

Access Check

- Participants are muted.
- We will have a Q&A section at the end
- Enter questions in the Q&A chat at any time.
- We will be sharing these slides after the presentation.
- This presentation is being recorded and will be posted to the event page in the next month or so

Practical Tips for Accessible Content and Multilingual Websites

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Digital Accessibility

Accessibility

- Building in way that doesn't create barriers
- Classic example is of the curb cut

Digital Accessibility

- Hardware, websites, documents, apps, and more
- Usable, equitable, and enjoyable by all, including people with disabilities.
- Shared responsibility

Disabilities

- Disabilities can be permanent or temporary
- [Web Accessibility Perspectives: Explore the Impact and Benefits for Everyone](#)

Common Navigation and Assistive Technology

- Keyboard Navigation
- Screen magnifiers
 - Enlarges a screen or section of a screen
- Screen readers
 - Powerful technology used everyday
 - Reads aloud the **text** and **structure** of a page
 - Can be used with a refreshable braille display

How to Create Accessible Materials?

- Work inclusively and involve users directly
- Consider accessibility requirements from the start
- Ask about policies and standards

Standards & Policies

- Laws (Federal, state, local) and organizational policy
- [Web Content Accessibility Guidelines \(WCAG\)](#)
 - Abbreviation pronounced “wuh-cag”
- [Section 508](#)

Set 1: Questions to Ask

- What policies has your agency adopted?
- Do we know how to make this product accessible?
- Who is checking for accessibility?

Accessible Content

Recognizable Text

- Use machine readable text
 - Quick test: Can text be copied and pasted?
- Watch out for:
 - Scanned PDFs
 - Images of text used in social media, promos, and emails or invites

¿Qué es el Seguro Social y

El Seguro Social es un programa del Gobio

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usted o un f

encuentran

Copy

Select All

Search DuckDuckGo for "Saltar al conte..."

Print Selection

View Selection Source



Plain Language is Accessible Language

- Plain language:
 - Increases your content's cognitive accessibility
 - Improves translations
 - Communicates complex information effectively
 - [Is required by law](#)*

Readability

- Word shapes matter
- WORD SHAPES MATTER
- Word Shapes Matter
- *Word shapes matter*

* *word shapes MATTER*

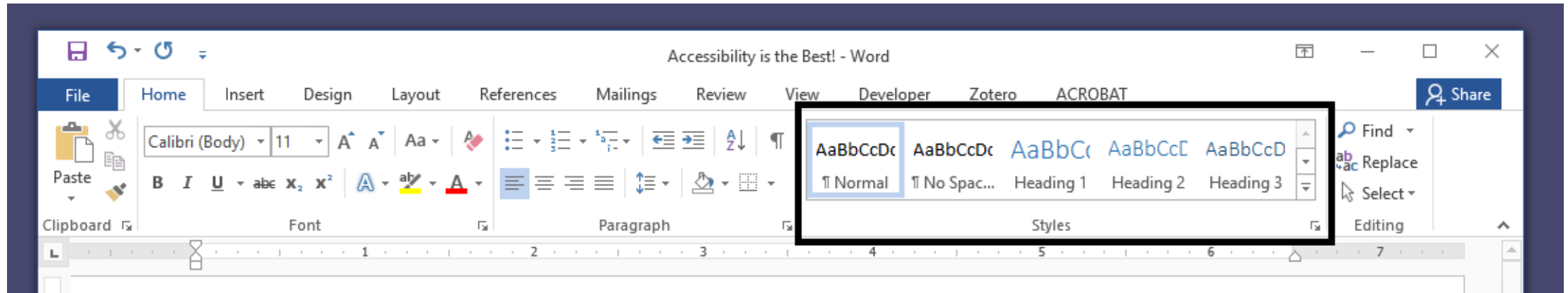
Headings & Lists

- Organize content with headings and lists
- Communicate hierarchy



Create Semantic Headings & Lists

- Make sure headings and lists are semantic (part of the mark-up)
- Use built in styles to create headings
- Tools: Everything listed in Tools & Tutorials page



Color Contrast

- Text must have high enough contrast to be easily legible by most
 - Minimum ratio of 4.5:1
- A number of tools available for checking
- Set contrast colors at a template level
- Tool: [WebAIM Contrast Checker](#)

The image shows a user interface for a color contrast checker. It features two main sections: 'Foreground Color' and 'Background Color'. The 'Foreground Color' section has a text input field containing '#1F7FA8' and a corresponding blue color swatch. Below this is a 'Lightness' slider with a blue arrowhead positioned at approximately 25% lightness. The 'Background Color' section has a text input field containing '#FFFFFF' and a white color swatch. Below this is a 'Lightness' slider with a blue arrowhead positioned at approximately 95% lightness. At the bottom center, a green-bordered box displays the 'Contrast Ratio' as '4.5:1'.

Foreground Color
#1F7FA8
Lightness

Background Color
#FFFFFF
Lightness

Contrast Ratio
4.5:1

Image Description (Alt Text)

- Phrases or short, 1-2 sentences communicating the image information
- Ask why, when where, wh



Audio & Video

- Provide text alternatives to multimedia like videos and images.
- Text alternatives mean:
 - Captions and descriptions for video
 - Transcripts for audio
 - Captions for live audio or video
- Captions and transcripts communicate:
 - Dialogue
 - Narration
 - Significant sounds, music, noises
 - Speaker identification

Captions versus Subtitles

- Captions – Text in the spoken language(s) of the video
- Subtitles – Text translated to a language different from video's spoken language
- (In some places these two meanings are reversed.)
- All videos should have captions, even if they also have subtitles

Set 2: Questions to Ask

- Do my materials have machine readable text?
- Am I using plain language?
- Did I use headings and lists to organize information? Are they semantic?
- Does my text have sufficient color contrast?
- Do all my images have meaningful alt text?
- Do my videos have captions in the video's spoken language(s)?
- Do my audio files have transcripts in the audio's spoken language(s)?

Language!

(Key slides coming up!)

Language metadata

Websites and documents allow you to add mark-up and metadata identifying the:

- Language of the page
- Language of sections of the page

You need to identify the language of **every single** document and webpage

If sections of a page are in a different language, section in different languages must be identified in the mark-up.

When You Identify Language

- Screen readers will correctly read the text
- Spellcheck works as expected
- Automatic translation apps and features know which language to translate
- Search engine results improve
- Browsers know how to handle punctuation like quote marks and decimals vs. commas
- Browsers know how to handle hyphenation for smaller screens or when magnified

When You Don't Identify Language

- Screen readers will not announce text or will announce nonsense
- Automated translations and search results are incorrect
- Spellcheck, punctuation, and hyphenation are incorrect
- ...and these errors won't necessarily be obvious to users

How do you identify language?

- In documents like PDFs, use the document metadata
- In HTML, use the `lang` attribute, a small, but vital piece of code.
 - Must be added to define the language of every page
 - If page content contains multiple languages, those sections should each have its own `lang` attribute



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La [Biblioteca del Congreso](#) es la entidad cultural más antigua en Estados Unidos. Sirve como la institución de investigación para el Congreso. Conserva una colección universal de más de 17 millones de libros y 95 millones de mapas, manuscritos, fotografías, películas, grabaciones de audio, grabados y dibujos.

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Detalles de la agencia

Sitio web:

[Biblioteca del Congreso](#)

Contacto:

[Formulario de contacto](#)

Dirección:

The Library of Congress
101 Independence Avenue
Washington, DC 20540

Teléfono:

202-707-5397

Agencia en inglés:

(Library of Congress)

Developer Tools — Biblioteca del Congreso, División Hispánica | USAGov — <https://www.usa.gov/espanol/agencias-federales/biblioteca-del-congreso>

Debugger Network Inspector axe Console Style Editor Performance Memory

Search HTML

```
<!DOCTYPE html>
<html xml:lang="es" lang="es">
  <head>
  <body>
    <span role="banner">
      <!--Google Tag Manager (noscript)-->
      <noscript>
      <!--End Google Tag Manager (noscript)-->
      <noscript>
      <a class="usa-skipnav" href="#content"
        onclick="document.getElementById('content').focus();"
        onfocus="dataLayer.push({'event' : 'skipNavOpened'});">
        Saltar al contenido principal</a>
      <header class="usa-header usa-header-extended" aria-
        labelledby="bner" data-stickyheight="22">
      <div class="container language-toggle">
        ::before
        <a href="/fedgov/agencias/library-of-congress"
          xml:lang="en" lang="en">
        ::after
      </div>
    </span>
```

lang="es"

lang="en"

Tools & Tutorials for Language Identification

Tools to check if there is a lang present for the HTML page:

- [aXe Browser extension tool for Firefox, Chrome, and Edge](#)
- [WAVE: offers both website based and browser extension tool](#)

Tutorials on Document Accessibility:

- [MS Office How-To: Making Word Documents Accessible](#)
- [Create and verify PDF accessibility \(Acrobat Pro\)](#)

American Sign Language

- American Sign Language (ASL) is a language.
 - Its own grammar, vocabulary, and accents
- ASL is may be your customers first and preferred language

Set 3: Questions to Ask

- Did we add metadata on the default language of all our webpages and documents?
- Are there pages multiple languages? If so, have we added mark-up with the language of those sections?

Thank you!

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Federal Resources

- [18F Accessibility Guide](#) – Checklist and tools for digital accessibility
- [Accessibility for Teams](#) – Accessibility topics and tips organized by specialty: UX, Content, Development, etc.
- [Section 508](#) – Pretty much every topic you could ask for is covered here! Intro to Section 508, Procurement, Testing, Building your accessibility program, and more.
- [Cooper Hewitt Guidelines for Image Description](#) – Style guide and example gallery for image description.
- [PlainLanguage.gov](#) – Guidelines and information on plain language requirements.
- [USA.gov Style Guide](#) – Style guide with considerations for Multilingual and accessible content .

General Resources

- [Web Content Accessibility Guidelines \(WCAG\)](#)
- [Easy Checks – A First Review of Web Accessibility](#)
- Set of videos on digital accessibility basics and why they matter, [Web Accessibility Perspectives: Explore the Impact and Benefits for Everyone](#)
- [WebAIM](#) – Range of resources from
- Demo of a screen reader from University of California San Francisco (~5 min YouTube video), [Screen Reader Demo for Digital Accessibility](#)
- NPR Interviews on American Sign Language (4 min YouTube Video), [A Few Things to Know About American Sign Language](#)
- [WebAIM article on Headings and Lists](#)

Tools & Tutorials

- [WebAIM Contrast Checker](#)
- [aXe Browser extension tool for Firefox, Chrome, and Edge](#)
- [WAVE: offers both website based and browser extension tool](#)
- [18F Article on Accessibility Testing Tools](#)

- [MS Office How-To: Making Word Documents Accessible](#)
- [Create and verify PDF accessibility \(Acrobat Pro\)](#)
- [Adding image description \(alt text\) on Twitter images](#)
- [Adding image description \(alt text\) on Instagram](#)
- [Adding image description \(alt text\) to Facebook images](#)
- [Adding and editing captions on Facebook Videos](#)

Language Resources

- [W3C Article "Why use the language attribute?"](#) Overview of the importance of identifying language of a page
- [MDN Web Docs article on lang](#)
- [MS Word article: Add an editing or authoring language or set language preferences in Office](#)
- [Adobe Acrobat: Setting Document Language in a PDF](#)

- [On Use of the Lang Attribute](#): Article on the ins and outs of the `lang` attribute; includes an video demo of a screen reader reading text incorrectly because the `lang` attribute is incorrect.
- [MDN Web Docs article on hyphens](#) – Overview on how hyphenation works in browsers (and dependence on `lang` attribute.)
- [The lang attribute: browsers telling lies, telling sweet little lies](#): Walks through an example of how auto translate apps use the `lang` attribute (and what happens when the metadata is incorrect.)