

Tips for Creating Accessible Digital Content

1. Headings:

Headings provide easy navigation and a consistent visual hierarchy by breaking content into sections.

Why this Matters:

Headings make content easier to read on a digital screen. In addition, it provides helpful navigation for screen readers which use headers to jump between sections of a document.

How To Add Headings:

MS Word has built-in Headings in the Styles section on the Home Tab.

- Heading 1 is a section
- Heading 2 is a subsection, etc.

PDF Conversion: When saving as a PDF, these styles are retained ensuring the document remains accessible.

Watch video on [Improving Accessibility with Heading Styles](#)

2. Text Size and Spacing:

Using the default font size and spacing with ensure the best accessibility. However, increasing the font size or paragraph spacing is also acceptable.

Why this matters:

Text size and spacing improves the readability content for everyone including those with low vision or dyslexia.

How to Adjust Text Size and Spacing:

MS Word has Font and Paragraph sections on the Home Tab.

3. Webpage Links

Links to webpages should have meaningful, concise names that describe their destination, function, or purpose. The link text should make sense on its own.

Why this Matters:

Assistive technology users rely on meaningful link names to be concise and provide the appropriate context. See examples below.

Yes

View information on [Digital Accessibility](#)

Learn more about [Blackboard Ultra](#)

No

[Click here](#) for more information.

Bb Ultra Info <https://ccsu.makekb.com/43/>

How to format and turn text into a link:

Most people assume blue, underlined text is a link. This is the best way to format your links to be easily recognizable.

In MS Word, type your link description remembering it should be concise and specific. Highlight the text with your mouse then right click and select Link. Type or paste the webpage link in the Address area and click ok. This will automatically format your text in the blue, underlined style that when clicked will take the user to the specified web address.

4. Organize Lists

Using the automated bullets and numbering features and multilevel lists helps organize and structure content.

Why this Matters:

Assistive technology users cannot infer meaning from lists created with tabs or manual numbering.

How to use Automated Bullets and Numbering:

MS Word has bullets and number features located in the Paragraph section of the Home Tab.

5. Color

Color Contrast

Text and background colors should have high contrast for ease of readability.

Conveying meaning with color

Whenever color is used to indicate meaning, descriptive text should accompany it.

Why this Matters:

Using only color to convey meaning hinders those with vision impairments or are color blind.

High color contrast is also necessary for those with vision impairments or are color blind.

Color Contrast Tips:

White background with black text passes the color contrast test. The easiest way to check for color contrast is to run an accessibility checker in any Microsoft or Adobe product and in Ally in Blackboard.

Using CCSU's Brand Guide:

The Marketing and Communications Department developed a Brand Guide following digital accessibility protocols. The guide contains the Central Color Palette and color contrast chart for the palette. In addition, the brand guide includes suggested font types that are accessibility friendly. View the [Central Brand Guide](#).

6. Images

Alternative Text

When using images in documentation you will need to provide alternative text.

Why this Matters:

Alternative text is the text equivalent of the content in the image. Screen readers cannot determine the subject of the image therefore, providing alternative text gives the user context of the image.

How to Add Alternative Text:

In MS Office documents, right-click on the image and select View Alt Text. Provide the description in the text box provided.

- Be accurate and concise, keeping the description under 140 characters.
- You can mark the image as “decorative” if the image does not add meaning or context to your document.

Text in Images

If your image file contains text, you must provide the text in the content of the document.

Why this Matters:

Screen readers cannot determine text in an image. You must include the text from the image in your documentation.

Adding Text to Document from an Image

You can either add the text right on the page near the image or add Alternative Text to the image (see “How to Add Alternative Text” above).

7. Videos

When using videos in a document or course, captions and transcripts must be provided.

Video Captions

Captions are text overlays synchronized with the video.

Audio Descriptions include nonspeech information such as cheering, clapping or music and should be included in the captioning.

Transcripts

Transcripts are full text versions of spoken content and non-speech audio information needed to understand content. They are separate files that can be downloaded.

Why this Matters:

Captions, audio descriptions and transcripts provide content that is usable for people with different abilities such as hearing impairments and in different viewing contexts such as a loud environment.

How to Add Captions and Transcripts to a Video:

Kaltura automatically adds captions and produces a transcript for any video uploaded to the site either through Blackboard, Media Space or if using Kaltura Capture for desktop recordings.

Captions and transcripts can take several minutes to appear after the video is uploaded depending on video length.

- Instructions on how to [Upload a Video to Kaltura in a Blackboard Ultra Course](#)