

What is Publication Accessibility?

Publication Accessibility is the term used for making a website, a document, videos or a slide useable - or accessible - for everyone. Meeting true accessibility standards might seem challenging, but everyone can make a few small changes to their work that make a huge difference to those that need it.

Accessible Fonts

Accessible Colors

Alt Text

Decorative Objects

For more advanced Accessibility information, training or resources:

[UK HDI](#)

[Department of Homeland
Security OAST](#)

[Section508.gov](#)



Sample Font Styles

Not all Font Styles are Accessible

Sans Serif (Most Accessible)

A font style and standalone font that lacks serifs, the tiny projections and long-tail features at the end of some letters.

Serif (Accessible)

A traditional font with small strokes, called serifs, that extend from the main stroke of each character. Serif fonts are often used for body copy and headlines because they are very readable.

Script/Cursive (Not Accessible)

Also known as cursive, this handwritten style typeface is often used for logos or short copy.

Display/Fantasy/Decorative (Not Accessible)

Decorative fonts are unique and span a variety of styles, such as graffiti, abstract, and three-dimensional forms. They are primarily designed for display and are always distinctive, original, and eye-catching.

Monospace (Not Accessible)

Similar to typewriter fonts, the letters and characters in monospace fonts occupy the same amount of horizontal space. They can give email a minimalistic feel.

Some fonts have more than one style available to choose.

Examples

| Font Style | Fonts |
|--------------------|---|
| Sans Serif | Arial Verdana Helvetica |
| Serif | Times New Roman Georgia Garamond |
| Script/ Cursive | <i>Brush Script</i> <i>Segoe Script</i> |
| Display | COPPERPLATE Boston Angel |
| Mono-space | Courier New Lucida Console Space Mono |

Accessible Fonts

Choosing the Right Fonts for Your Work

- Any page or slide should have no more than 2-3 fonts.
 - This includes **BOLD** fonts
- Black Text is easier to read than colored text or white text. Colored text White text
- Choose fonts that are easily found and accessible
 - Verdana
 - Arial
 - Tahoma
 - Century Gothic
- If in doubt - ALWAYS choose a SANS SERIF style
- **Limit ALL CAPS or ALL BOLD**
- **FUN, DIFFERENT, UNIQUE FONTS SHOULD NOT BE USED UNLESS:**
 - The font is in a picture, or something that is not critical to the document - where you can use alt text to read aloud.
- Fonts should not be smaller than 12 pt
- There must be a .25 margin on each side of the page

Example

| Goal(s) Related to Education/Training & Employment | |
|--|--------------------|
| ABBY's goal is to | WORK to be able to |
| BE A DISABILITY AD | |
| Transition Service | Agency Response |
| HOW TO SPEAK UP FOR HERSELF | KY-SPIN |
| LEARN HOW TO INTERVIEW | OVR |
| UNDERSTAND WHAT A BUDGET IS | KY-SPIN |
| LEARN TIME MANAGEMENT | KY-SPIN |

This is a modified picture that includes non accessible fonts. For accessibility we will create an **ALT TEXT** (See ALT TEXT infographic) that will be read aloud. It would read “Example of Postsecondary goals found in an IEP. Goals listed as Speaking up, Interview, Budgets and Time Management”

Accessible Colors

Making sure your colors are Accessible

Colors are an important way to do the following

- Create brand or identity
- Appeal to an audience
- Elicit or bring out a response

This is a Good Contrast
Contrast Ratio **17.19:1**

This is a Poor Contrast
Contrast Ratio **6.46:1**

This is a Terrible Contrast
Contrast Ratio **1.29:1**

COLOR CONTRAST is the term used to describe how one color stands out from another color. This is very important when it comes to **TEXT** and **BACKGROUND** colors

There are many free color checkers online. WEB AIM is an easy color checker to use. Enter in the text color # in the **FOREGROUND**, and the background color in the **BACKGROUND**.

Example: Our agency decided to use a minimum **CONTRAST RATIO** of 8:1.

Too low of a color contrast can be hard for visually impaired to read. Too high of a contrast can be difficult for other disabilities such as Dyslexia.



WebAIM website

Accessible Colors

Making sure your colors are Accessible

Color Blindness or Color Vision Deficiency (CVD) is when people see colors differently. It is estimated that 3.7% of Americans are colorblind. Knowing how your documents will be affected by CVD is an important part of accessibility.



Color Blind Simulator



Fun, funky backgrounds are appealing - but they are too hard to read. Any text needs to be on a solid background.

Alt Text

What is it and how do I do it?

Alt Text, is alternative text that will be read by the screen reader to describe a graphic, image or picture that is important to understanding your document. Not all images need Alt text, but the following do:

- Images that are Links or Buttons
- Images that contain important text
- Logos

Example



Alternative text

The Kentucky Spin logo is a blue state of Kentucky with a sun above it. KY SPIN is written beneath it in rainbow letters



Suggest for me

125/250

Be descriptive and add context to keep your alt text clear for people who use screen readers. Avoid emojis and try not to start with "this is an image of" to keep it short.

Alt Text

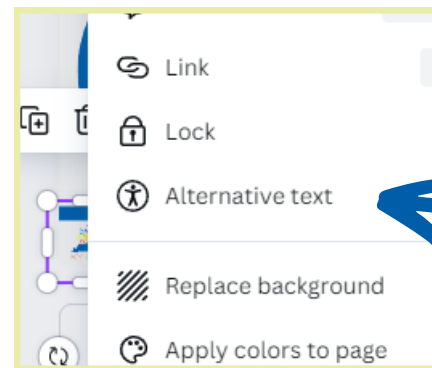
Canva



To begin, determine which of your graphics or images will need Alternative Text and which ones will be marked as decorative.

Highlight the image that you are wanting to add ALT Text to, then right click.

Select Alternative Text and enter in your desired information.



Alternative text

The Kentucky Spin logo a blue state of Kentucky with a sun above it and K Y S P I N spelled out in rainbow letters

Suggest for me 114/250

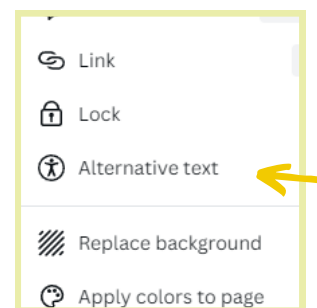
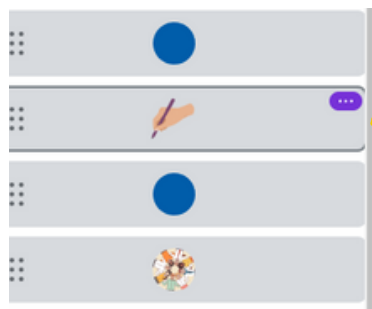
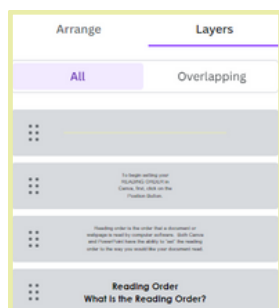
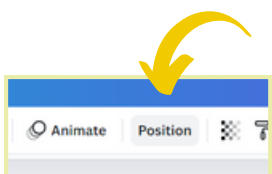
Be descriptive and add context to keep your alt text clear for people who use screen readers. Avoid emojis and try not to start with "this is an image of" to keep it short.

☐ Mark as decorative
Content purely for decoration doesn't need alt text.

Save

Make sure your text is specific, explains the content, spelled correctly, simple, and avoid using words like, "picture" or "image."

In Canva, you can also access the Alternative Text by doing the following:



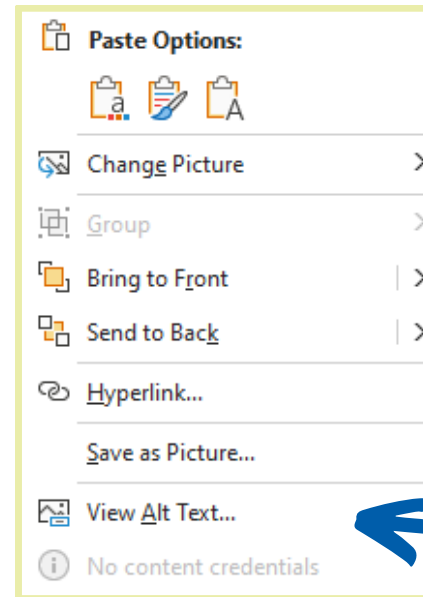
Alt Text

PowerPoint



Highlight the image that you are wanting to add ALT Text to, then right click.

Select View Alt Text.



Alt Text

How would you describe this object and its context to someone who is blind or low vision?

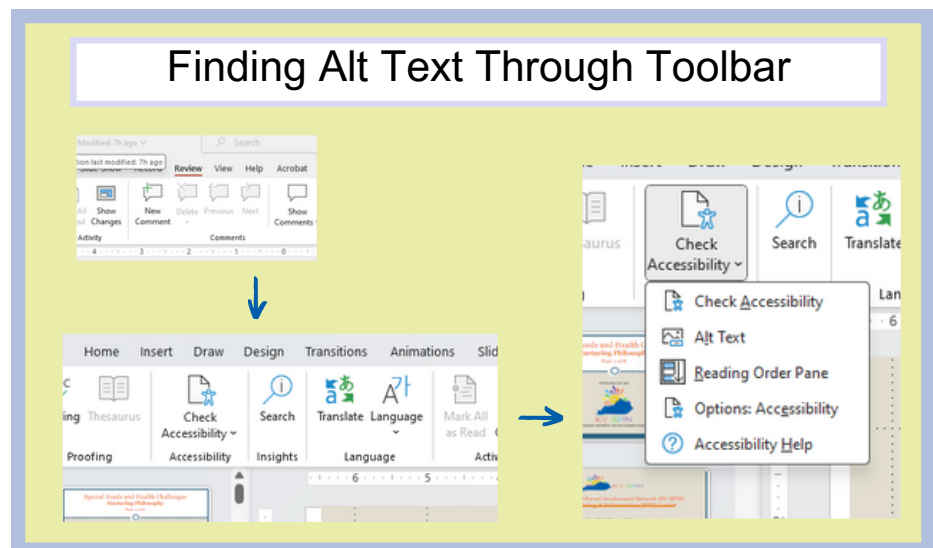
- The subject(s) in detail
- The setting
- The actions or interactions
- Other relevant information

(1-2 detailed sentences recommended)

Generate alt text for me

☐ Mark as decorative ⓘ

The Alt Text Bar will appear. You may type in your own Alt Text or you may choose to have PowerPoint generate it for you. Always verify auto generated text.

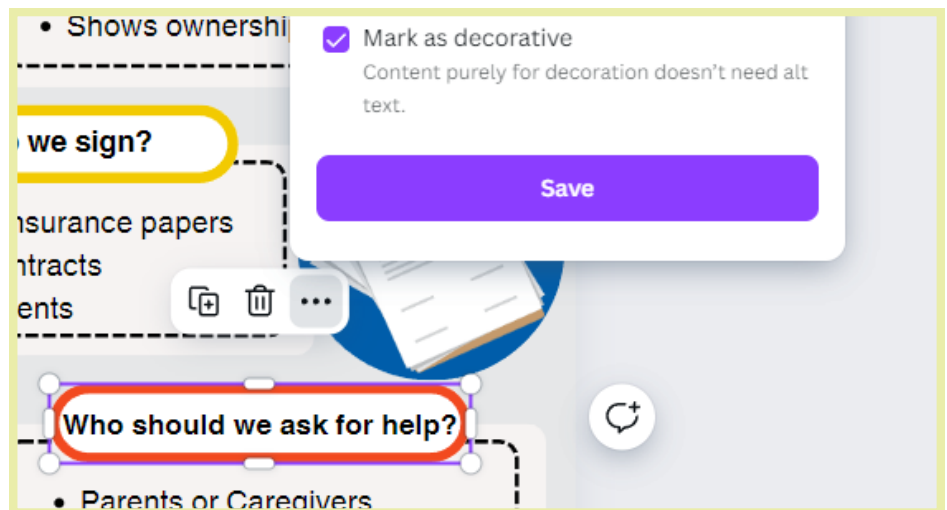


Decorative Objects

What is it and how do I do it?

Decorative objects are graphics or images that are not important to the reading and understanding of your document. These might be background images, bullet points, or lines. You may mark these background items as decorative, and the screen reader will not read them.

In this example, the red oval around the text is marked as decorative. This means you do not need to add ALT text, and a screen reader will skip over the red oval.



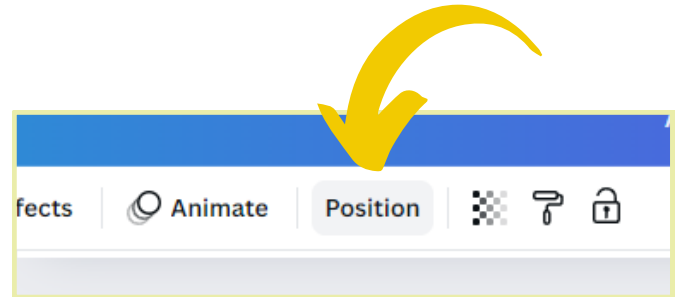
Access the "Mark as decorative" checkbox following the same procedure you use for creating ALT Text in both Canva and PowerPoint.

Reading Order Canva



Reading Order is the order that a document or webpage is read by computer software. Canva has the ability to “set” the reading order to the way you would like your document read.

To begin setting your **READING ORDER** in Canva, first, click on the **Position** Button.



Second, when the side bar opens, select **LAYERS**. You will see the reading order for every text box or image in your document.

Canva Reading Order goes from the BOTTOM to the TOP.

Drag and Drop your text and images (See **ALT TEXT** infographic) in the order you wish them read. Starting at the bottom.



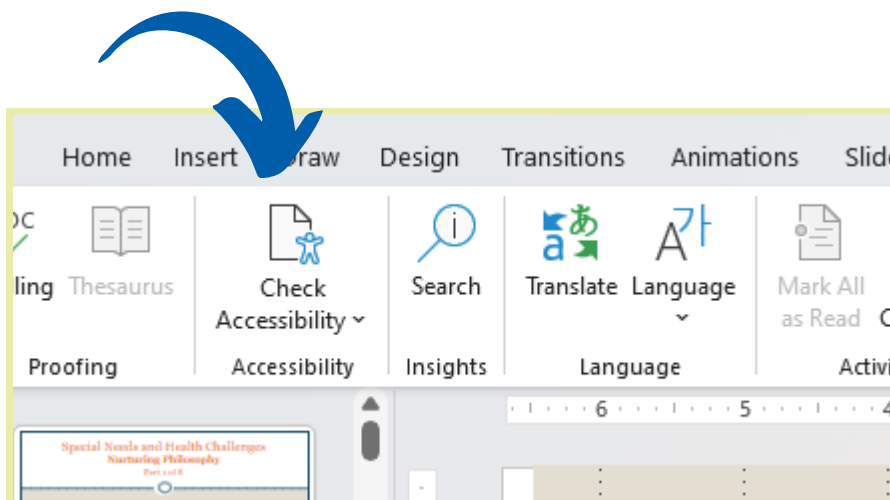
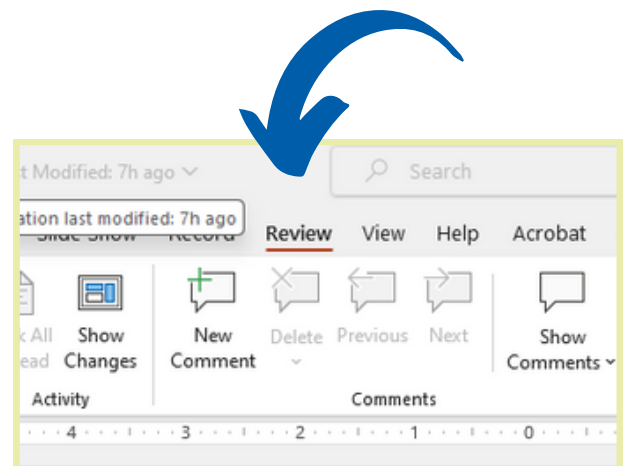
Reading Order

PowerPoint Microsoft 365



Reading Order is the order that a document or webpage is read by computer software. This is the instructions for the PowerPoint program to “set” the reading order to the way you would like your slide read.

To begin setting your **READING ORDER** in PowerPoint, first, open your powerpoint and select **REVIEW**.

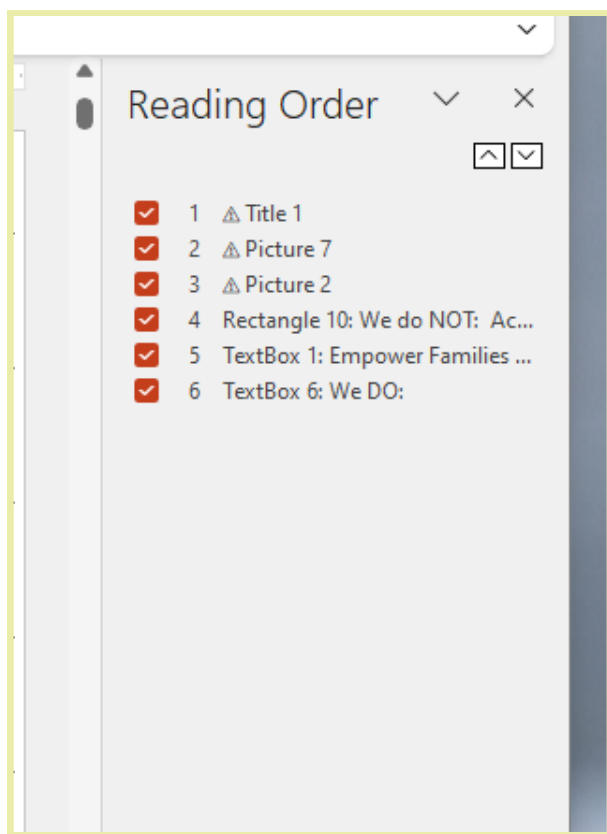
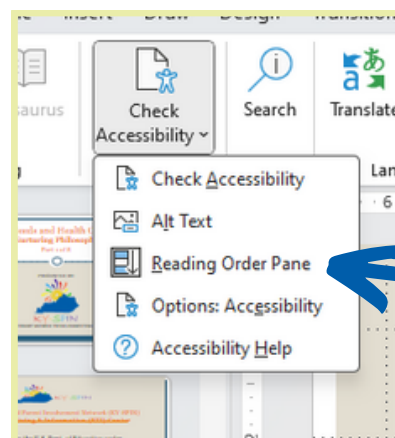


Next, click on the **Check Accessibility**

Reading Order PowerPoint Microsoft 365



Select Reading Order
Pane from the Drop
down Menu



Rearrange the text and images
(See ALT TEXT infographic) on
the slide by dragging and
dropping or using up and down
arrows.

**PowerPoint Reading
Order will go from
BOTTOM to TOP.**

Accessible Videos

Videos, websites and podcasts need to be accessible and you can find specific guidelines here ([WCAG](#)). It is important to plan projects in advance to create an “**integrated description.**”

This means all the visual content is included in the audio and will not require additional timing or supports.

Audio

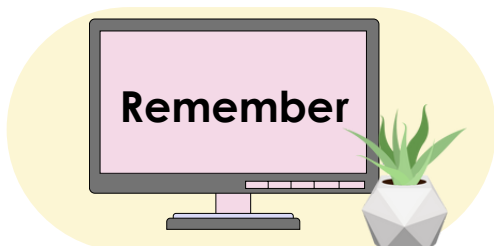
- Make High Quality Audio recordings
- Reduce background music to 20 decibels lower than the speech content
- Avoid distracting sounds, high pitch sounds or repeating patterns
- Speak clearly
- Speak as slowly as appropriate

Effects

- Eliminate blinking, flashing or flickering, if possible
- Do not have anything that flashes more than 3 times per second, or the flash is over the general flash and red flash thresholds (see WCAG)
- Always use a trigger warning if you use special effects

Closed Captioning (CC)

Closed Captioning is the process of displaying text on a screen to provide written information of the audio in a presentation or video. Enable closed captioning (CC) features in your videos to keep them accessible. There are several free programs that can create the CC and the transcript, or you can pay professionals to ensure compliance with WCAG standards. Auto-generated closed captions can inaccurately caption audio. It is best to have them accurately closed captioned and that the transcript is uploaded with the video to ensure accuracy.



Any text within the video needs to follow the same accessibility rules (fonts, colors and contrast) as you would in documents.

Cognitive Load

Letting Your Designs Do the Hard Work

What is Cognitive Load?

Cognitive load is a theory that states working (or short term) memory has a limited capacity for the brain to learn, understand and retain information in a short period of time.

SIGNAL



Use small graphics, **bold** or underlined text to show importance.

SIMPLIFY



Make it easy to find the important information by using short sentences, smaller words and less graphics.

Why is Cognitive Load important in design?

If you design documents with Cognitive Load in mind, your audience will be better able to understand and retain the information you are sharing.

How can you design with Cognitive Load in mind?

- Identify 3-7 main points
- Create small groupings of information
- Use simple sentences, and less text
- Limit graphics
- Follow accessibility rules for fonts
- Use fonts or graphics to signal important information

SPACE



Keep similar objects or information together. Avoid clutter and do not place graphics too close to information. Always put labels and captions next to objects.

To learn more about cognitive load check out this video!