

## ACCESSIBILITY PRIMER

### 10 EASY STEPS TO IMPROVE ACCESSIBILITY

1. Ask your audience for accessibility needs and to find testers.
2. Use ALT tags for images where the description adds to the content.
3. Perform a color blindness test.
4. Perform a grayscale contrast test.
5. Download a screen reader and test your content.
6. Use audio scripts or captioning.
7. Research disability types and population data.
8. Create guidelines for your team or organization.
9. Learn the accessibility features of your authoring tool(s).
10. Read stories and research about universal design principles.

### SIMPLE GUIDELINES TO GET STARTED:

- **Use the Twelve Lenses of Accessibility and Inclusion ([LINK](#))**

These lenses are a great start to reviewing and checking your content to ensure a positive user experience for all.

- **Text is okay, and often solves a lot of problems.**

A well-designed text-based scenario will be better, and more accessible, than any gimmicky, flash interaction.

- **Research best practices.**

What are the top agencies and designers in the industry doing? If nothing, ask them why not!

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- **Design with empathy.**

Would you be able to engage in this content if you were blind, deaf, had limited mobility, were color blind, or some other mild or major disability?

- **Create guidelines for developing accessible interactions.**

Just because you can create an interaction in an authoring tool, doesn't mean you should. Make sure it's an accessible interaction and serves a purpose for all of your audience.

- **Understand the accessibility features of your authoring tool(s).**

Find more information in the authoring tool's Voluntary (VPAT)

- **Learn from other developers and how they create accessible content.**

Visit the Articulate Heroes community, Captivate user groups, or Lectora forums for a start.

- **Give feedback to authoring tools and system vendors.**

We won't ever have better tools for developing and deploying accessible content if the vendors don't hear our messages. Share your stories. Share your frustrations.

- **Find people in your organization who are willing to test.**

A call for testers with some form of disability will often result in a solid test group.

- **Use free online tools for level one testing.**

Resources listed below are free and easy. There's no reason to not use them.

- **Build time in for testing at multiple phases. Make it an integral part of your process.**

Testing for color blindness and contrast can be done at the storyboard phase if graphics are generated. Interaction testing of prototypes early on is important.

RESOURCE	RESOURCE
<a href="#">Benefits of Accessible Design</a>	<a href="#">Learn about Section 508</a>
<a href="#">World Bank Disability Information</a>	<a href="#">U.S. Access Board</a>
<a href="#">Learning Ninjas Accessibility Resources</a>	<a href="#">Web AIM</a>
<a href="#">Universal Design Principles for Learning</a>	<a href="#">Color Blindness Simulator</a>
<a href="#">WebAIM Contrast Checker</a>	<a href="#">10 Free Screen Readers</a>



RESOURCE	RESOURCE
<a href="#">Universal Design for Learning Preso</a>	<a href="#">Web Standards FAQs</a>
<a href="#">Accessible Educational Materials Center</a>	<a href="#">Association of University Centers on Disabilities</a>
<a href="#">Managers Guide to Accessible eLearning</a>	<a href="#">Accessibility for Everyone Book</a>
<a href="#">Test Readability</a>	<a href="#">Modifications for ESL Learners</a>

## WHO TO FOLLOW:

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Learning Ninjas

[www.learningninjas.com/accessibility](http://www.learningninjas.com/accessibility)

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