What is Digital Accessibility? Why is it important?

• Digital Accessibility is the process of making digital products, such as websites, apps, online learning content, and any other online tools, accessible to all people regardless of ability or disability.

• Digital Accessibility is not just legal, and University, policy, it is a best practice and "the right thing to do."

• Universal Design is part of digital accessibility. Universal Design designs with all users in mind and benefits everyone with or without disabilities or impairments.

Photo from Sketch Plantations
Built in accessibility features in Drupal

- Color Contrast
- Font Choice
- Alternative (Alt) Text
- Heading Structure
- Editora11y (accessibility checker)
No need to worry about...

Color Contrast

Font Selection

Page Layouts

We have taken care of this for you!
Built-in accessibility features in Drupal: Alt Text

- Alternative, or Alt, Text is text added to any images, graphs, charts, or non-text content that is read by screen readers.
- When adding an image in Drupal, there is a required, built-in option to add alt text. Adding alt text is necessary to save and insert the image.
What is good alt text?

- Alt text should be clear, concise and approximately 150 characters (think the length of a tweet).
- Good alt text conveys the meaning of the image in regard to the content.
- Good alt text for this image of a coffee shop would be, “person with long red hair wearing a black sweatshirt and black beanie is sipping coffee from a to go cup at a coffee shop.”
Built-in accessibility features in Drupal: Heading Semantics

- Heading structure and semantics are key to having an accessible webpage.
- Screen reader users can search pages by heading structure (H1, H2, H3, etc.) to help them navigate a webpage. Having correct heading structure is critical to content layout.
- Drupal allows the ability to select heading and paragraph structure in the “Paragraph Format” dropdown. The page title will always be a Heading 1, any headings thereafter should follow Heading 2, Heading 3, etc.
- Paragraph/Body text should be formatted as “normal.”
Built in accessibility features in Drupal: Editora11y

- Editora11y is an accessibility checker specific to Drupal, created by Princeton that ETS has built-in to the backend of all ETS maintained sites.
- When creating a new page or editing an existing page, look for the editora11y panel in the lower right-hand corner.
What does Editora11y test for?

• **Alternative Text**
  • Do all images have alt text?
  • Redundant alt text
  • Images in links with alt text that appears to be describing the image instead of the link destination

• **Meaningful Links**
  • Links with no text
  • Links titled with a filename
  • Links with generic text: “click here,” “learn more,” “download,” etc.
  • Links that open in a new window without warning

• **Document Outline and Structure**
  • Skipped heading levels
  • Empty headings
  • Table structure
  • Suspicious content structure that may need to be a list
  • Etc.

• **General Quality Assurance**
  • Text in ALL CAPS
  • Embedded content (videos, audio, etc.)
  • Links to PDFs and other documents, reminding the user to test the download for accessibility or provide an alternate, accessible format
Editora11y Explained

• If a page passes accessibility, the circular person will appear by itself. No further action is needed.

• If a page requires manual checks, the question mark icon will be visible with the number of manual checks required.

• If a page has likely issues, the exclamation point icon will be visible with the number of issues that need addressed.

• It is possible to have both the manual check and likely issues icons appear together.
Editora11y Explained

- To address accessibility issues, click on the checks or issues icon and follow the prompts to correct any issues.

- While editora11y can catch some accessibility issues, it is not perfect and doesn’t catch everything, but it’s a great start to creating accessible content.
Questions, consulting requests and resources

• Contact the [ETS Helpdesk](mailto:etshelp@osu.edu)

• Additional accessibility resources:
  • [ETS Digital Accessibility](https://ets.osu.edu/about/digital-accessibility)
  • [Drupal Accessibility Features](https://ets.osu.edu/drupal-accessibility-features)