

I'm not robot!





# Web Accessibility FOR Designers

Great web accessibility starts in the design.



## Plan Heading Structure Early

Ensure all content and design fits into a logical heading structure.



## Ensure Logical Reading Order

The reading order for screen reader users should align with the visual order.



## Provide Good Contrast

Be especially careful with shades of orange, yellow, and light gray.



Use True Text Instead of Images of Text  
True text enlarges better, loads faster, and is easier to translate and customize.



## Use Adequate Font Size

Small text is difficult for all users to see. Ensure text is optimally readable.



## Remember Line Length

Don't make lines too long or too short.



## Make Sure Links are Recognizable

Distinguish links from body text using more than just color (e.g., underline).



## Design Keyboard Focus Indicators

When navigating with the keyboard, the focused item must be visually distinctive.



## Design a "Skip to Main Content" Link

A keyboard accessible link for users to skip navigation should be at the top of the page.



## Ensure Link Text Makes Sense on Its Own

Avoid "Click Here" or other ambiguous link text, such as "More" or "Continue".



## Design Usable Widgets and Controls

Dialogs, tooltips, menus, carousels, etc. must be easy to use and accessible.



## Use Animation, Video, and Audio Carefully

Provide play/pause buttons. Avoid distracting movement.



## Don't Convey Content Using Only Color

Users may override or may not be able to see differences between colors.

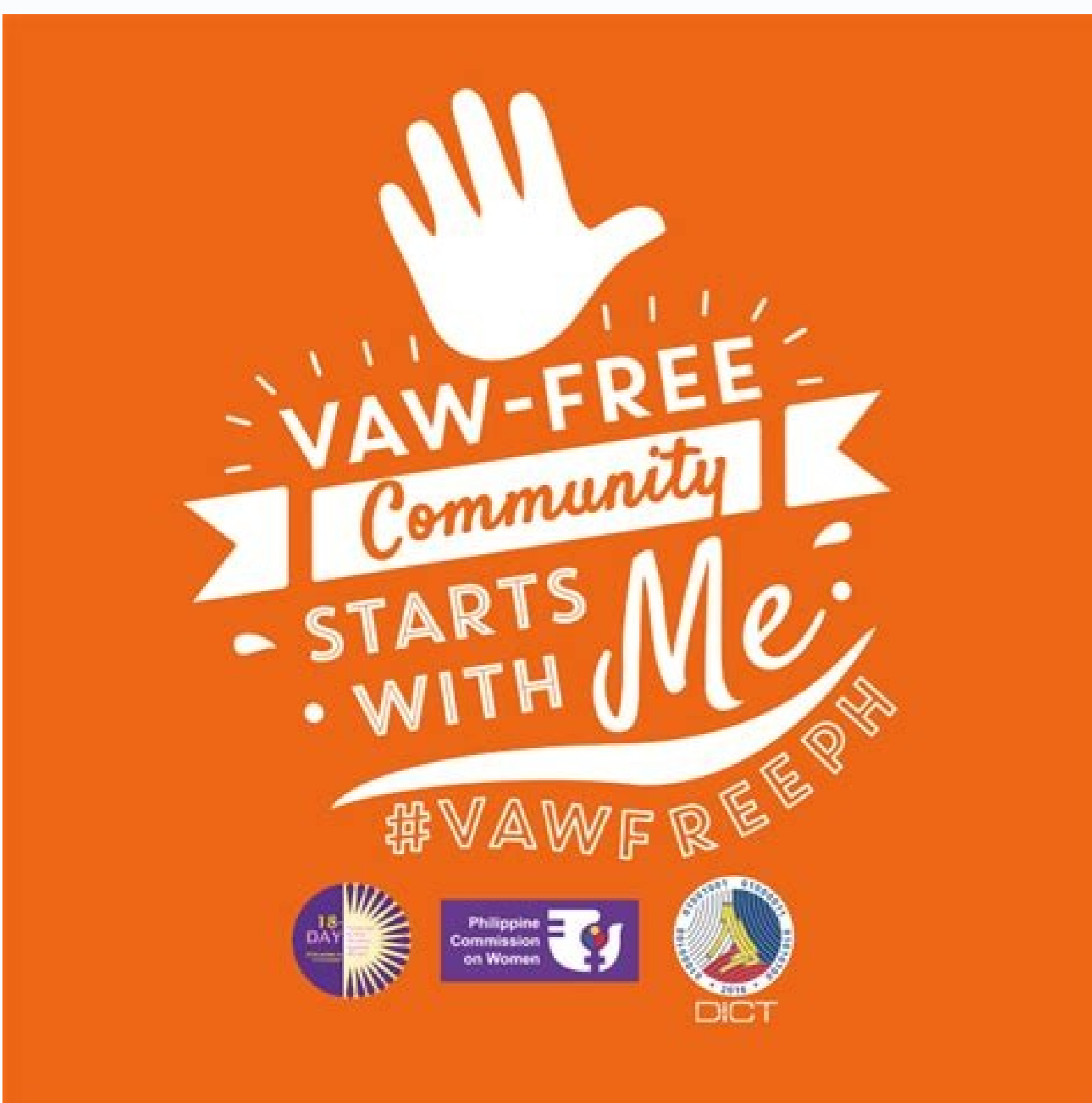


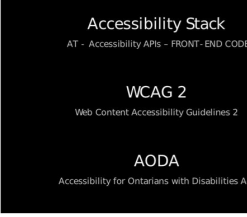
## Design Accessible Form Controls

Ensure form controls have descriptive labels, instructions, and error messages.

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Web Accessibility In Mind  
Center for Persons with Disabilities  
Utah State University  
Twitter: @WebAIM  
webaim.org

For a text version, visit  
[webaim.org/resources/designers](http://webaim.org/resources/designers)





Web content accessibility guidelines checklist. Web accessibility content guidelines. Web content accessibility guidelines australian government.

The Web Content Accessibility Guidelines (WCAG) is an internationally recognised standard created by the World Wide Web Consortium (W3C). The purpose of the WCAG standard is to define how to "... make Web content more accessible to people with disabilities. Accessibility involves a wide range of disabilities, including visual, auditory, physical, speech, cognitive, language, learning, and neurological disabilities. Although these guidelines cover a wide range of issues, they are not able to address the needs of people with all types, degrees, and combinations of disability. These guidelines also make Web content more usable by older individuals with changing abilities due to aging and often improve usability for users in general.". The first version of WCAG was published in 1999 as WCAG 1.0. In 2008, WCAG 2.0 was released and remains the definitive world standard at this time. However, there is a new update available called WCAG 2.1 released in 2018 which includes everything in WCAG 2.0 plus additional support for web content on mobile devices. WCAG Versions Which WCAG applies to my mainstream organisation? There are currently two supported versions of the web accessibility standard - WCAG 2.0 and WCAG 2.1. As such, it can be confusing to determine which one your mainstream organisation should consider. The choice between WCAG 2.0 and 2.1 will largely come down to an organisation's policy position, time and budget. Given that WCAG 2.1 contains everything in WCAG 2.0 plus some extra guidance for users of mobile devices, a good default position is to implement WCAG 2.1 knowing that you have covered all the requirements for both desktop and mobile web accessibility. However, if you just want to follow the requirements of current government policy, WCAG 2.0 remains the preferred standard. Additional information of specific policies can be found in the policy section. WCAG Overview Overview Regardless of whether you choose to implement WCAG 2.0 or 2.1, the good news is that both guidelines use the same terminology. The guidelines are separated into the following parts: Design principles: The four overarching principles of accessible website development. Guidelines: short statements providing guidance on what should be considered by designers and developers to make a website accessible. Success Criteria: Specific technical requirements to ensure that a website is compliant with the standard. WCAG Design Principles Design Principles To ensure that your organisation meets the WCAG standard, it must follow the four POUR design principles: Perceivable: Information and user interface components must be presentable to users in ways they can perceive. Operable: User interface components and navigation must be operable. Understandable: Information and the operation of user interface must be understandable. Robust: Content must be robust enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies WCAG Guidelines Guidelines Sitting underneath the four POUR principles are a series of guidelines. For WCAG 2.0 there are twelve guidelines. For WCAG 2.1 there is one additional guideline taking the total to thirteen. The twelve WCAG 2.0 guidelines are as follows: 1. Perceivable 1.1 Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, Braille, speech, symbols or simpler language. 1.2 Provide alternatives for time-based media. 1.3 Create content that can be presented in different ways (for example, simpler layout) without losing information or structure. 1.4 Make it easier for users to see and hear content including separating foreground from background. 2. Operable 2.1 Make all functionality available from a keyboard. 2.2 Provide users enough time to read and use content. 2.3 Do not design content in a way that is known to cause seizures. 2.4 Provide ways to help users navigate, find content, and determine where they are. 3. Understandable 3.1 Make text content readable and understandable. 3.2 Make Web pages appear and operate in predictable ways. 3.3 Help users avoid and correct mistakes. 4. Robust 4.1 Maximise compatibility with current and future user agents, including assistive technologies. WCAG 2.1 also features the following additional guideline: 2.5 Pointer Accessible: Make it easier for users to operate functionality through various inputs beyond keyboard. WCAG Success Criteria Success Criteria To achieve WCAG compliance, W3C have broken up the success criteria into three different implementation levels. These levels are known as Level A, AA and AAA respectively. In the original WCAG standard, W3C described the differences between the levels like this: Priority 1: A Web content developer must satisfy this checkpoint. Otherwise, one or more groups will find it impossible to access information in the document. Satisfying this checkpoint is a basic requirement for some groups to be able to use Web documents. Priority 2: A Web content developer should satisfy this checkpoint. Otherwise, one or more groups will find it difficult to access information in the document. Satisfying this checkpoint will improve access to Web documents. If the first point was achieved this would meet Level A. If both the first and second points were achieved it would meet Level AA, and if all three were achieved it would meet Level AAA. In Australia, mainstream organisations are expected to meet Level AA conformance. This means that your organisation should aim to meet either: WCAG 2.0 Level AA compliance; or WCAG 2.1 Level AA compliance. What's required to meet accessibility standards in Australia and New Zealand? Here's everything you need to know to avoid accessibility violations. What Are Web Accessibility Laws? Australia's Disability Discrimination Act of 1992 requires equal access for people with disabilities. Australian companies that have websites or companies that maintain resources that are publicly accessible from Australian servers can be impacted. Section 5 of the Act classifies discrimination as treating people with disabilities less favorably than those without disabilities. If a website is inaccessible to those with disabilities, the business could be required to redesign the website and incur monetary damages. The National Transition Strategy (NTS) required all government websites to implement the Web Accessibility Initiative (WAI) published by the World Wide Web Consortium (W3C). These guidelines, called the Web Content Accessibility Guidelines (WCAG), provide web content accessibility guidelines. It's a similar situation in New Zealand The New Zealand Bill of Rights Act 1990 and the Human Rights Act 1993 apply to government websites. For businesses and other organizations, the New Zealand Government Web Accessibility Standard applies. Each of these uses the WCAG as a base level for compliance. In other words, complying with WCAG guidelines will fulfill obligations. Who Does Web Accessibility Law Benefit? Nearly 20 percent of Australians have a disability. That's more than 4.4 million people! The number is growing as the population ages. For New Zealand, more than 1.1 million people live with disabilities. That's roughly 25 percent of adults. The laws specific people with disabilities as those with: Total or partial loss of the person's bodily or mental functions Total or partial loss of a part of the body The presence in the body of organisms causing disease or illness The malfunction, malformation, or disfigurement of a part of the person's body A disorder or malfunction that results in the person learning differently from a person without the disorder or malfunction A disorder, illness or disease that affects a person's thought processes, perception of reality, emotions or judgment, or that results in disturbed behaviour. Who Is Required to Follow Web Accessibility Laws? In both Australia and New Zealand, government agencies and organizations that are public-facing are required to follow web accessibility laws and meet the WCAG web usability standard to provide equal access to information In addition to these laws, the United Nations' Convention on the Rights of Persons with Disabilities (UNCPRD) also comes into play. Article 21 governs the right to freedom of expression and opinion by those with disabilities, granting them an equal opportunity with others to participate. The UNCPR has been ratified by both the Australian and New Zealand governments. How Are Web Accessibility Laws Enforced? The Australian Human Rights Commission oversees enforcement of the Australia web accessibility standard, although civil suits are possible as well. One of the most notable cases was Bruce Lindsay Maguire v Sydney Organising Committee in advance of the Olympic Games. Maguire is blind and complained that he was illegally discriminated against because, in part, the website was inaccessible. The Commission found that Maguire had been treated less favorably on the basis of his disability. The Organising Committee was forced to make changes to add accommodations. In another case, Gisele Mesnage, who is blind, sued supermarket giant Coles for being unable to use its website for online delivery after a website upgrade. The case was settled, and changes were also made to the company's website along with a reported financial settlement. Globally, the number of complaints and lawsuits have risen. In the United States, for example, that number of class action suits filed last year grew by more than 180% from the previous year. How to Comply with Australian and New Zealand Web Accessibility Standards Australia web accessibility standards and NZ web accessibility standards both conform to the Web Content Accessibility Guidelines (WCAG). Organisations that adopt these guidelines will be in compliance. The WCAG provides a list of recommendations to make online content more accessible to those with disabilities. It covers four main areas for websites: Perceivable All users, including those with impaired vision, should be able to see and read your website. Operable Websites should be responsive and easy to navigate for all users across multiple browsers and mobile devices Understandable Websites should be organized in a way that's easy to use and use language that most customers can understand. Robust Websites should integrate with tools (Assistive Technology or AT) that are used by users with disabilities. The WAI and WCAG 2.1 Guidelines contain a comprehensive list of items for businesses, User Experience (UX) designers, and web designers. To check whether your website is compliant, here is a list of the online tools available to check for compliance.

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