



**Workshop “Accessible Digital Content and Remediation for the
Stakeholders delivering digital financial services”
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Session VI: Accessible Digital Documents

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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.



ALTERNATIVE TEXTS

Requirement:

All non text content that is presented to the user has a text alternative that serves the equivalent purpose ([Level A, WCAG 2.0](#))

Note: It is recommended the text alternative to have no more than 90 characters.

What is the image about?

What can you see?

Which elements are present?

Within context, what purpose does the image have?

The site makes sense without the image?





ALTERNATIVE TEXT- IF THE IMAGE HAS:

- Texts – Repeat the words
- Visual information- Explain it
- Sensorial information- Describe it
- Nothing new- Ignore it

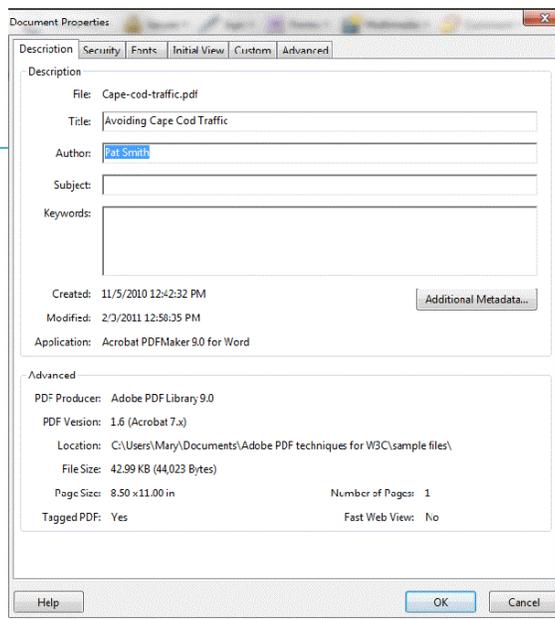




ACCESSIBLE DIGITAL DOCUMENTS

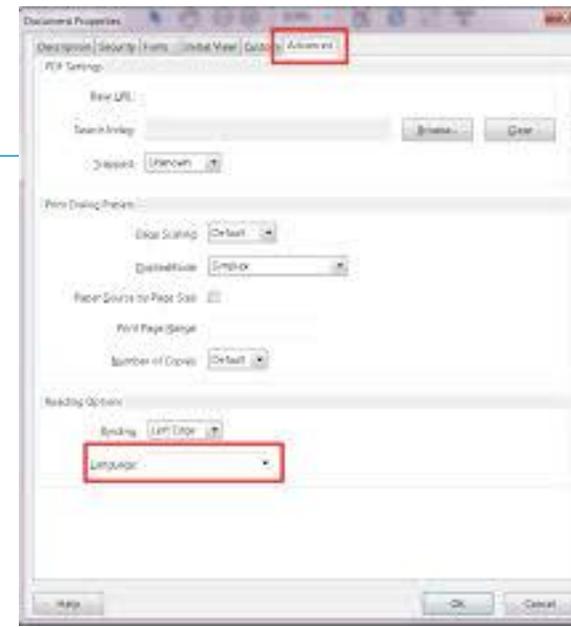
Title

The document needs to have a descriptive title of its content since it is the first thing that will be recognized by the assistive technology or by any user



Language

In order for a screen reader to pronounce correctly, the default language for the document must be indicated.

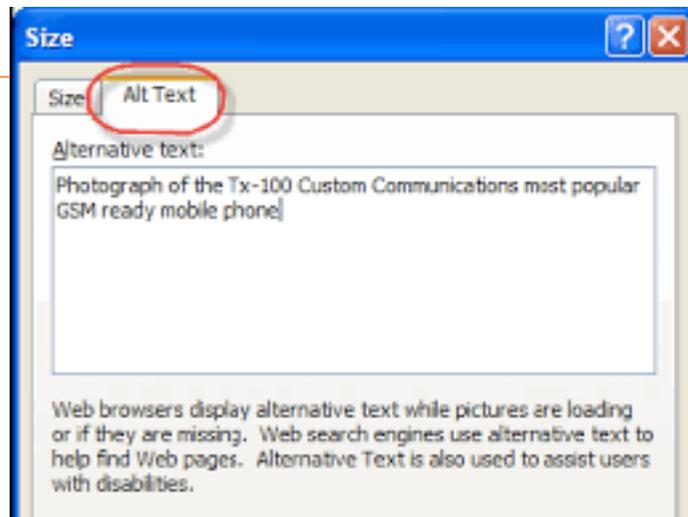




ACCESSIBLE DIGITAL DOCUMENTS

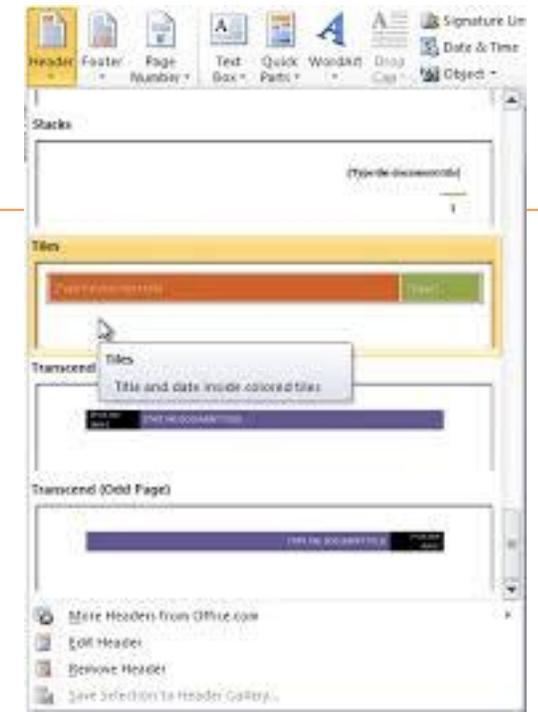
Alternative text for objects, images and graphics

All material that transmits content must have alternative text so that it may be identified by assistive technologies.



Use of Headers

The use of headers (semantics, not only design) facilitates reading of very long documents. These elements give visual and navigation structure.

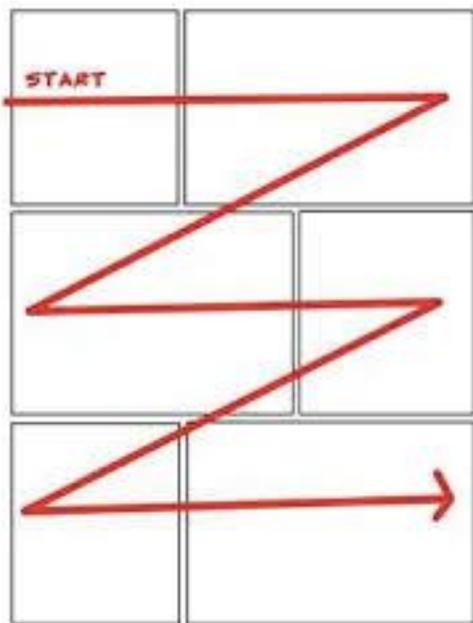




ACCESSIBLE DIGITAL DOCUMENTS

Logical reading order

Regardless of design, with assistive technologies it is necessary to verify the order, to ensure that the information makes logical sense.



Adequate table structure

Tables must be presented in a simple way and header cells and data cells must be related. Avoid empty cells, rows, columns and combined cells.

The screenshot shows a Microsoft Access table view. The table has the following data:

| ID | Date | Region | Name | Item | Units |
|----|---------|---------|----------|--------|-------|
| 1 | 1/22/14 | East | Jones | Pencil | 55 |
| 2 | 1/23/14 | Central | Knoxell | Binder | 50 |
| 3 | 2/9/14 | Central | Jardine | Pencil | 36 |
| 4 | 2/26/14 | Central | Gill | Pen | 23 |
| 5 | 3/11/14 | West | Scoville | Pencil | 58 |
| 6 | 4/1/14 | East | Jones | Binder | 60 |
| 7 | 4/28/14 | Central | Andrews | Pencil | 75 |
| 8 | 5/5/14 | Central | Jardine | Pencil | 90 |
| 9 | 5/22/14 | West | Thompson | Pencil | 32 |
| 10 | 6/6/14 | East | Jones | Binder | 60 |
| 11 | 6/21/14 | Central | Morgan | Pencil | 90 |
| 12 | 7/3/14 | East | Inward | Binder | 25 |
| 13 | 7/29/14 | East | Parent | Binder | 81 |
| 14 | 8/15/14 | East | Jones | Pencil | 25 |



ACCESSIBLE DIGITAL DOCUMENTS

Not depending on color for information transmission

Complement the use of color with text, tags, figures, etc... in order to transmit information and ensure that every user may distinguish the difference.

Texts for links

Link texts must provide a clear description of the link of destination. Avoid generic texts such as “click here” or “read further”





ACCESSIBLE DIGITAL DOCUMENTS

Avoid non accessible content

Relevant information should not be offered through watermarks, floating objects, contents within headlines or footers, nor font characteristics (bold, italics, etc.) since these are not recognized by screen readers.

Table of contents (Word) and Markers (PDF)

For extensive documents use a table of contents or markers to navigate efficiently.

DRAFT



SOCIAL MEDIA



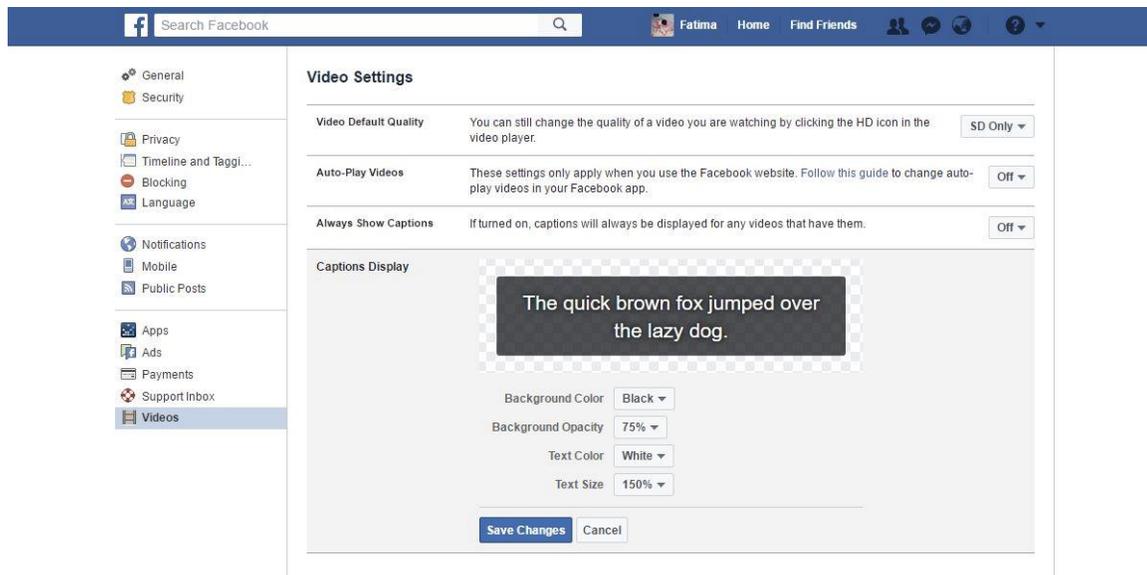


FACEBOOK

Accessible videos

- Add or Remove subtitles in a video

You can add subtitles to a video to make it accessible to a larger audience using the SubRip (.srt) file format



Once you have started your session, locate yourself in your profile.

1. Click on Photo / Video at the top of your biography.
2. Click Upload photos / video.
3. Choose a video from the computer and click Publish.
4. You will receive a notification when the video is ready to play.
5. Pass the mouse through the video, click on Options at the bottom and select Edit this video.
6. Click Choose file below Upload .SRT files and select a .srt file from your computer.
7. Click on Save

To add subtitles in other languages, repeat steps 4 through 7 with each new language you want to add.

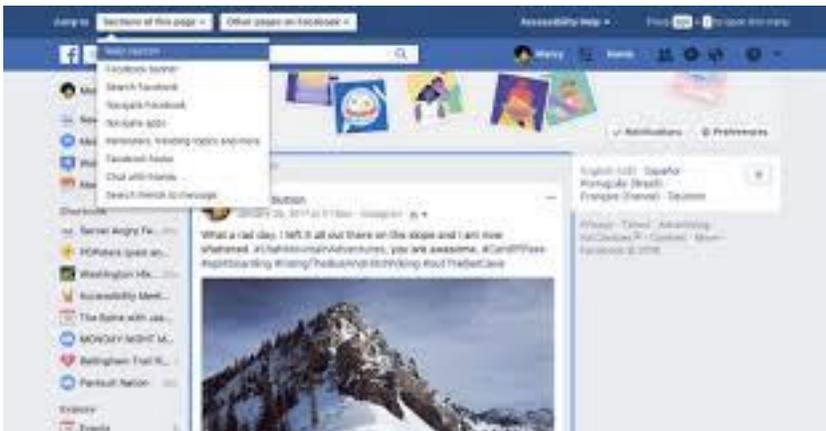


FACEBOOK

Accessible photos

- Facebook is accessible to assistive technologies

In order to make your photos accessible by adding notes



- You can make your photos more accessible by including captions.
 - A caption provides a text description for people who use assistive technologies.
1. Add foot of Photo when creating an album
 2. Tap or click on Make a comment about this photo.
 3. Write the caption
 4. When you're done, click Close to publish the album.
 5. If you're not going to create an album, expect to hear "Comment on this photo" and write the foot



TWITTER

Accessible content

How to add image descriptions in Tweets from twitter.com

- 1.- Click on the Tweet compose button, or press the “n” key to use the keyboard shortcut.
- 2.- Attach your photo(s).
- 3.- To insert descriptive text, open the thumbnail preview dialog by clicking on the thumbnail.
- 4.-Type your description of the image and click the Apply button. To edit the description, re-open the thumbnail preview dialog prior to posting the Tweet. (The limit is 420 characters.)
- 5.- You can add a description to each image in a Tweet.

Note: Image descriptions cannot be added to GIFs or videos.

