



**Workshop “Accessible Digital Content and Remediation for the  
Stakeholders delivering digital financial services”  
October 16th, 17th and 18th  
Cairo, Egypt**

**Session IV: Accessible Content Multimedia**

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## DIGITAL CONTENT ACCESSIBILITY

Accessibility tips

Requirements Web  
Content  
Accessibility  
Guidelines WCAG

Accessible digital  
documents

Accessibility  
features



# ACCESSIBILITY STANDARDS– AUTISTIC SPECTRUM – DO

Use simple colors



Write in plain text

**Do this.**

Use simple sentences and bullets



Make buttons descriptive: attach files

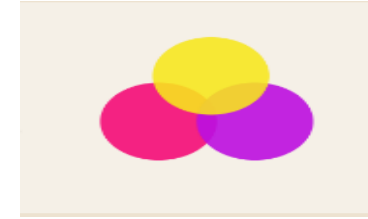
**Attach files**

Build simple and consistent layouts



# ACCESSIBILITY STANDARDS– AUTISTIC SPECTRUM – **DO NOT**

Use bright and contrasting colors



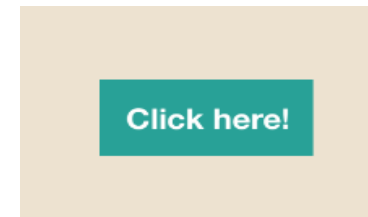
Use figures of speech and idioms



Create a wall of text

Make buttons vague and unpredictable. For example: click here!

Build complex and cluttered layouts





## ACCESSIBILITY STANDARDS – SCREEN READERS – DO

Describe images and provide transcripts for video

`<alt>`

Follow a linear, logical layout



Structure content using HTML5

`<h1>`  
`<nav>`  
`<label>`

Build for keyboard use only

Write descriptive links and headings





# ACCESSIBILITY STANDARDS – SCREEN READERS – **DO NOT**

Only show information in an image or video



Spread content all over a page



Rely on text size and placement for structure

Force mouse or screen use



Write uninformative links and headings





## ACCESSIBILITY STANDARDS – LOW VISION– DO

Use good color contrasts and a readable font size

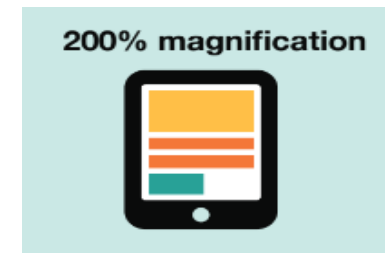


Publish all information on web pages (HTML)

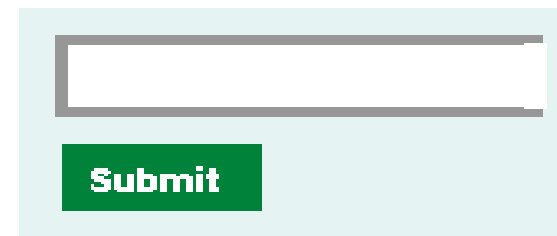
Use a combination of color, shapes and text



Follow a linear, logical layout



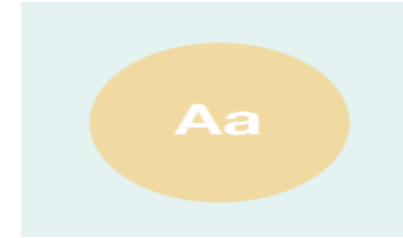
Put buttons and notifications in context





# ACCESSIBILITY STANDARDS – LOW VISION – **DO NOT**

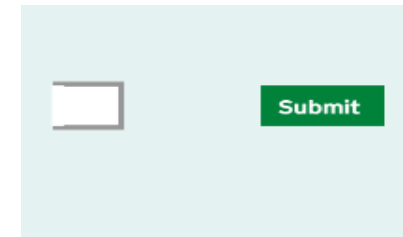
Use low color contrasts and small font size



Bury information in downloads



Only use color to convey meaning



Spread content all over a page



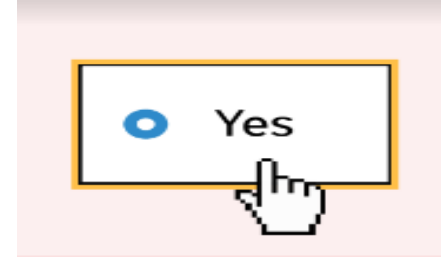
Separate actions from their context





# ACCESSIBILITY STANDARDS – PHYSICAL OR MOTOR DISABILITIES – DO

Make large clickable actions



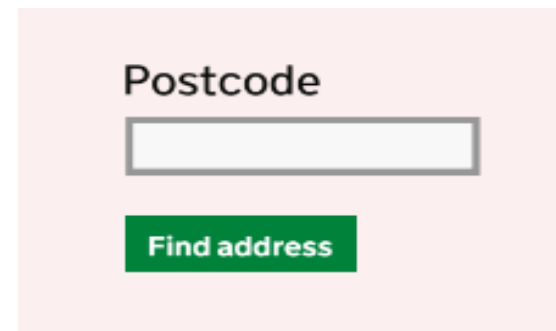
Give form fields space



Design for keyboard or speech only use

Design with mobile and touchscreen in mind

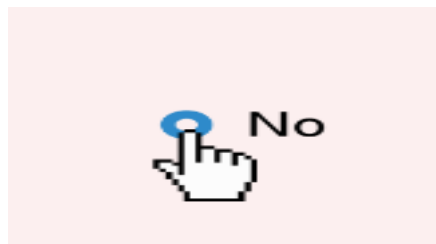
Provide shortcuts



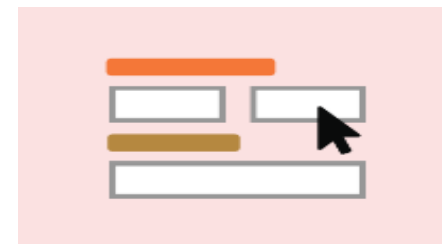


# ACCESSIBILITY STANDARDS– PHYSICAL OR MOTOR DISABILITIES **DO NOT**

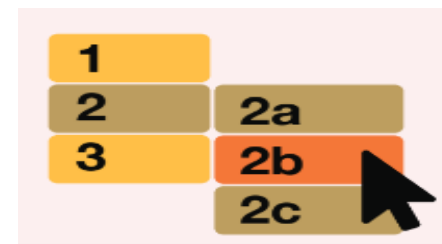
Demand precision



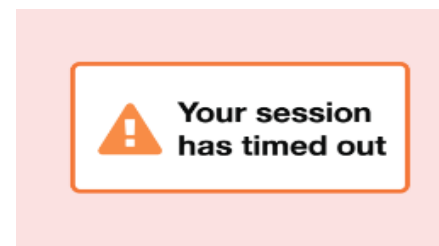
Bunch interactions together



Make dynamic content that requires a lot of mouse movement



Have short time out windows



Tire users with lots of typing and scrolling





# ACCESSIBILITY STANDARDS– DEAF OR HARD OF HEARING – DO

**Do this.**

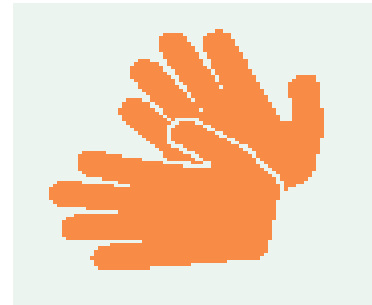
Write in plain text

Use subtitles or provide transcripts

Use a linear, logical layout

Break up content with sub-headings, images and videos

Let users ask for their preferred communication support when booking appointments





# ACCESSIBILITY STANDARDS– DEAF OR HARD OF HEARING – **DO NOT**

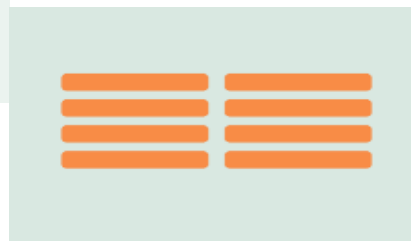
Use complicated words or figures of speech

Put content in audio or video only

Make complex layouts and menus

Make users read long blocks of content

Don't make telephone the only means of contact for users





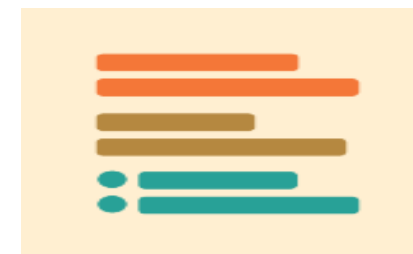
# ACCESSIBILITY STANDARDS– DYSLEXIA– DO

Use images and diagrams to support text



Align text to the left and keep consistent layout

Consider producing materials in other formats  
(for example, audio or video)



Keep content short, clear and simple

Let users change the contrast between background and text





# ACCESSIBILITY STANDARDS– DYSLEXIA– DO NOT

Use large blocks of heavy text



Underline words, use italics or write in capitals

***DON'T***  
***DO THIS***

Force users to remember things from previous pages  
– give reminders and prompts.

Rely on accurate spelling – use autocorrect or provide suggestions

Put too much information in one place





## DIGITAL CONTENT ACCESSIBILITY

# Requirements Web Content Accessibility Guidelines WCAG

The Web Content Accessibility Guidelines (WCAG 2.0) were developed so that digital content is compatible with the assistive technologies. These guidelines include programming and content requirements.

There are 3 levels of accessibility A, AA and AAA

We will focus in this presentation in the requirements for digital content.



# MULTIMEDIA CONTENT



Only audio  
(prerecorded)



Only video  
(prerecorded)



Audio (prerecorded)  
With multimedia



Video (prerecorded)  
with multimedia



Multimedia  
(prerecorded)



Only audio live



Live audio with  
multimedia



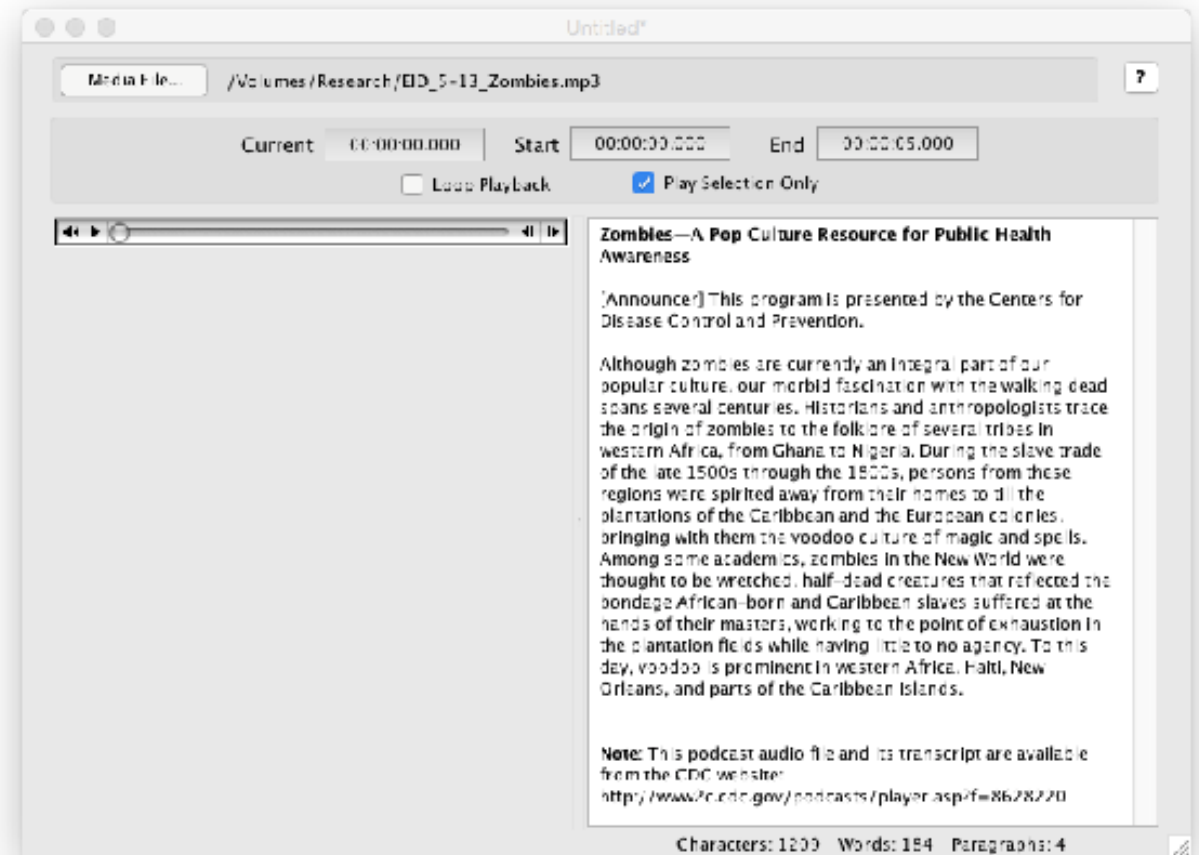


# MULTIMEDIA CONTENT

## Requirement:

A transcription is available for prerecorded audio-only and video-only.

[\(Level A, WCAG 2.0\)](#)



## [Example audio-only transcription](#)

*Note: the transcription should be literally of all spoken words, always identifying the person who is speaking. All sounds such as laughter, applause, music or noises should be included.*



# PRERECORDED VIDEO TRANSCRIPTION





# MULTIMEDIA CONTENT

## Requirement:

Captions are provided for all prerecorded audio content in synchronized media, except when the media is a media alternative for text and is clearly labeled as such [\(Level A, WCAG 2.0\)](#)

## [Example: Captions](#)





# MULTIMEDIA CONTENT

## Requirement:

An alternative for time-based media or audio description of the prerecorded video content is provided for synchronized media

[\(Level A, WCAG 2.0\)](#)

[Audio description example](#)



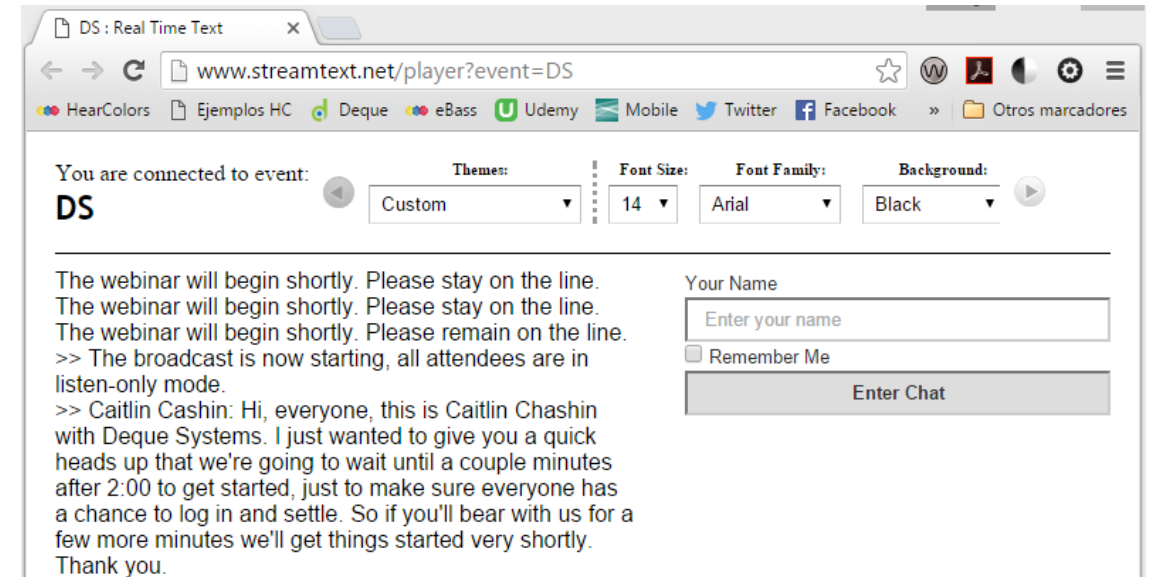
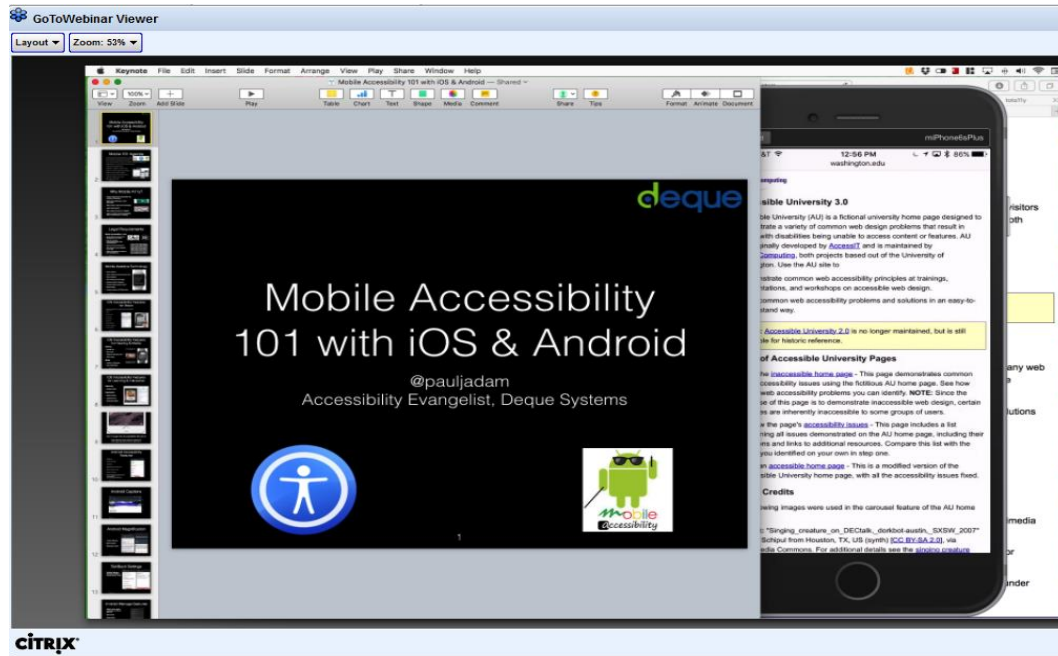


# MULTIMEDIA CONTENT

## Requirement:

Captions are provided for all live audio content in synchronized media

(Level AA, WCAG 2.0)





# MULTIMEDIA CONTENT

## Requirement

Sign language interpretation is provided for all prerecorded audio content in synchronized media.

[\(Level AAA, WCAG 2.0\)](#)

