex” attribute.
- Missing “longdesc” for complicated images eg. charts.
- Font size is too small. (<14px)
- Unlabelled input fields/buttons.
- Lack of contrast. (less than 4.5:1 for level AA; 7:1 for AAA)
Common mistakes

- Uninformative link anchors eg. “Click here”.
- Video, audio or slideshows have no controls eg. Pause/Stop, pagination buttons.
- Video, audio or slideshows with no text captions.
- No sitemap
- No skip navigation link
- No heading tag “H1”
Focus

Use “tabindex” attribute to setup focus sequence for Tab key switching.

<a href="xxx" tabindex = "1">First link in list</a>

<a href="xxx" tabindex = "2">Second link in list</a>

<a href="xxx" tabindex = "4">Link that was added long after the original list was created</a>

<a href="xxx" tabindex = "3">Third link in list</a>
Testing tools

- https://wave.webaim.org/
- https://contrastchecker.com/
- https://webaim.org/resources/contrastchecker/
- NoCoffee Chrome extention
  https://chrome.google.com/webstore/detail/nocoffee/jjeegmbnhckmgdhamgdckejfbdll?hl=en-US
- https://www.w3.org/WAI/ER/tools/
Screen readers

- JAWS  http://www.freedomscientific.com/Products/Blindness/JAWS
- NVDA  https://www.nvaccess.org/
- Thunder http://www.webbie.org.uk/thunder/
- Full list of software
  http://www.afb.org/prodBrowseCatResults.aspx?CatID=49
Font Readability

Arial: Illustration

Verdana: Illustration

Times: Illustration

Lobster: Illustration
Accessible PDF Documents

Make PDFs accessible (Acrobat Pro)

- Choose Tools > Action Wizard.
- From the Action List, click Make Accessible.

Accessible PDF Documents

Check accessibility of PDFs (Acrobat Pro)

- Choose Tools > Accessibility.
- In the secondary toolbar, click Full Check.

U.S. General Services Administration
Office of Information, Integrity, & Access

- https://www.section508.gov/content/build/website-accessibility-improvement
My contacts

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