

# **Email Accessibility** (A11y)



csun.edu/udc

### Why Accessibility for Emails?

- Email Accessibility is the creation of email content that is accessible, usable, and readable for all people including readers with disabilities.
- Removing barriers to reach the largest audience.
- Accessible emails can benefit everyone.







### **Email Platform vs. Email Client**

### Platform

- Emma (Broadcast Email)
- Exchange + Outlook
- MailChimp, etc.

### Client

- Mobile apps
- Web browser
- Desktop



### **Email Formats**

File Message Insert Options Format Text Review ADOBE PDF  $\mathbb Q$  Tell me what you want to do.

-	From -	universaldesigncenter@csun.edu
Send	То	Universal Design Center:
senu	Cc	
	Bcc	
	Subject	Sample Email

#### Making Email Content Accessible

Overview

Email accessibility relates to the creation of email content that is accessible, usable and readable so that the email can reach the greatest amount of readers including readers with disabilities.

#### Why is this important?

In today's digital age, email is one of the most common methods of communicating information to a wide range of readers. However, emails that lack accessibility markup prevent readers with disabilities from accessing and reading the email content. Creating accessible emails not only provides access to readers with disabilities, it also improves the overall readability of the email for all readers.

#### **Plain Text Format**

• No structure but widely compatible

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#### **Rich Text Format**

- Outlook
- Follow Word best practices

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#### **HTML** Format

• Follow web best practices

### **Creating Accessible Emails**

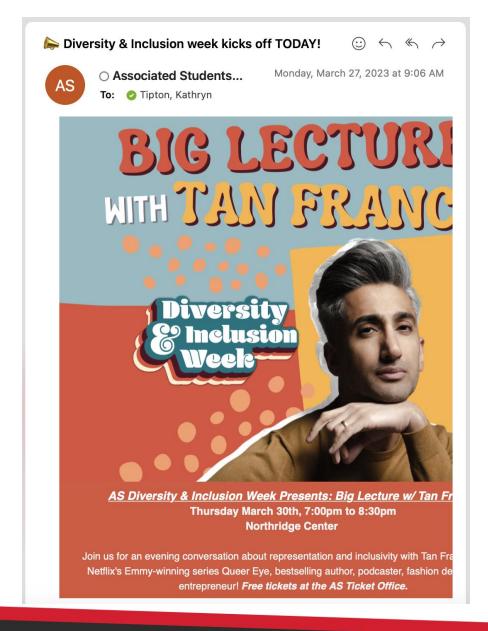


- Attachments
  - Flyers
  - Other
- Images
  - Descriptions: alt text

- Text Readability
- Heading Styles
- Bulleted and Numbered Lists
- Descriptive Links
- White Space







# **Image Flyers**

- Image files (gif, jpg, png) are not accessible
- Images are fine to use and share as long as the content is presented in an accessible format too





# **Avoid Image-Only Emails**

Creating email to send only an image of the event poster/flyer.

#### Two major drawbacks:

- 1. Text within an image will not be accessible to readers who have visual impairments and rely on **screen readers** or **braille writers**.
- 2. Readers or the email client may be **blocking images**.

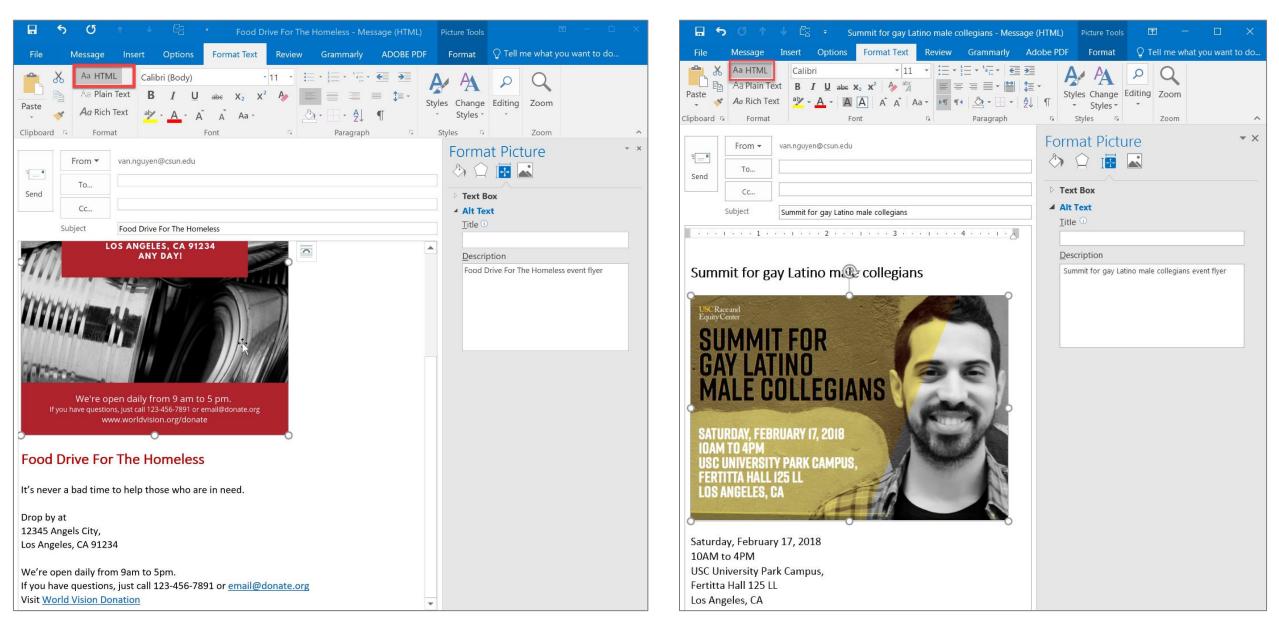
#### **Best practice**

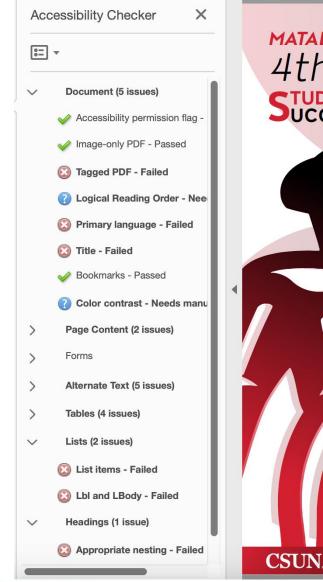
Provide all of the information contained in the image as text in the email (plus alt text for the image).





### **Text-based equivalent**





Universal Design Center

#### MATADOR S.U.C.C.E.S.S SERIES 4th Annual SUCCESS CELEBRATION

Join us as we review our student success efforts and outcomes for this year. We will also honor the winners of the Freshman Celebration. Riccomini Scholarship, and announce this year's Student Success Champions!

#### **April 27, 2023** 2:30 PM - 4:00 PM

Register Here: https://forms.gle/nyMr2igJisxSjfsP8

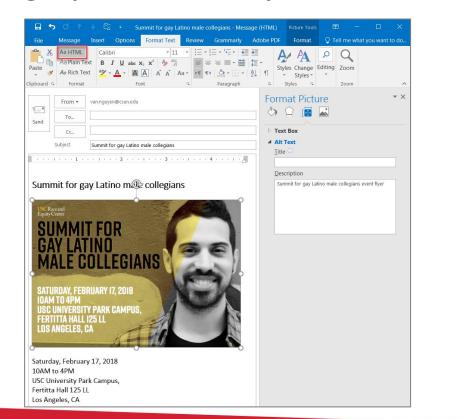
# **PDF Flyers**

- Unlike images, PDF files can be accessible
- PDF flyers/attachments to emails *must be* accessible
- Text equivalent to the PDF is **not** an acceptable alternative



### Flyers: Image vs. PDF

#### Image: provide text equivalent



#### PDF: provide accessible PDF







### **Other Attachments**

- Files attached to an email must also be accessible.
- Use a descriptive and distinct file name.
- Videos in emails must be captioned and audio described.

#### **Unclear / Vague File Name**

- 00123345667987.pdf
- Resume.pdf
- Reports.docx
- Excel\_2019.xlsx

#### **Descriptive File Name**

- Accessible\_Email\_Infographics.pdf
- Nguyen\_Van\_Resume.pdf
- UDC\_Captioning\_2018.docx
- UDC\_Budget\_2019.xlsx



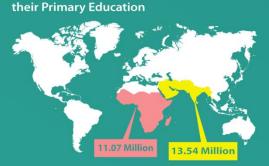






www.csun.edu/captioning

### **Visual Challenge**



Children leaving school before completing

In the Sub-Saharan, 11.07 million children leave school before completing their primary education. In South and West Asia, that number reaches 13.54 million.

Children leaving school before completing their Primary Education



school before completing their primary education In South and West Asia, that number reaches 13.54 million.

Normal vision

Low vision

**Color blindness** 

Blind or deaf-blind

# What's the best way to make images accessible to everyone?



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### Image Description or Alt Text

[[Staff] ] Test Email Post

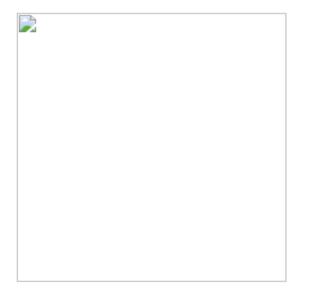
Inbox x

Service Desk <forums@channeladvisor.com> to me 🖃

#### Service Desk

April 18

This is a test email post with an image



- Alt Text allows visually impaired or blind users who use text-tospeech assistive technologies (AT), such as screen readers, to understand the purpose of graphic images.
- Sighted users usually don't see alt text unless they use AT, however, emails may show alt text instead of the image.



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### Alt Text Best Practices



- Describe the content and the purpose of the image clearly and concisely, in a phrase or a sentence or two.
- Keep alt text short: 200 characters or less.
- Images with text should include the words on the image.
- "Image of...", "Photo of..." is not needed because screen readers and other AT announce that it's an "image" or "graphic".
- Use proper punctuation such as periods to indicate the end of the alt text.
- Don't insert hyperlinks in alt text because they are not clickable and can't create descriptive link text.

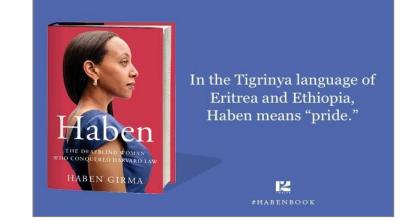
### How to Describe Images?



A stair chase leading up to an entryway is painted yellow with bold black text that reads museums are now.



A hand reaches out of a computer screen giving the hand gesture for stop. The screen reads 'access denied!'



On the left is the book cover for Haben The Deafblind Woman Who Conquered Harvard Law, and on the right is the quote: "In the Tigrinya language of Eritrea and Ethiopia, Haben means 'pride.'"



Michelle Obama claps and Barack waves.



Student holds a diploma hardcover up in the air during CSUN commencement. Caption text "and together, as Matadors, we will move mountains."

#### More examples of How to Describe Images

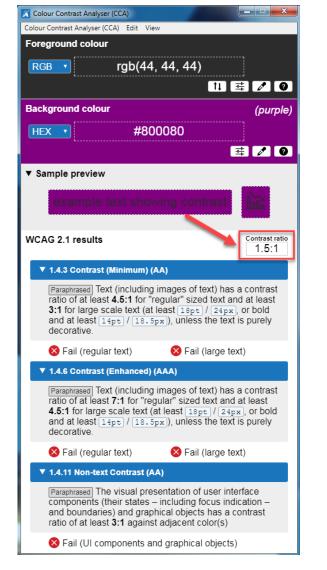
- Document Learning Tools: Describing images
- <u>How to Describe Images</u> (Art, Chemistry, Diagrams, Flow Charts, Formatting & Layout, Graphs, Maps, Mathematics, Page Layout, Tables, Text-only images)
- <u>Periodic Table of the Elements</u>
- UDC Best Practices for Describing Images

# **Text Readability**

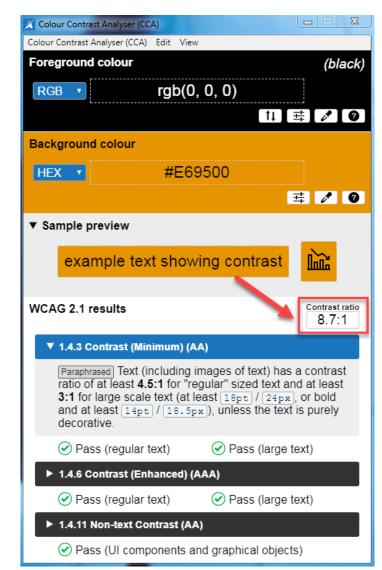
- Text should be clear and easy to read
- Font size of 12 points or larger
- San-serif fonts are more suited to electronic formats (Arial, Calibri, Verdana or Franklin Gothic Book)
- Avoid difficult fonts, fancy script, or decorative fonts with curly edges
- Ensure there is enough contrast between the foreground color and background color







People who have low vision or colorblind could encounter some difficulty distinguishing text color from a background color if the contrast is insufficient contrast ratio 1.5:1.



This example has a great color contrast ratio of 8.7:1. The contrast is sufficient for those who have color deficiencies

# **Check Color Contrast**

Bad Examples	Good Examples
Red on black is bad	Yellow on black is good
Blue on orange is bad	Black on orange is ok
Red on green is bad	White on green is good
Grey on purple is bad	Aqua on purple is ok

- Download <u>Colour Contrast Analyser</u> onto your computer (PC/Mac) to ensure accessible contrast or use an online contrast checker from <u>WebAIM</u>.
- WCAG Level AA requires a contrast ratio of at least 4.5:1 for regular sized text (12 or 14 pt. font) and 3:1 for large text (18 pt. font).
- <u>Coblis Color Blindness Simulator</u>

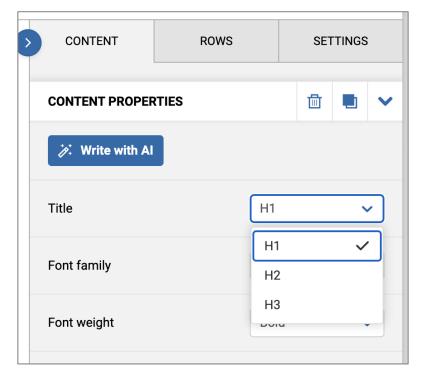
# Headings

- Provide structure and make email accessible
- Easier to modify existing formatting
- Accessible to any assistive technology like screen readers
- Use a logical sequence. Do not skip heading levels, i.e., Heading 2 then Heading 4; headings should be in order.)
  - **Heading 1:** Document title or main content heading/title (just one time only). Font size i.e. 20pt – 18pt.
  - **Heading 2:** Major section heading. *Font size 18pt 16pt.*
  - **Heading 3:** Sub-section of the Heading 2. *Font size 16pt 14pt*
  - Heading 4: Sub-section of the Heading 3, and so on, ending with Heading 6. Font size 14pt 12pt.
  - Normal: Text or Paragraph. Font size 12pt or up.

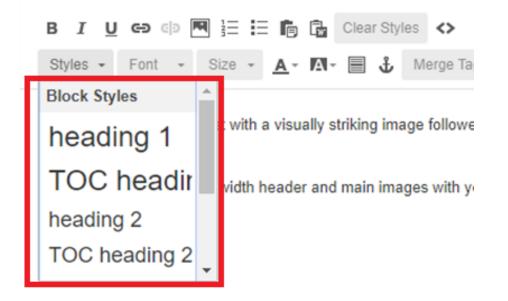
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# **Email Marketing Headings/Styles**

**Emma:** Add a Title block. In the Content panel, under the Title field, select heading levels 1 to 3.



**Mail Chimp:** Templates have heading levels 1 to 4 to organize the content in a hierarchical structure. Headings are located under the "styles tab" in WYSIWIG.



Refer to Email Marketing Accessibility

### **Email with Heading Structure**

#### Academic Technology March 2023 Newsletter



○ CSUN Academic Technology <noreply@csun.edu>
 To: ⊘ Tipton, Kathryn

**Academic Technology News** 





Digital Equity Day 2023 Coming Soon! **Doctoral Student Equity** Fellowship **UDC Procurement** Accessibility Course

Join us for Digital Equity Let

Let your students know that

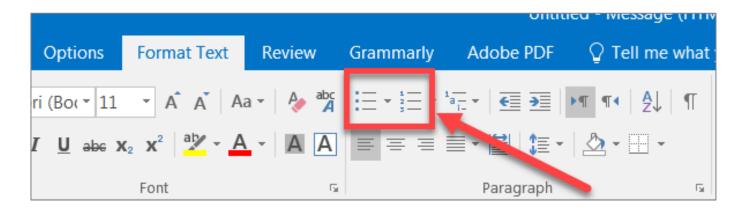
Are you a frequent "CSUN

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Wednesday, March 29, 2023 at 10:44 AM

### **Bulleted and Numbered Lists**

- Use lists to organize information
- Use platform's built-in functionality to create
  - Bulleted List (order of list items does not matter)
  - Numbered List (order of list items does matter)







### **Best Practices for Accessible Links**

#### DESCRIPTION

- Link text must always properly describe the purpose of the link and tell a user where the link will take them.
- Do not use text such as "click here" or "read more," nor web addresses (URLs).

#### PRESENTATION

- Each link on the page should be **visually different** from regular text on the website.
- Can be differentiated by color, **bold**, <u>underline</u>, or *italics*.
- Using color alone **does not** make it accessible.

#### **FUNCTIONALITY**

- Link functionality is about ensuring a link functions the way the user expects.
- Links must always enhance the accessibility of a webpage.
- Users must be able to access links using a mouse, keyboard, or speech recognition commands.

#### **LINKED IMAGES**

- A linked image is an image (with or without text) that is linked to another resource or webpage.
- Linked images need link descriptions as well as image descriptions (alt text).
- If the link description is different than the alt text, enter the link description in the HTML Title field.
- Visit <u>Linked Images</u> on the Best Practices for Accessible Images page for more information.

### **Best Practices for Links in Emails**

Accessibility In The News Accessibility in the News- March 10, 2023

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JM

○ AccessibilityInTheNe...

on behalf of

Thursday, March 9, 2023 at 9:40 PM

 $\bigcirc$  Jack McElaney via Ac...

To: Accessibility In The News; Cc: Jack McElaney  $\sim$ 

- 13. 'The DeafBlind community is an underserved community.' Northeastern engineering students are designing more accessible doorbells- March 7, 2023 Source: <u>Northeastern University</u>
  - a. 'We need blind scientists.' Northeastern professor tells United Nations about her 'unseen advantage' in inspirational speech- March 7, 2023 Source: <u>Northeastern Global News</u>

- Use descriptive text, not a URL
- Use each link once
- Put each link at the end of the line of text
- **Do not** use URL shorteners (bit.ly, etc.)





### White Space

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- Avoid excessive spaces, tabs, etc.
  - Screen readers may read "blank."
- Use built-in formatting to create white space instead of repeating blank characters.





# **Check (Test) Email**

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#### On the web

Join us for the 4th Annual Student Success Celebration--April 27th, 2:30pm - 4pm

🖉 1 attachment 🗸

Subject: Join us for the 4th Annual Student Success Celebration--April 27th, 2:30pm - 4pm

Dear Colleagues,

CSUN staff, faculty, and students are invited to attend the 4<sup>th</sup> Annual Student Success Celebration. This event will be in person for the first time. Please help us spread the word.

Feel free to forward this invitation to your students and colleagues in your respective areas.

#### 4th Annual STUDENT CELEBRATION

#### On mobile





csun.edu/udc

### **Accessibility Checker**

#### **Office 365 Outlook Client**

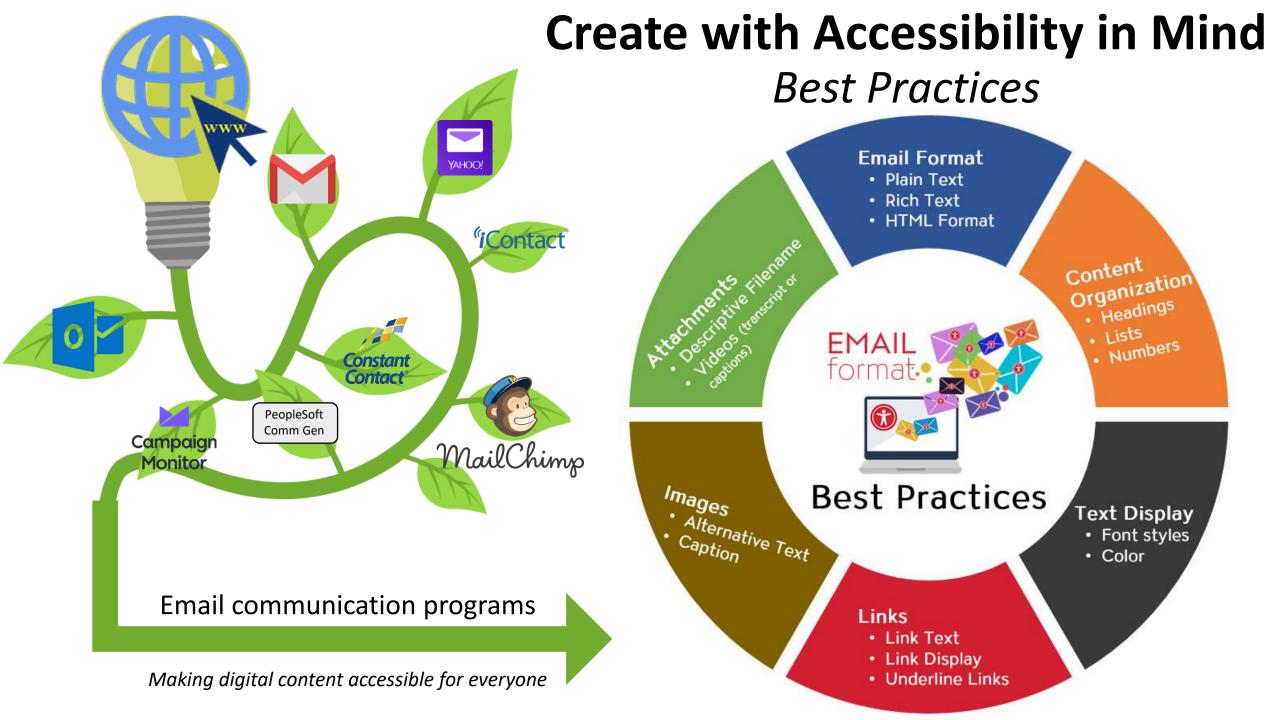
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ABC Spelling & Grammar	Thesaurus Proofing	ABC 123 Word Count	A <sup>))</sup> Read Aloud Speech	Check Accessibility Accessibility	Smart Lookup Insights	•	日 Language		

#### **Office 365 Outlook Web App**

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То	Save draft Insert signature
Cc	Show From Check names
Add a subject	Set importance Switch to plain text
	Show message options
	Check for accessibility issue







### How can we help you make a difference?





#### **Universal Design Center Offers**

- Online, self-paced training
- In-person training each semester
- Consultations
- Tools and Services



