Web Content Accessibility Guidelines

WCAG 2.0

WHY WORRY ABOUT ACCESSIBILITY?

- It's just polite!

- Grow your audience

  - People with disabilities

  - Mobile device users

  - Search engines!

- Good accessibility requires good organization and semantic clarity—your webpage will be better for everyone!

- Standards are good![†] They can help you be prepared for situations that don't even exist yet.

- It may be the law, depending where you are and what your organization is.

† When they're actually standards.

THE STRUCTURE OF WCAG 2.0

- 4 Principles organize everything

- 12 Guidelines sum up the goals

- 65 Testable success criteria measure content

- 3 Levels of conformance tell you how well you're doing

WCAG 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.

Perceivability Guidelines

- 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.

Excerpted from Web Content Accessibility Guidelines (WCAG) 2.0

OPERABILITY GUIDELINES

- 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.

UNDERSTANDABILITY GUIDELINES

- 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.

ROBUSTNESS GUIDELINE

- 4.1: Maximize compatibility with current and future user agents, including assistive technologies.

CONFORMANCE LEVELS

- A: Congrats! You aren't failing!

- AA: That's better—most people can use your webpage now.

- AAA: Even better—in most cases, those with disabilities or limitations will be able to use the webpage with little or no difficulty.

How Do I Do It?

START WITH THE DOCUMENTATION

- Start out with the WCAG 2.0 homepage: http://www.w3.org/WAI/intro/wcag

- There is a checklist: http://www.w3.org/WAI/WCAG20/quickref/

- When it's not obvious how to meet a success criterion, look at the techniques page for specific examples, and even snippets of code: http://www.w3.org/TR/WCAG20-TECHS/

CHECK YOUR WORK

- The W3C maintains a list of tools to automate checking your WCAG conformance: http://www.w3.org/WAI/ER/tools/

Use Good Design

- Have consistent organization and appearance to your pages

- Choose sensible fonts

- Use other elements along with color to distinguish content

- Avoid low contrast, bad color combos, and confusing backgrounds

USE GOOD DESIGN
(continued)

- Respect the semantic meanings of HTML tags.

- Use CSS, not HTML, for visual design elements.

- Provide meaningful ALT text for all images.

  - If an image has meaningful content (like a diagram), provide another way to access it.

- Don't use audio/video when a more accessible medium will work

  - When using A/V, always provide alternative access to the content

FOR MORE INFORMATION

- WCAG 2.0 homepage: http://www.w3.org/WAI/intro/wcag