Make Your Website More Accessible to All Visitors

Today’s Presenter

"The only thing worse than being blind is having sight but no vision."

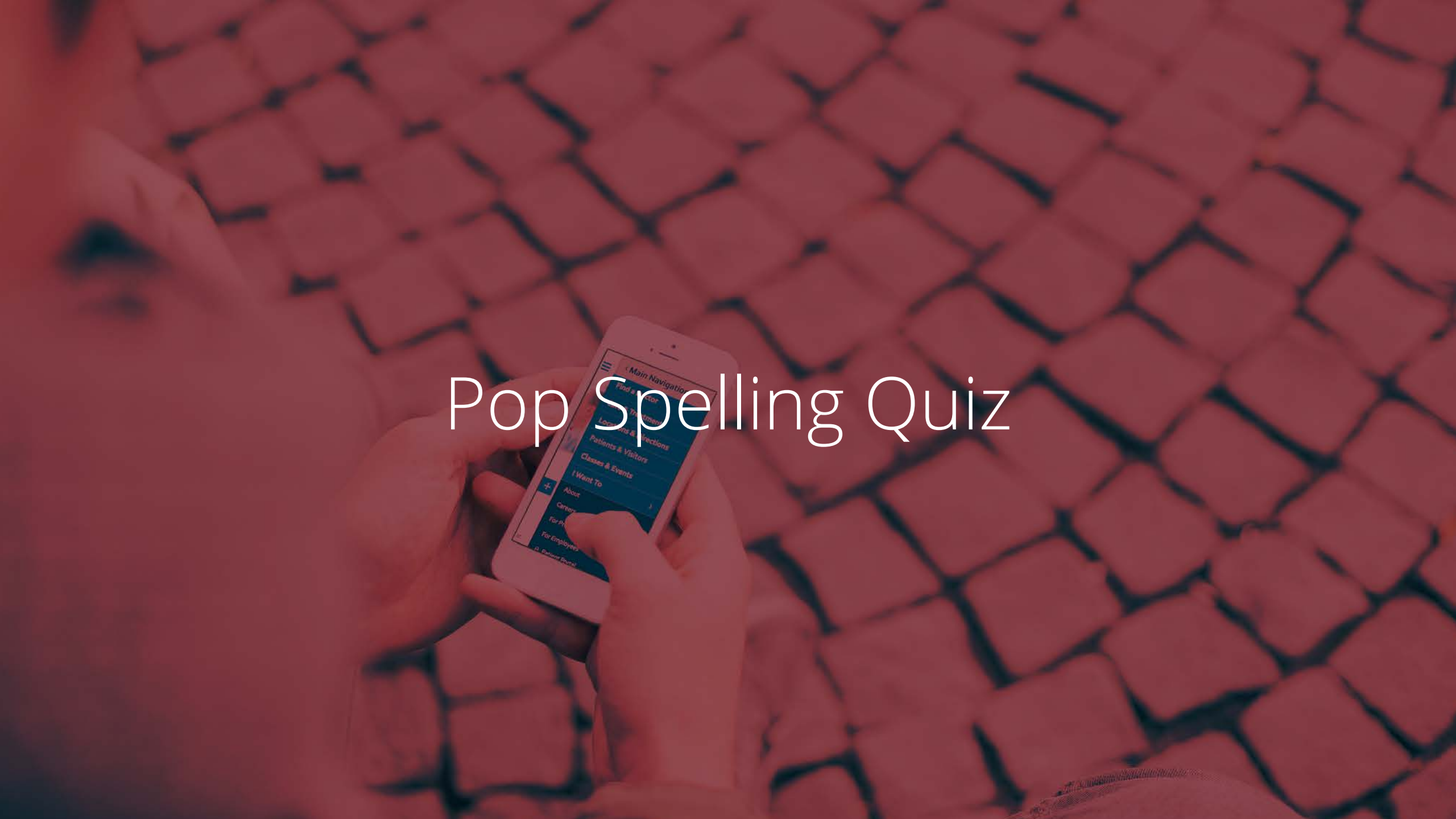
"The best and most beautiful things in the world cannot be seen or even touched - they must be felt with the heart."

"Alone we can do so little; together we can do so much."

— Helen Keller

WhiteHouse.gov

A11y Academics



Pop Spelling Quiz

Spelling Quiz

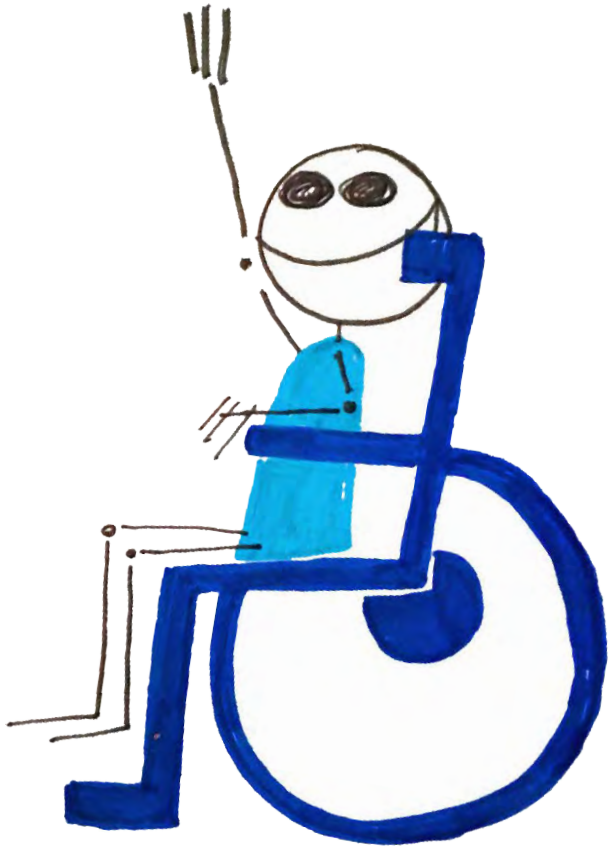
This slide contains an interactive quiz with multimedia.
Watch the video to experience this content.

Spelling Quiz Answers

1. gnat
2. flash
3. vote
4. bear
5. wing
6. coast
7. height
8. sweep
9. pill
10. dime

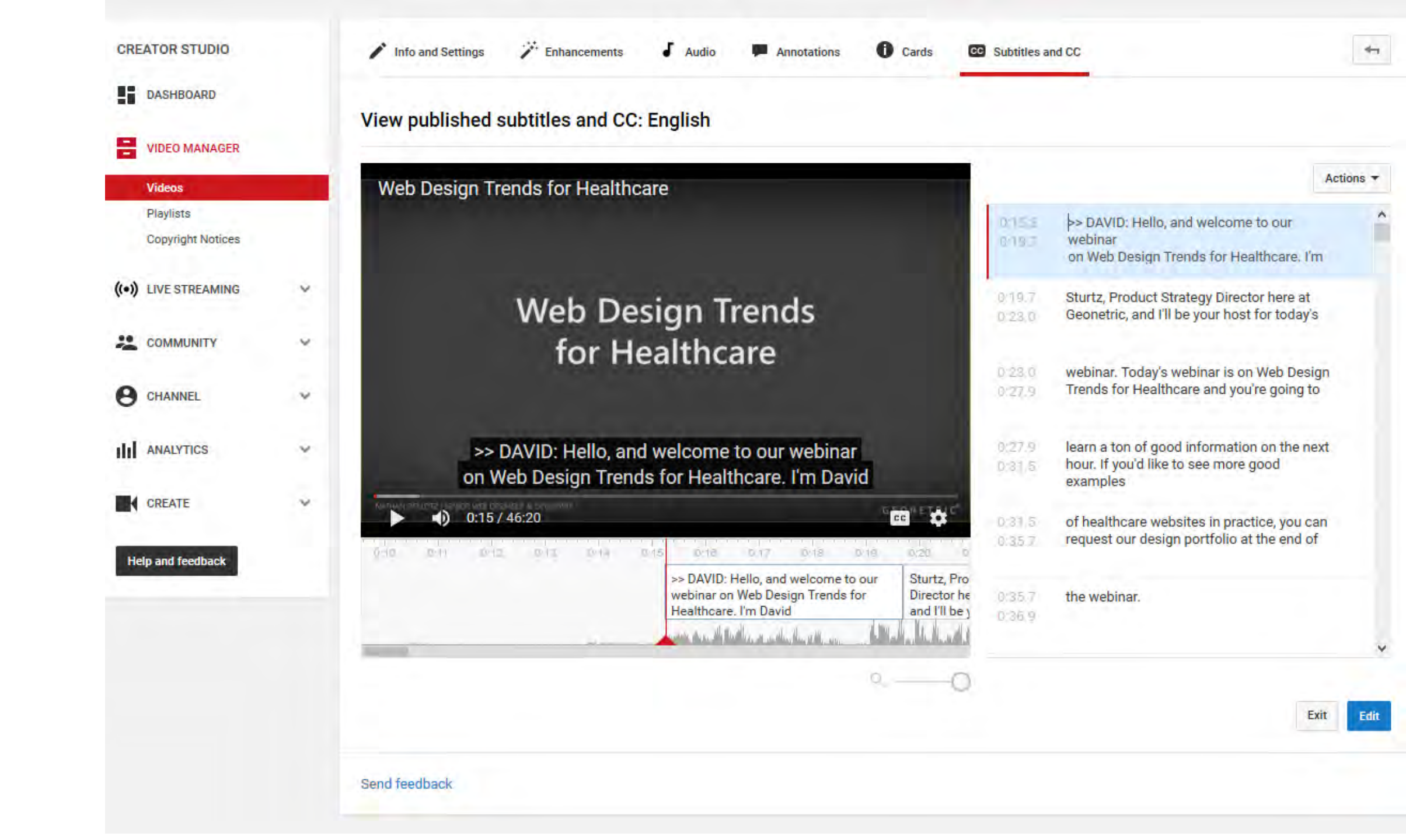
Hearing Loss Simulation

- What did you learn from this activity?
- How did it make you feel?
- What could help?



Be Accurate: Edit YouTube Auto Captions

1. Go to your YouTube Video Manager:
   https://youtube.com/my_videos
2. Next to the video you want to edit captions for, click:
   Edit > Subtitles and CC.
3. Click on the caption track you want to edit.
4. Click inside any line in the caption track panel and edit the text.
5. Click: Save changes.


CREATOR STUDIO
DASHBOARD
VIDEO MANAGER
Videos
Playlists
Copyright Notices
LIVE STREAMING
COMMUNITY
CHANNEL
ANALYTICS
CREATE
Help and feedback
Info and Settings
Enhancements
Audio
Annotations
Cards
Subtitles and CC
View published subtitles and CC: English
Web Design Trends for Healthcare
Web Design Trends for Healthcare
>> DAVID: Hello, and welcome to our webinar on Web Design Trends for Healthcare. I'm David
0:15 / 46:20
>> DAVID: Hello, and welcome to our webinar on Web Design Trends for Healthcare. I'm David
Sturtz, Pro Director he and I'll be y
Actions
>> DAVID: Hello, and welcome to our webinar on Web Design Trends for Healthcare. I'm
Sturtz, Product Strategy Director here at Geonetric, and I'll be your host for today's
webinar. Today's webinar is on Web Design Trends for Healthcare and you're going to
learn a ton of good information on the next hour. If you'd like to see more good examples
of healthcare websites in practice, you can request our design portfolio at the end of
the webinar.
Exit
Edit
Send feedback

Turn on Captions

```
<iframe
src="https://www.youtube.com/embed/QRS8MkLhQmM?rel=0&amp;
cc_load_policy=1" width="500" height="280" title="YouTube
Video">
    <a href="
    https://www.youtube.com/watch?v=QRS8MkLhQmM">
        Watch on YouTube
    </a>
</iframe>
```

Title the iFrame

```
<iframe
src="https://www.youtube.com/embed/QRS8MkLhQmM?rel=0&amp;
cc_load_policy=1" width="500" height="280" title="YouTube
Video">
    <a href="
    https://www.youtube.com/watch?v=QRS8MkLhQmM">
        Watch on YouTube
    </a>
</iframe>
```

Provide Fallback Content

```
<iframe
src="https://www.youtube.com/embed/QRS8MkLhQmM?rel=0&amp;
cc_load_policy=1" width="500" height="280" title="YouTube
Video">
    <a href="
    https://www.youtube.com/watch?v=QRS8MkLhQmM">
       Watch on YouTube
    </a>
</iframe>
```

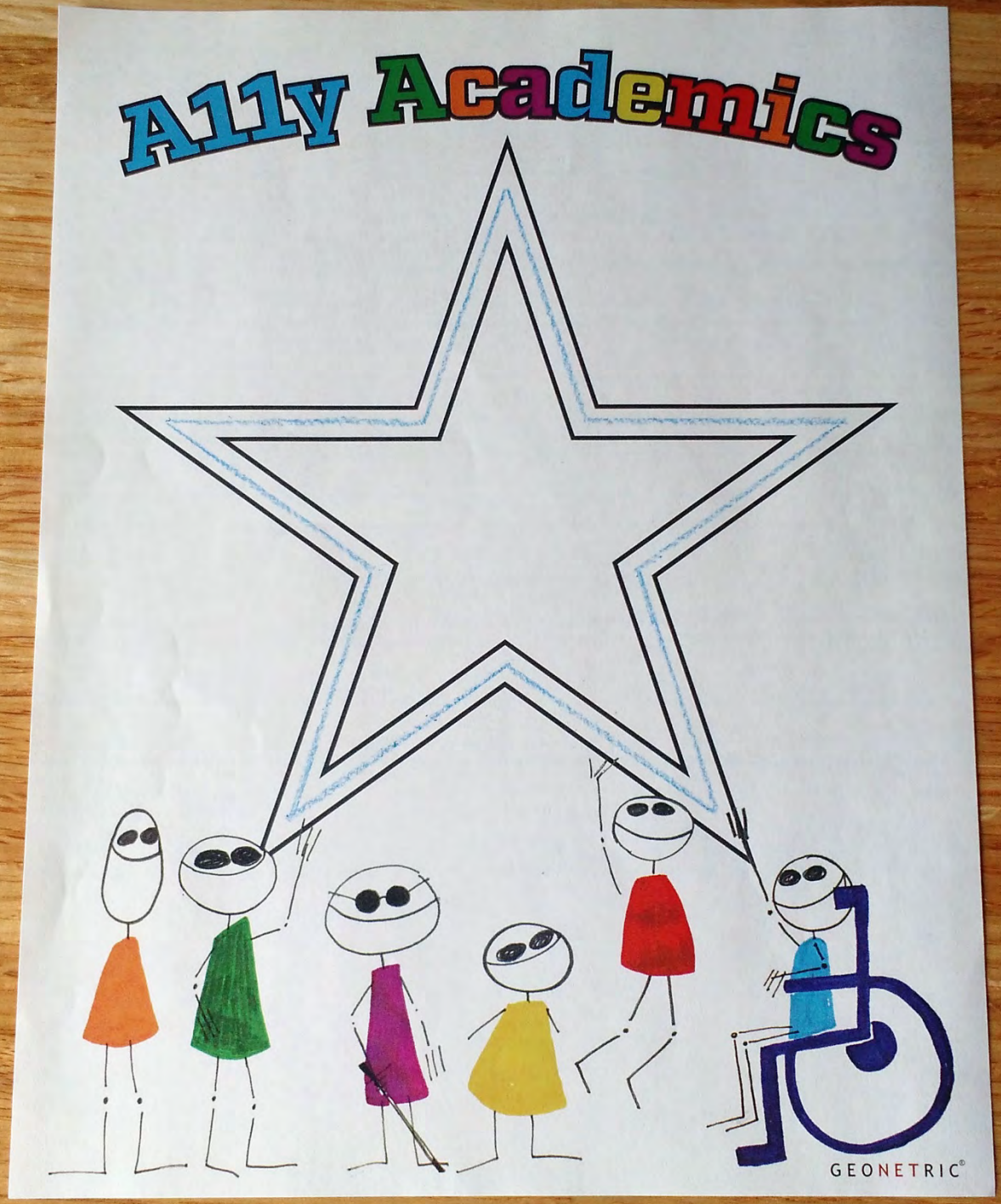
Video A11y Tips

- Keep it simple
- Reduce background noise
- Edit YouTube auto captions
  - Identify sound effects and areas of silence
- Provide a second Audio Described video
  - Or plan to describe your video in script well enough to not need a second version

Extra Credit

- Comply with the 21st Century Communications and Video Accessibility Act
- SEO ♥
- It helps everyone!

Coloring Time!


Ally Academics
GEONETRIC®

cademics

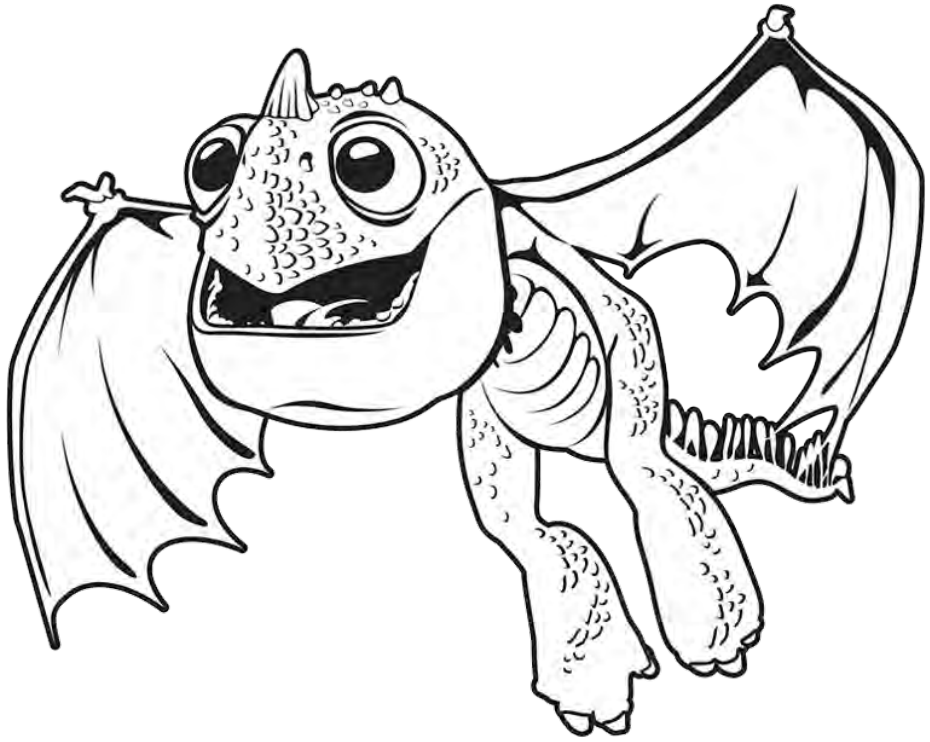
Time's up!

Dysgraphia Simulation

- What did you learn from this activity?
- How did it make you feel?
- What could help?

Train Your Dragon

- Dysgraphia
- Learning Disabilities
- Mobility Impairments
- Loss of Limb
- Arm Injury
- New Parent



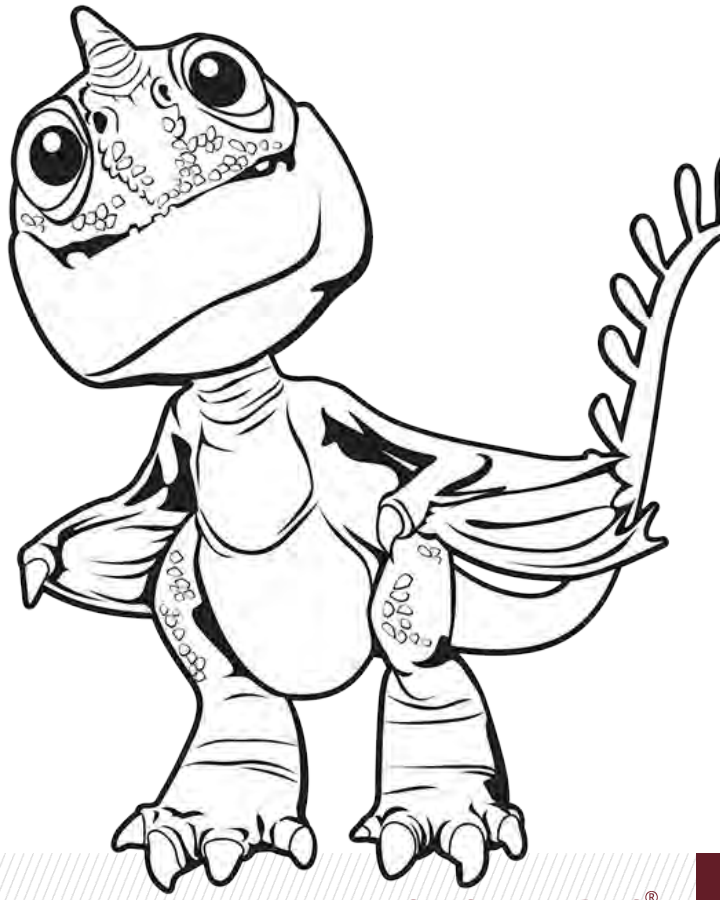
Don’t Confuse the Dragon

a)
```
<a href="/maternity/"><img alt=""
src="/imgs/maternity.jpg" /></a>
```

b)
```
<a href="/maternity/"><img alt="Mom kissing baby"
src="/imgs/maternity.jpg" /></a>
```

c)
```
<a href="/maternity/"><img alt="Maternity"
src="/imgs/maternity.jpg" /></a>
<a href="/maternity/">Maternity</a>
```

d)
```
<a href="/maternity/"><img alt=""
src="/imgs/maternity.jpg" />Maternity</a>
```



```
<a href="/maternity/">
    <img alt="" src="/imgs/maternity.jpg" />
</a>
```

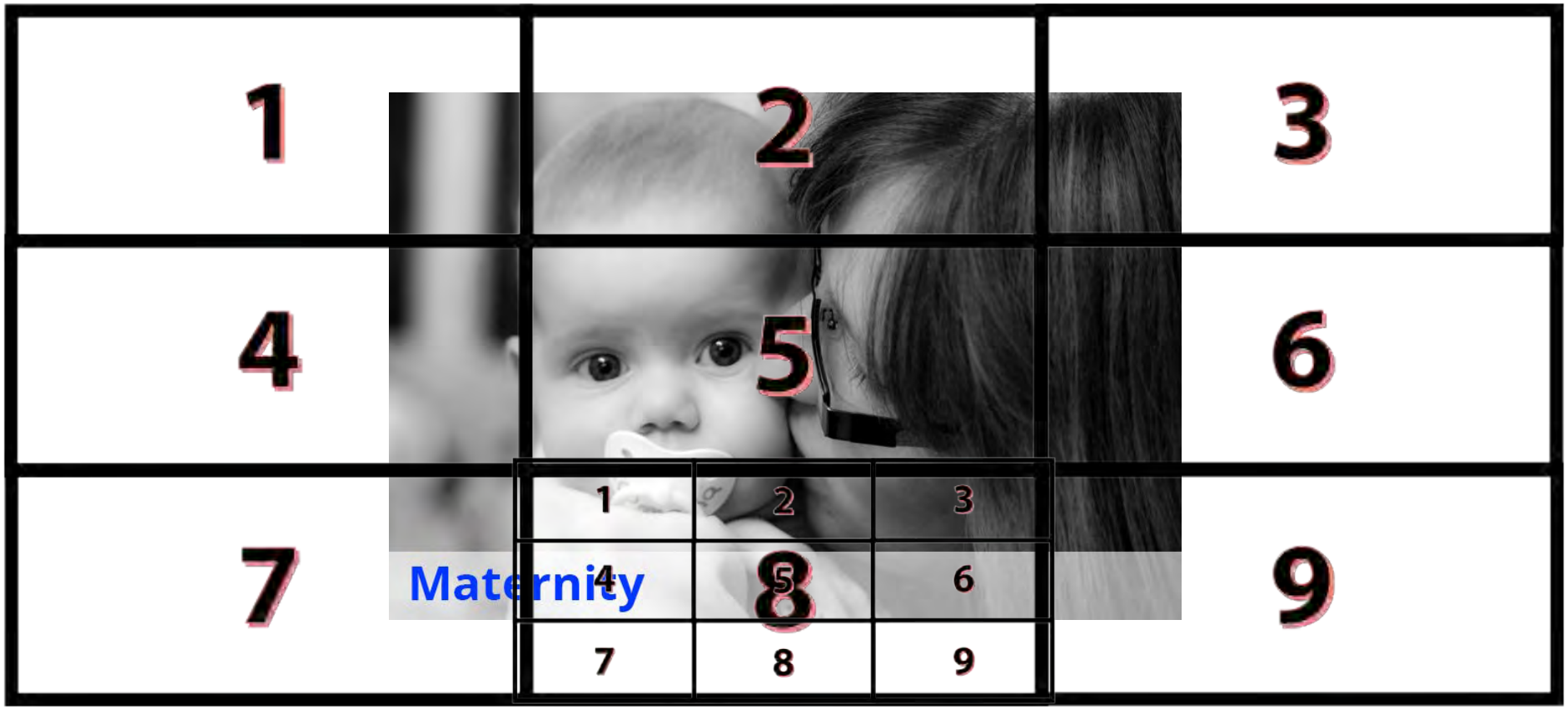


Photo credit Kaeru Sand

```
<a href="/maternity/">
    <img alt="Mom kissing baby" src="/imgs/maternity.jpg" />
</a>
```

Photo credit Kaeru Sand

```
<a href="/womens/">
    <img alt="Maternity" src="/imgs/maternity.jpg" />
</a>
<a href="/womens/maternity/">Maternity</a>
```

1

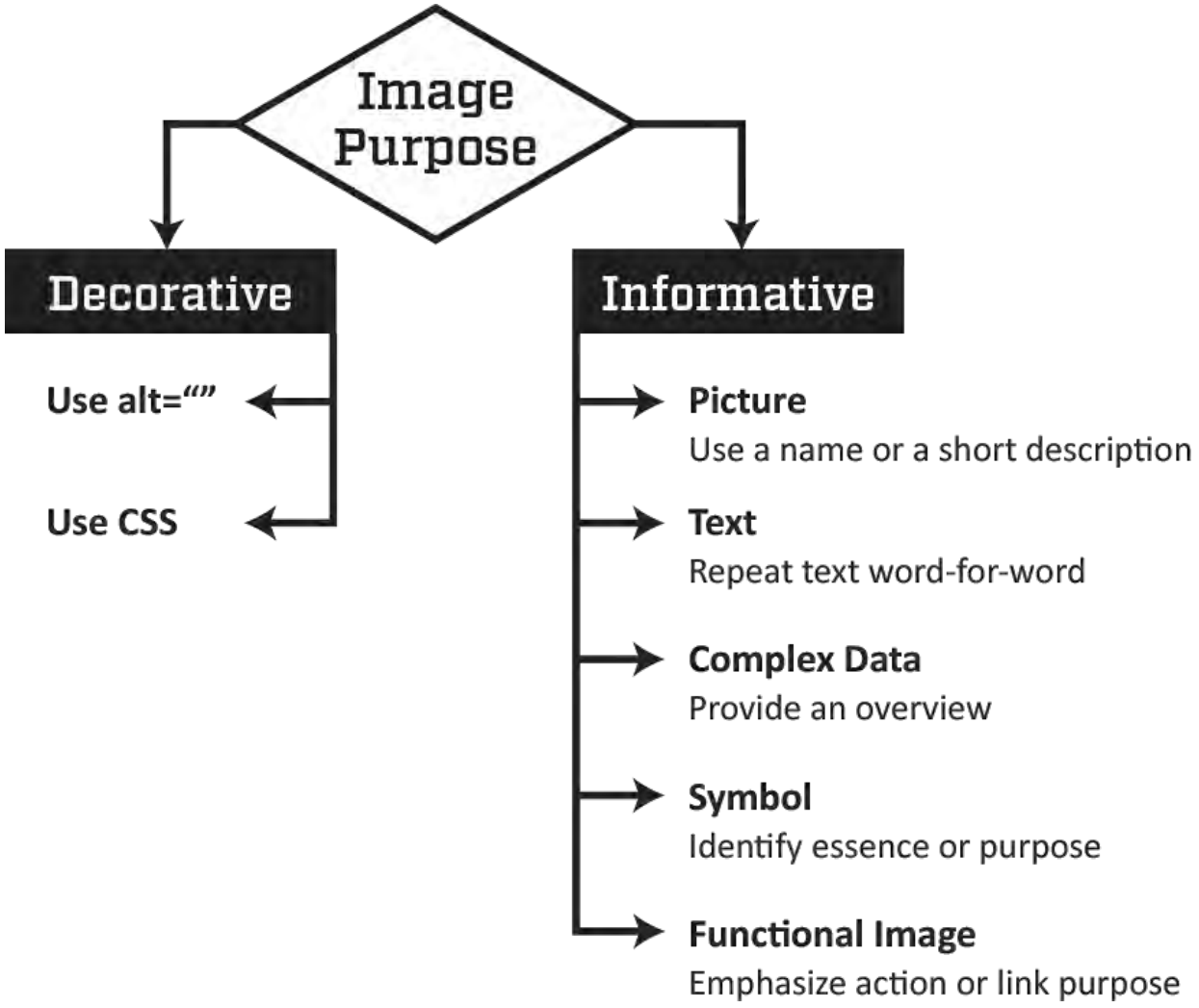
2

Photo credit Kaeru Sand

```
<a href="/maternity/">
    <img alt="" src="/imgs/maternity.jpg" />
    Maternity
</a>
```

Photo credit Kaeru Sand

Should I describe what this image *is*, or what it *does*?



5 Vision Personas

Victor Widell

OpenDyslexic

Free and Open Source
Dyslexia Typeface

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789!?#

This text has **too much** contrast.
It is pure black text on a pure white background.

This text has the **most comfortable** contrast.
It is dark gray text on a very light gray background.

This text has **too low** contrast.
It is medium gray text on a gray background.

our Contrast Check

Justified Text

A common type of text alignment in print media is "justification", where the spaces between words, and, to a lesser extent, between glyphs or letters, are stretched or compressed to align both the left and right ends of each line of text. When using justification, it is customary to treat the last line of a paragraph separately by simply left or right aligning it, depending on the language direction. Lines in which the spaces have been stretched beyond their normal width are called *loose lines*, while those whose spaces have been compressed are called *tight lines*.

Italic Text

In typography, italic type is a cursive font based on a stylized form of calligraphic handwriting. Owing to the influence from calligraphy, such fonts normally slant slightly to the right. Italics are a way to emphasize key points in a printed text, or when quoting a speaker a way to show which words they stressed. One manual of English usage described italics as "the print equivalent of underlining". Too much italic text can become difficult to read for people with dyslexia. Limit it to a short sentence for emphasis instead of several long paragraphs.

Centered Text

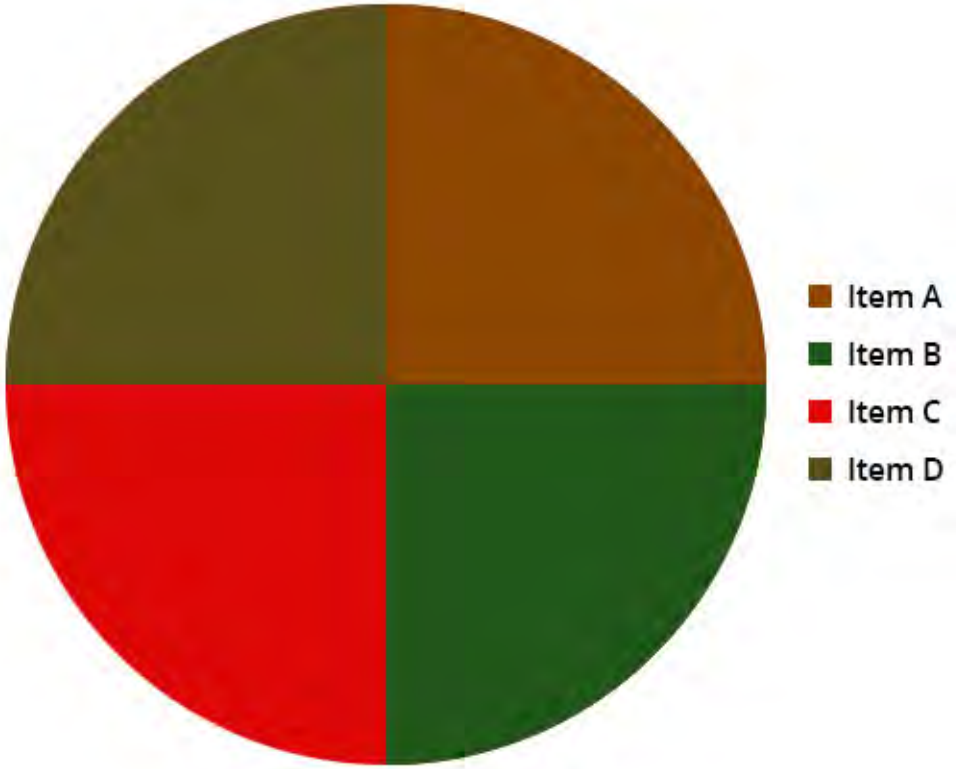
A common type of text alignment in print media is "justification", where the spaces between words, and, to a lesser extent, between glyphs or letters, are stretched or compressed to align both the left and right ends of each line of text. When using justification, it is customary to treat the last line of a paragraph separately by simply left or right aligning it, depending on the language direction. Lines in which the spaces have been stretched beyond their normal width are called *loose lines*, while those whose spaces have been compressed are called *tight lines*.

Dyslexia

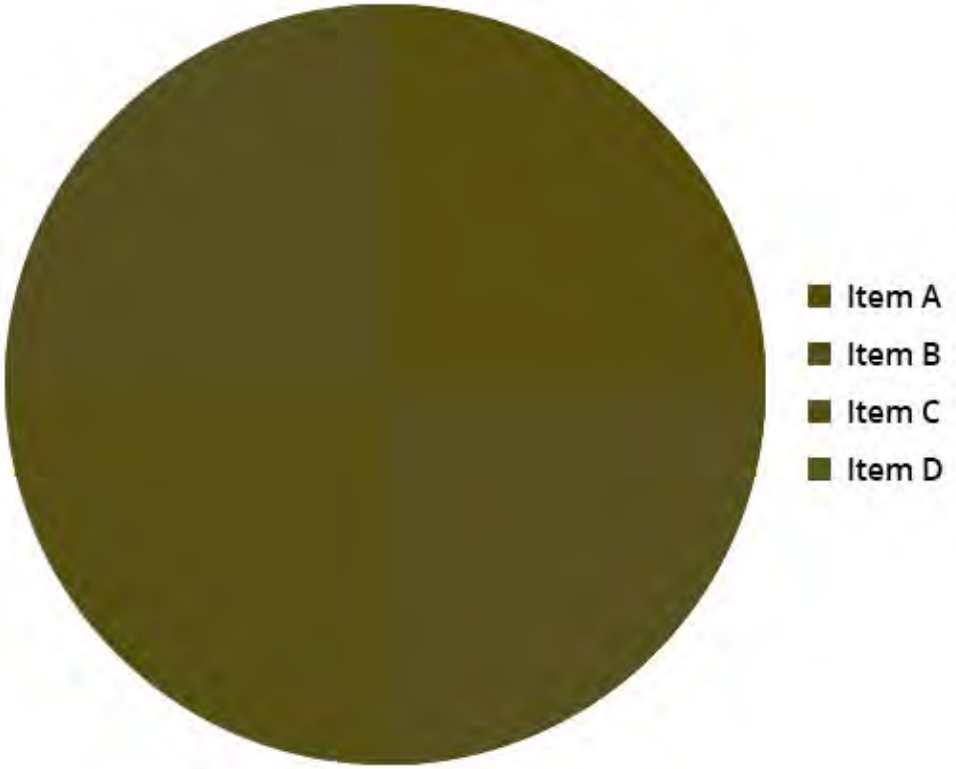
"I can see everything…
but can't always trust what I see."

1. Select easy-to-read fonts
2. Use the right amount contrast
3. Avoid justified and large blocks of centered or italic text

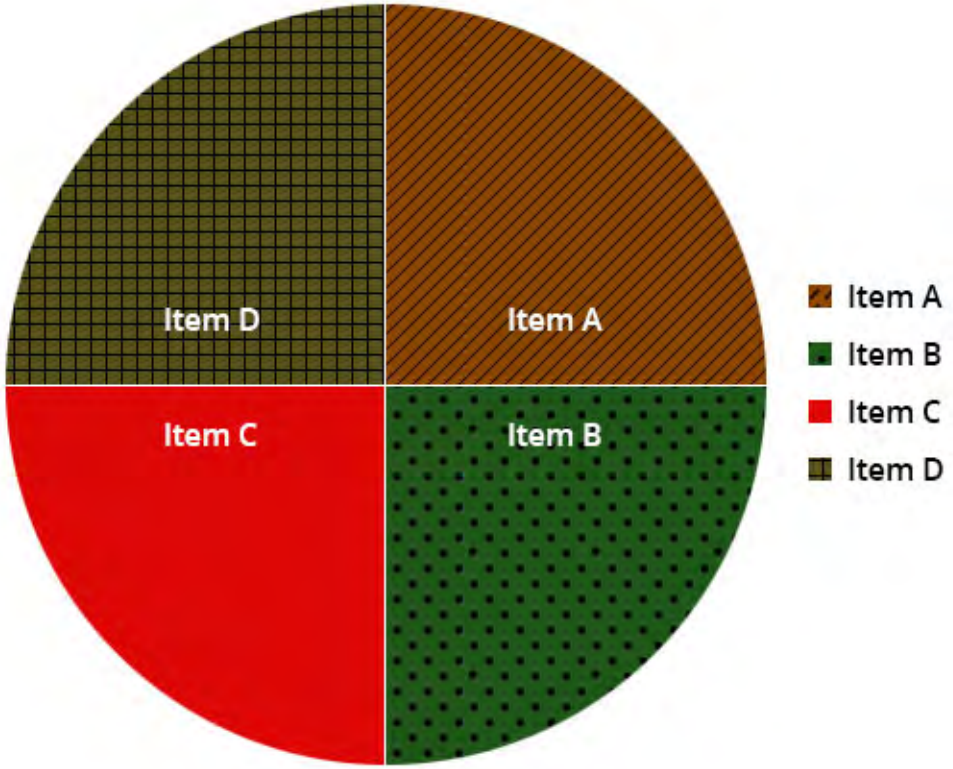
Full Color Vision



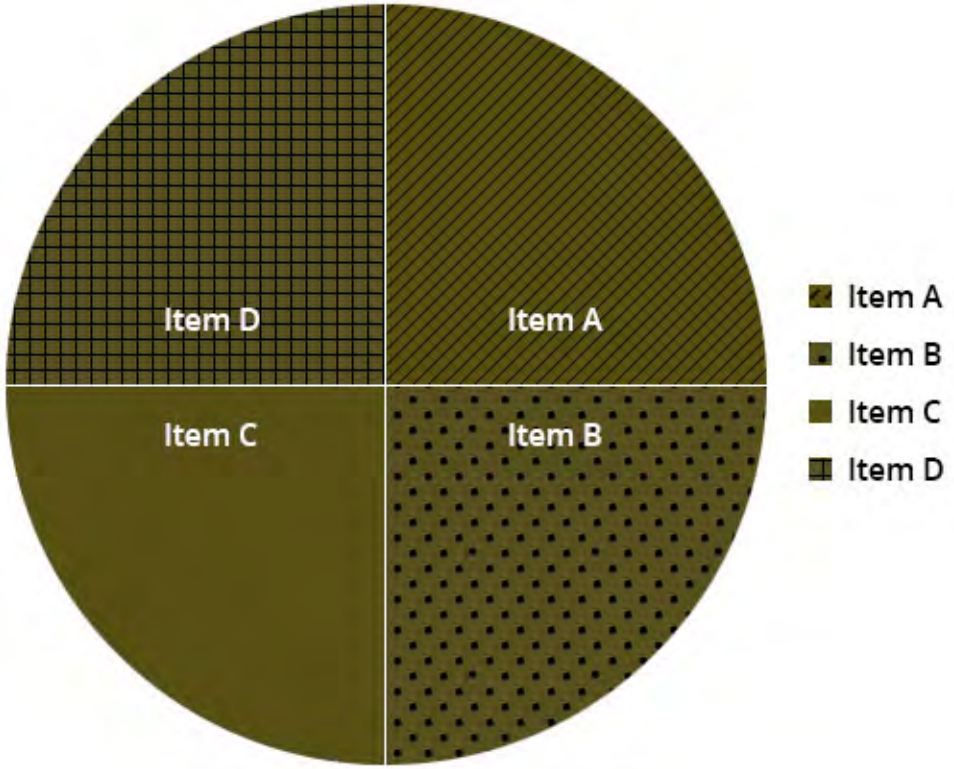
Protanopia Colorblindness



Full Color Vision



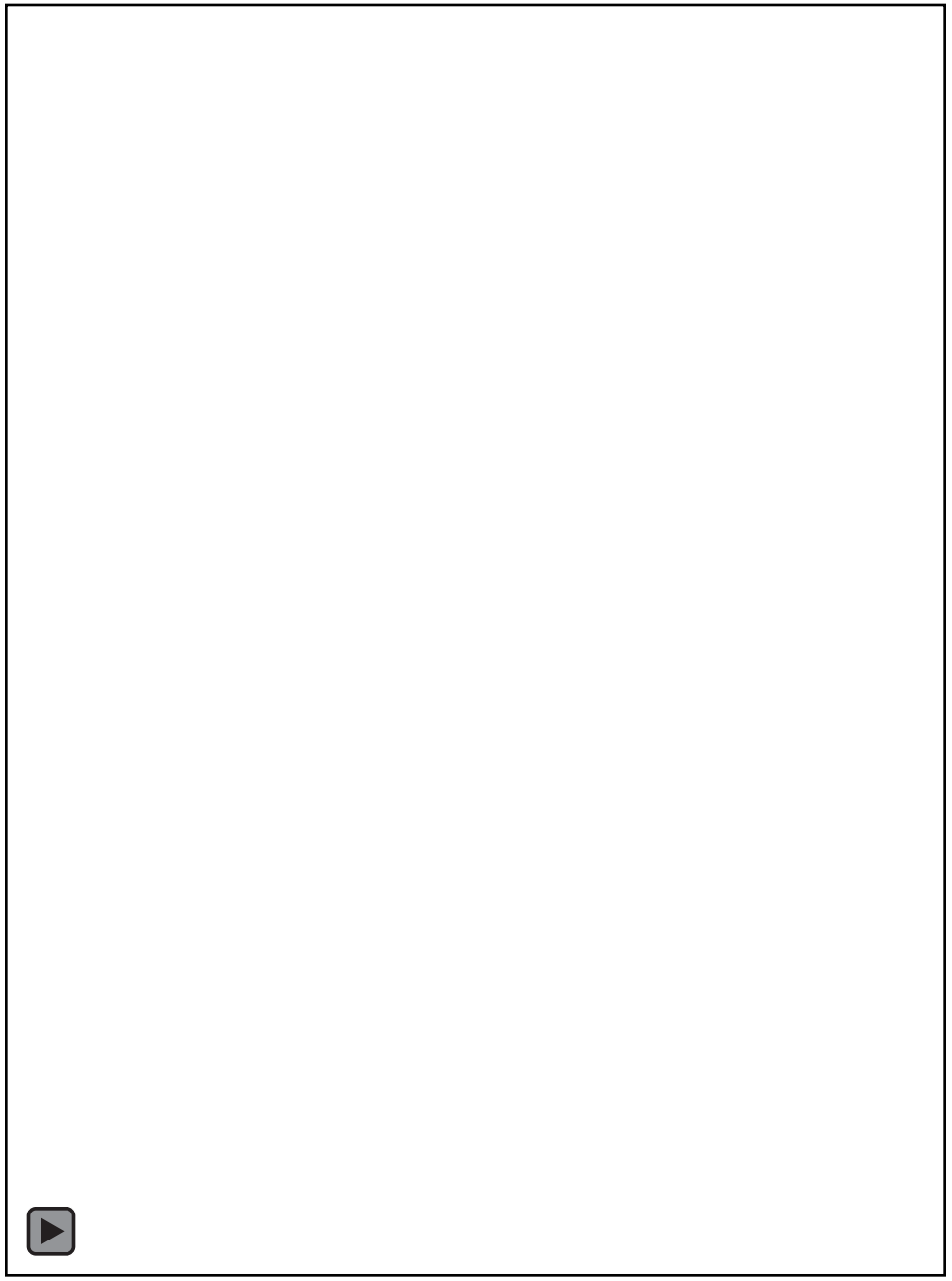
Protanopia Colorblindness



Color Blindness

"Am I missing something that relies on color only?"

1. Plan ahead, check colors in Photoshop
2. Don't use color alone to distinguish information
3. Use adequate contrast

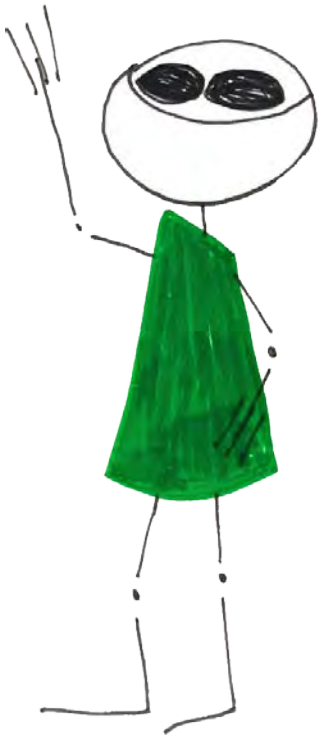


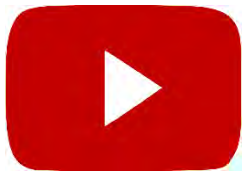
F1
F2
F3
F4
F5
F6
F7
F8
F9
F10
F11
F12
F13
F14
F15
F16
F17
F18
delete
fn
hm
pg up
del
end
pg dwn
return
shift
cmd
alt option
control
HIMS
ZOOMAX
www.zoomax.co
MAXI-AIDS
PRODUCTS FOR INDEPENDENT LIVING
Phone: 1-800-522-6294
www.MaxiAids.com
0 1 2 3 4 5 6 7 8 9 10 11 12

Low Vision

"My eyes, my eyes!
Why do you make the text so tiny and hard to read?!"

1. Use adequate contrast
2. Don't embed text in images
3. Allow text to magnify up to 200%



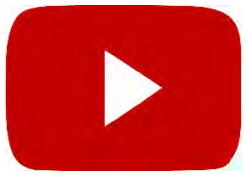


This slide contains a multimedia simulation.
Watch the video to experience this content.

Progressive Blindness

"I want to draw a full color picture of the web page in my mind."

1. Organize the page with headings and lists
2. Combine redundant links and provide link text that makes sense out of context
3. Choose image alt text based on context

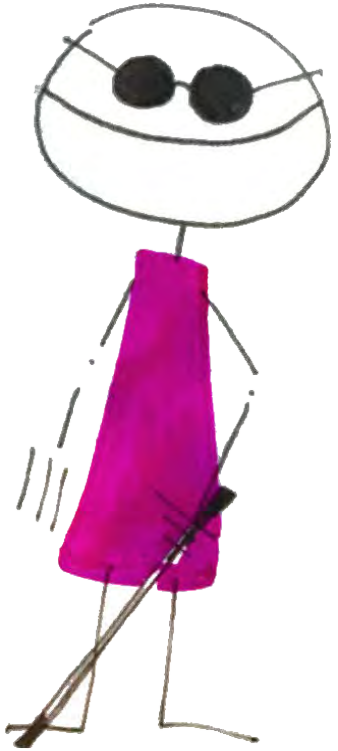


This slide contains a multimedia simulation.
Watch the video to experience this content.

Lifetime Blindness

"Although I am blind, I consider myself a visual learner. I want to have an overview of the layout of the page."

1. Organize the page with nested headings and lists
2. Combine redundant links and provide link text that makes sense out of context
3. Choose image alt text based on context



So What Does A11y Mean Anyway?

a) A one one, why?

b) A eleven Y

c) Ally, like an alliance

d) Accessibility

Congratulations Accessibilibuddies!

Questions?

Main Navigation
Patients & Visitors
Classes & Events
I Want To
About

Thank you.