

## WEB-ONE ACCESSIBILITY BASICS - REFERENCE GUIDE

### INTRODUCTION

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Web accessibility provides equal access and equal opportunity to people with disabilities. It allows them to perceive, understand, navigate and interact with the Web. This reference guide addresses the basic steps for incorporating accessibility in Web-One webpages.

### MAKING ACCESSIBLE LINKS ON A WEBPAGE

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When including hyperlinks to a webpage, the following suggestions should be taken into account:

- Link text should represent what the link will do and where it will go.
- Link text should be meaningful enough to make sense when read out of context, either on its own or as part of a sequence of links.
- When adding a hyperlink into a webpage, the text link should either be bold, underlined, or italicized. (The Universal Design Center best practice is to use a combination of underline as well as bold or italics. This combination will make the link more visually apparent to those with low vision or visual processing difficulties)
- Avoid phrases such as “click here”, “more information”, or “more info” because when viewed by various devices as a list of page links the user will not know where the links lead. If this can't be avoided then follow the guidelines regarding the Title Attribute and ARIA in combination.
- Do not to use the same link text to refer to different resources. The text description for a link should not be the same if the links go to different pages.

Example of proper link text:

**Incorrect:**

Faculty can preview and create course content for summer and fall courses. [More Info](#)

**Correct:**

Faculty can preview and create course content for summer and fall courses by reading more information about [Creating Content in Moodle 2](#).

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### ***Title Attribute for Links***

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The **Title** attribute gives additional information to help clarify or further describe the purpose of the link. The Title field creates a text that is displayed when you hover over the link. Also, it is announced by some assistive technologies.

## About Title attributes:

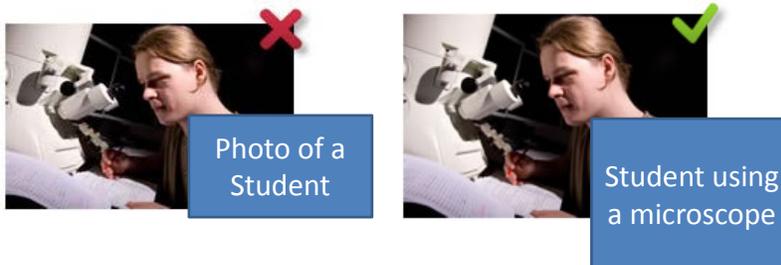
- It should provide advisory information about the link to clarify where the user will navigate to. This is similar to a tool tip.
- The title attribute is highly recommended for non-descriptive link text such as “read more” or “more info”.
- If the title does not provide additional, useful information, it can be removed.
- Use it carefully on small links and navigation items because the title tool tip may cover the underlying item.
- The title attribute is not consistently read by Assistive Technologies. In the future additional fields will be available to content developers to provide additional information to clarify the link text purpose for all types of Assistive Technologies.

## MAKING IMAGES ACCESSIBLE ON THE WEB

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**Alt text**, short for alternative text, provides a text description equivalent to the non-text element on a page including images, symbols, animation, scripts, etc. To make images accessible on a webpage, follow these guidelines:

- On a standard image, construct a proper Alt text by describing the content and the function of the image using clear and concise terms.
- Describe the image in as short of a phrase as possible.
- On an image with text (ex. the CSUN logo), the text should include the words on the image.
- On an image that is decorative, NULL alt text should be added. NULL alt text is: “”. Assistive Technology will skip reading the image when there is a NULL value.
- Avoid phrases like “image” or “graphic” as an alternative text for images in your web page. Alternative text should properly describe the image. Describing the image should be the purpose of the alternative text instead of indicating the existence of the image. For instance, “Student using a microscope” is a proper alternative text rather than “photo of a student”.



**Note:** For images used as links, the **Title** attribute should be used to alert the user to the purpose or target of the link. Apply the same guidelines listed in the Title Attribute for Links section.

## NEED HELP?

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Contact the IT Help Center by phone (818-677-1400), online at (<http://techsupport.csun.edu>) or in person in (Oviatt Library, Room 33).