

Web Accessibility Content Creator

Following these guidelines will help you ensure your websites are more accessible for all users. Use the links below to jump to a section.

- o [Content should be clear, well-structured, and easy to read](#)
- o [Use Lists to Organize Content](#)
- o [Write Clear Hyperlink Text](#)
- o [Provide Meaningful Yet Clear and Concise Alternative Text](#)
- o [Digital Media Must Be Accessible to Screen Readers](#)
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Questions?

Contact the IT Help Desk at <https://inside.nku.edu/it/help.html> or (950) 572-6911.



structured and easy to read.

Clear and

General Guidelines

Organize like points together, use sections to delineate subjects

Limit use of color

Utilize white space to improve readability (proper paragraph breaks)

Use illustrations/multimedia to supplement text

Double check spelling; proper use of language/grammar

Use a font that is legible when zoomed in or out

Use Sans Serif fonts

Text on Images

Questions?

Contact the IT Help Desk at it@nku.edu or (859) 572-6911.

Ensure Logical Order in Document Structure

Use headings to separate sections of text. Headings should always be used in a top-down fashion.

2, 3, 4, and 5.

the header. AEM provides headings...

Below is an example of how to utilize headings in your documents.

Majors

four-year majors in the following subjects:

Marketing

Management

Questions?

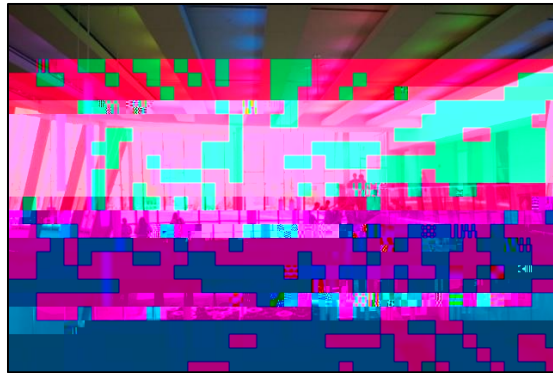
Contact the IT Help Desk at it@nk.edu or (859) 572-6911.

Provide Meaningful Yet Clear and Concise Alternative Text

All images should have alternate text that clearly describes the image.

When a screen reader encounters an image, it will read the alt text associated with the image. Additionally, if an image does not load on a page, the alt text will be displayed to the user.

Effective alt text clearly and concisely describes an image, ideally in one sentence. When writing alt text, ask yourself, "If I couldn't see this image, how would I want it described?"



Accessible Examples

NKU Students in the Griffin Hall lobby.
 The Griffin Hall lobby in the afternoon.

Non Accessible Examples

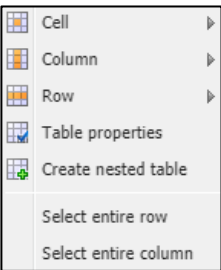
Image of NKU
 Griffin Hall

Ensure Tables Have Defined Headers

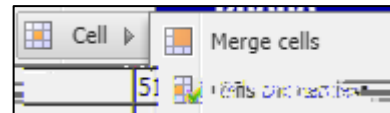
When a table is created, the first row of the table is automatically defined as the header row. The header row is displayed in bold text.

Screen readers identify and read table information based on cell type. For a screen reader to properly read a table correctly, the header row must be defined as a header row. Otherwise, the screen reader will read the table incorrectly.

To mark cells as "header" in AEM:



Right-click in a cell in the header row of the table, then click **Select entire row**.

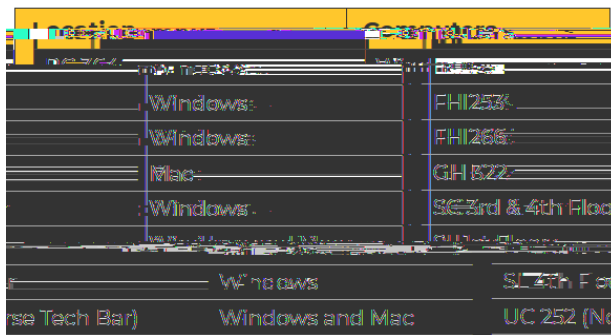
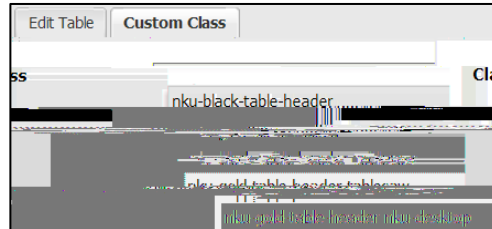


Right-click in the cell again, and select **Select entire row**.



In **Cell Type**, select **Header**. Then click **OK**.

In the **Custom Class** tab, give your table a black or gold header by selecting one of the options shown. Here, "nku-gold-table-header" is selected.



This table is screen reader friendly, with a header row.

Do Not Rely on Color Alone to Convey Meaning

Not all users can easily differentiate colors. For example, users with color blindness may not be able to

If certain devices support a particular piece of software, the following example shows tables with information on whether software. The table on the left shows content differentiated by color accessibility; or if the page is printed with a black and white printer. Users are unable to differentiate the colors in the table on the right.

Not Accessible

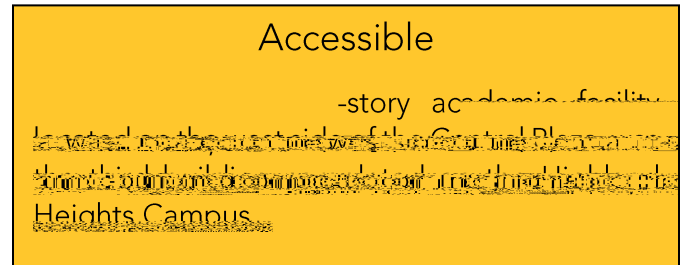
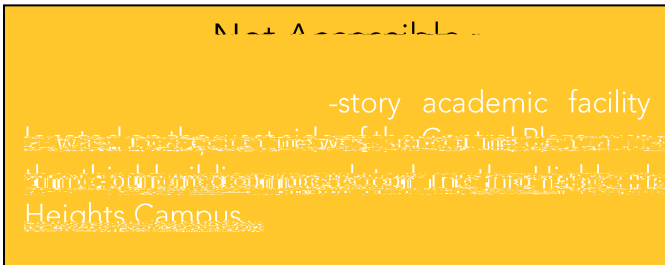
Accessible

The table on the left is accessible but it is not readable for users who are visually impaired. The table on the right is not accessible.

Ensure Proper Color Contrast

All page ~~text~~ must have high contrast against the background.

Low contrast text is difficult to read. Most commonly, this will appear as light text on a light background. To be easily readable and accessible, text must have a 4.5 to 1 contrast ratio with the background.



You can check your color contrast with an online tool from WebAIM.

[WebAIM Contrast Checker](#)

Questions?

Contact the IT Help Desk at [it@niu.edu](#) or (859) 572-6911.

Document Titles and File Names Must Be Descriptive

Documents and images must have clearly labeled names.

When you save or download a document or image, the user will be associated with the file name. A descriptive file name that reflects the content of the document or image.

An image named "img_2352.jpg" is not descriptive.

— Changing the name to "Information Technology Logo.jpg" or "NKU IT Logo.jpg" allows the user to better understand the content of the image.

Questions?

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