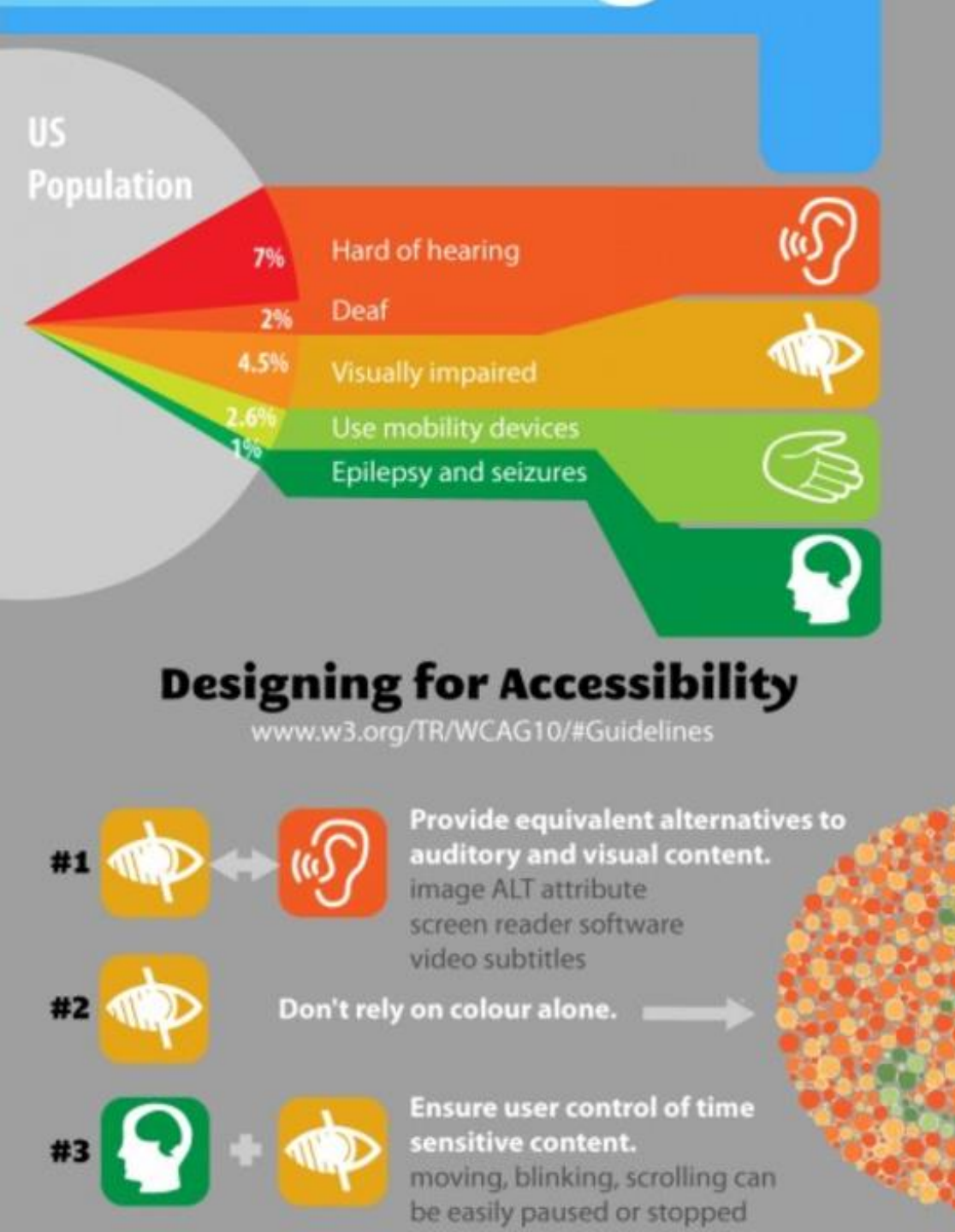




Flyers & Infographics

Accessibility (A11y)





What are Infographics?

- A picture is worth a thousand words
- Use pictures to represent words
- A picture that blends data with design to communicate ideas
- Group information by colors
- Use extreme color contrast

Infographics Challenges

- Can you use infographics?
- What are the challenges with creating infographics?
 - Text is not recognized
 - Layers may interfere with **Adobe Acrobat PDF** tagging of flyers/infographics



Major Challenges

- Software like Adobe Photoshop or Canva, used to create infographics, embeds the text in the image, so the text is not recognized by **screen readers**.
- Adobe Illustrator files have multiple layers and may make it challenging to tag content in PDFs. Content may disappear when tagging it.



What are Screen Readers

Screen readers are a form of assistive technology (AT) software that ***enables access*** to a computer, and all the things a computer does, by attempting to identify and interpret what is being displayed on the computer screen using ***text-to-speech***. Screen readers can only **access** and process **live text** (fully editable or selectable text).

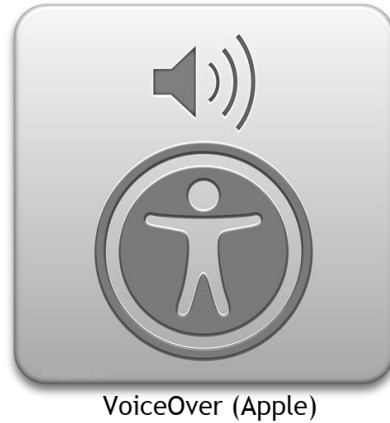
- **Provides access** to someone who is visually impaired, has a mobility or a learning disability, to access text on the screen.
- Offers same level of **independence** and privacy as anyone else.



Types of screen readers



Screen reader program for Microsoft Windows that allows blind and visually impaired users to read the screen either with a text-to-speech output or by a refreshable Braille display. [NVDA screen reader](#) can be **downloaded free of charge** by anyone.



Provides auditory descriptions of each onscreen element using gestures, a keyboard, or a braille display.



Adds spoken, audible, and vibration feedback to your device.



Screen magnifier for Microsoft Windows that allows you to see and hear everything on the computer.

Best conversion software and alternatives

- Create accessible flyers/infographics using InDesign, Word, PowerPoint, Publisher, or Acrobat Pro.
- Add selectable text instead of text in the image.
- Graphics with multiple layers must be flattened (jpg, png) before importing them into your infographic/flyer software. Canva is not accessible, but you can use it to make images to import.
- Graphics should have meaningful alternative text that describes the visuals.



Flyers & Infographics Examples

FOOD DRIVE FOR THE HOMELESS

It's never a bad time to help
those who are in need.

DROP BY AT 12345 ANGELS CITY,
LOS ANGELES, CA 91234
ANY DAY!

We're open daily from 9 am to 5 pm.
If you have questions, just call 123-456-7891 or email@donate.org
www.worldvision.org/donate

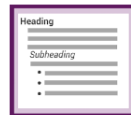
Designing for Accessibility Content

Whether it is a webpage, email, infographic or a document, designers should always consider the following best practices to create accessible and user-friendly content.



File Types

Before creating your content, evaluate the different accessibility features each file type offers.



Content Organization

- Heading styles give a document structure by category or topic (Heading 1 through 6).
- Use of headings to ease navigation within a document.
- Use Styles Pane for font selection.



Images

All images and videos should have meaningful alternative text. The image description should briefly explain the information being conveyed.



Readability

Text should be clear and concise for readability. The document's text size, font and color should be legible.



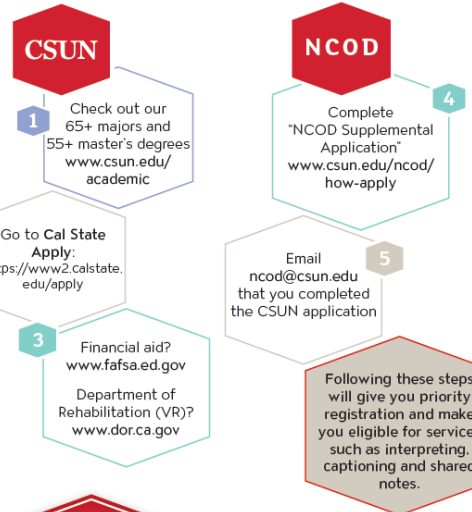
Color Contrast

Ensure there is a sufficient color contrast between background and foreground. Color contrast should be at least 4.5:1 ratio.

Universal Design Center

www.csun.edu/udc

HOW TO APPLY



SAVE THE DATE

NCOD Open House
Annually on 3rd Saturday of
October
www.csun.edu/ncod/open-house
CSUN Applications due
November 30
for Fall Semester

NCOD: Deaf & Hard of Hearing
Services
www.csun.edu/ncod

Email: ncod@csun.edu

Telephone: (818) 677-2054

f i y YouTube
NCODshine

THRIVE at CSUN!

THE BEST TIMES TO POST ON SOCIAL MEDIA

FACEBOOK



Thursday & Friday
1:00-3:00pm

The closer the weekend comes
about the more people check out
and check in to Facebook.

INSTAGRAM



Monday
3:00-4:00pm

This is mainly due to companies
posting during this time and
stirring interaction.

PINTEREST



Saturday
8:00-11:00pm

People have more time to sit back,
relax & pin.

TWITTER



Monday-Friday
12:00-6:00pm

Click-through rates are higher
during weekdays and work hours.

Can we email or publish to a webpage only an image?

Three Type of Infographics Format

1. Image

- Requires a transcript (text alternative)
 - Display below or next to the infographic
 - Link to the transcript (to an accessible file or web page)
 - Hidden (accessibly) in the web page or file containing the infographic
 - [Web-One custom elements](#)

2. Webpage

- [Follow web best practices](#)

3. PDF

- [Follow PDF best practices](#)



1. Image

The problem with flyers and infographics that are published on event pages as image files is that all text and hyperlinks are part of the image. **Screen readers and other assistive technologies can't convert images into words/text.**

Best Practices

Requires a transcript (text alternative)

- Display text below or next to the infographic
- Link to the transcript (to an accessible file or web page)
- Hidden (accessibly) in the web page or file containing the infographic (*Full HTML Access in Web-One*)
 - [Web-One custom elements](#)

[Adding flyers & infographics to Calendar Event](#)

The screenshot shows a web page titled "Web Accessibility Principles Part 1" with a sidebar on the left containing "Policies" and "Campus map". The main content area has a header with "View", "Edit Draft", "Revision History", "Revisions", and "Panelizer" buttons. Below the header, the event details are listed: "Tuesday, October 17, 2017 - 1:30pm to 3:00pm", "Location: Oviatt 16", and "Cost: Free". The main content area features a large infographic titled "Universal Design Center Web Accessibility Principals Part 1". The infographic includes a "Description" section, a central circular diagram with icons for "Color Contrast", "Alternative Text", "Images", "Structure", "Keyboard Accessibility", and "Tables", and a "Learning Objectives" section. At the bottom of the infographic, it says "OCTOBER 17 | OVIATT LIBRARY ROOM 16 (OV 16) | 1:30- 3 PM" and "Register at UDC's training webpage". Four numbered callouts highlight accessibility issues: 1. The department name and logo is not readable by screen reader technology. 2. The event description and learning objectives are not readable by screen reader technology. 3. The image is not readable by screen reader technology. 4. The registration link is not readable to assistive technology and cannot be accessed by all readers.

1 The department name and logo is not readable by screen reader technology

2 The event description and learning objectives are not readable by screen reader technology

3 The image is not readable by screen reader technology

4 The registration link is not readable to assistive technology and cannot be accessed by all readers.

2. Webpage - Text Alternative

Best Practices

1. Enter all of the event information into the Web-One post.
2. If the flyer is an image, add descriptive text to display below the infographic image.
HTML Alt is “Web Accessibility Principals Part 1 Event flyer”
3. Add descriptive link text
(avoid generic phrases like “read more”, “click here”, “next page”)
4. Text alternative/description also benefits users who use **language translation tools/apps**.

Adding flyers & infographics to Calendar Event

Example of Accessible Events Page – Text Alternative



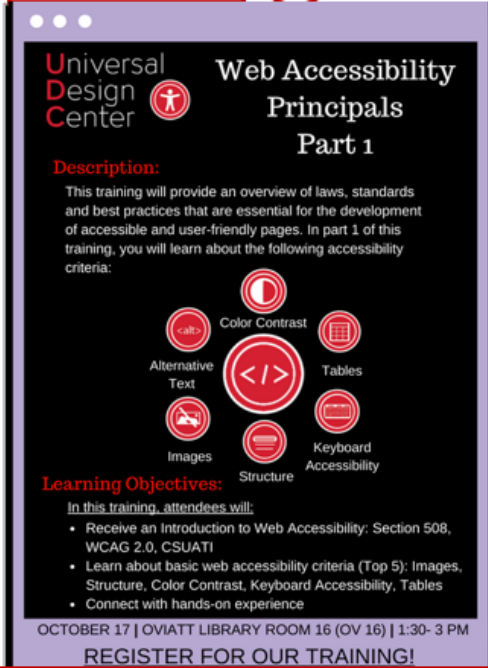
Policies

Campus map

Web Accessibility Principles Part 1 - Text Alternative (Good Example)

Tuesday, October 17, 2017 - 3:42pm to Wednesday, October 18, 2017 - 3:42pm
Location: Oviatt 16G
Cost: Free

Register for this event 1



Universal Design Center Web Accessibility Principles Part 1

Description:
This training will provide an overview of laws, standards and best practices that are essential for the development of accessible and user-friendly pages. In part 1 of this training, you will learn about the following accessibility criteria:

Learning Objectives:
In this training, attendees will:

- Receive an Introduction to Web Accessibility: Section 508, WCAG 2.0, CSUATI
- Learn about basic web accessibility criteria (Top 5): Images, Structure, Color Contrast, Keyboard Accessibility, Tables
- Connect with hands-on experience

OCTOBER 17 | OVIATT LIBRARY ROOM 16 (OV 16) | 1:30- 3 PM
REGISTER FOR OUR TRAINING!

Universal Design Center: Web Accessibility Principles Part 1 Training 2

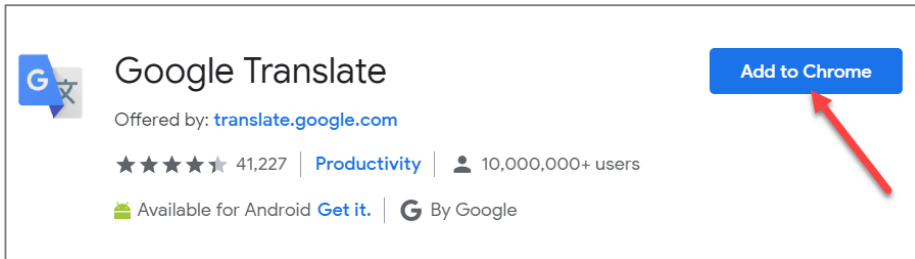
Description: 3
The web accessibility principles training will provide an overview of the laws, standards and best practices that are essential for the development of accessible and user-friendly web pages. Part I of this training series is an introductory course to web accessibility criteria and standards. You will learn the 5 most common web accessibility criteria and standards including images, structures, color contrast, keyboard accessibility, and tables. For more information about upcoming trainings visit our [training calendar](#).

Learning Objectives: 4
In this training, attendees will

1. Receive an Introduction to Web Accessibility: Section 508, WCAG 2.0, CSUATI
2. Learn about basic web accessibility criteria (Top 5): Images, Structure, Color Contrast, Keyboard Accessibility, Tables
3. Connect with hands-on experience

2. Webpage: Google Translate

Text alternative/description benefits users who use language translation tools/apps.



Infographics Webpage Example

A screenshot of a Persian webpage titled "مدیران دسترسی به وب 1" (Web Accessibility for Managers 1). The page is a translation of an English infographic titled "Universal Design Center Web Accessibility Principals Part 1". The infographic includes a description of the training, a central diagram with icons for Color Contrast, Alternative Text, Images, Structure, Keyboard Accessibility, and Tables, and learning objectives. The webpage header shows "Translated to: Persian" with a blue arrow pointing to it. The page content is in Persian, mentioning a training session on October 17 at Oviatt Library Room 16. The footer includes the text "مرکز طراحی جهانی: اصول دسترسی به وب سایت قسمت 1 آموزش" (Global Design Center: Web Site Accessibility Principles Part 1 Training) and "شرح:" (Description:).

Google Translate to: Persian Show original

سیاست های
نقشه پردیس

مدیران دسترسی به وب 1

چهارشنبه، 17 اکتبر 2018 - ساعت 1:30 تا 3:00 بعد از ظهر
اویات 16: محل
رایگان: هزینه

برای این رویداد ثبت نام کنید

Universal Design Center **Web Accessibility Principals Part 1**

Description:
This training will provide an overview of laws, standards and best practices that are essential for the development of accessible and user-friendly pages. In part 1 of this training, you will learn about the following accessibility criteria:

Learning Objectives:
In this training, attendees will:

- Receive an Introduction to Web Accessibility: Section 508, WCAG 2.0, CSUATI
- Learn about basic web accessibility criteria (Top 5): Images, Structure, Color Contrast, Keyboard Accessibility, Tables
- Connect with hands-on experience

OCTOBER 17 | OVIATT LIBRARY ROOM 16 (OV 16) | 1:30- 3 PM
REGISTER FOR OUR TRAINING!

مرکز طراحی جهانی: اصول دسترسی به وب سایت قسمت 1 آموزش

شرح:

آموزش اصول دسترسی به وب، یک مرور کلی از قوانین، استانداردها و بهترین شیوه هایی است که برای توسعه صفحات وب قابل دسترس و کاربر پسند ضروری است. قسمت اول این مجموعه آموزشی یک دوره مقدماتی برای معیارها و استانداردهای دسترسی وب است. شما 5 معیار و استانداردهای دسترسی به وب را از جمله تصاویر، ساختار، کنتراست رنگ، دسترسی به صفحه کلید و جداول خواهید آموخت. برای اطلاعات بیشتر در مورد برنامه های آینده، به تقویم آموزشی ما مراجعه کنید.

اهداف یادگیری:

در این آموزش، شرکت کنندگان خواهند بود


3. Accessible PDF

Embedding a PDF format of an infographic or flyer is also an excellent alternative. However, when adding links to PDFs on the web, content creators must ensure the PDF document adheres to all PDF accessibility requirements.

Best Practices

- Every piece of content must be tagged
- Structure that can easily read by screen readers
- Selectable text
- Sharable and consistent across platforms
(Mac, PC, mobile, tablet)

[Adding flyers & infographics to Calendar Event](#)

Example of Accessible Events Page – PDF 

Web Accessibility Principles Part 1 (PDF)

Thursday, March 15, 2018 - 9:01am
Location: Oviatt 16G
Cost: Free

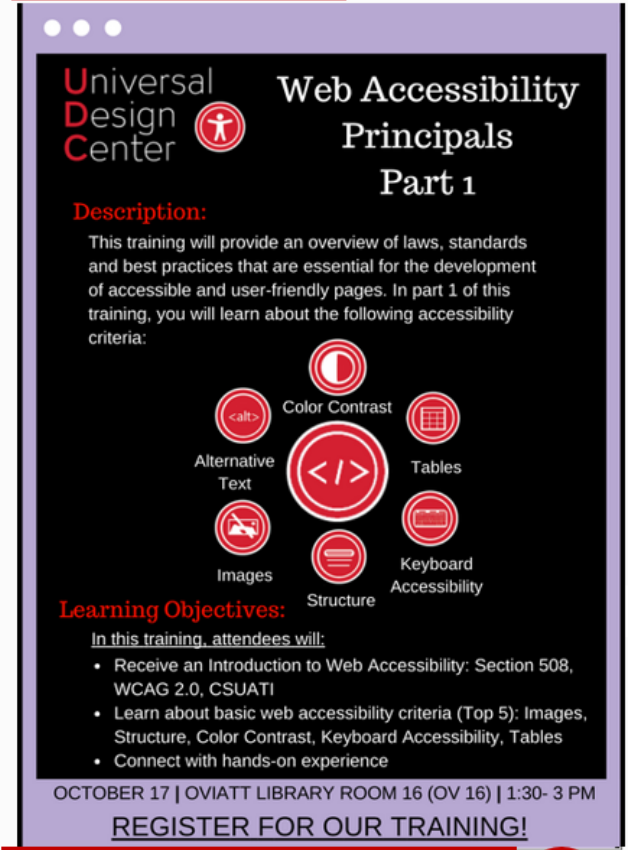
[Policies](#)
[Campus map](#)


[Register for this event](#) **1**

1 Registration link is embedded on Web-One.

2 This has a descriptive link text. Within the link text it notifies the user about the type of document it is.

3 Document icon is included near the link referring to the document.




Universal Design Center  **Web Accessibility Principles Part 1**

Description:
This training will provide an overview of laws, standards and best practices that are essential for the development of accessible and user-friendly pages. In part 1 of this training, you will learn about the following accessibility criteria:

Learning Objectives:
In this training, attendees will:

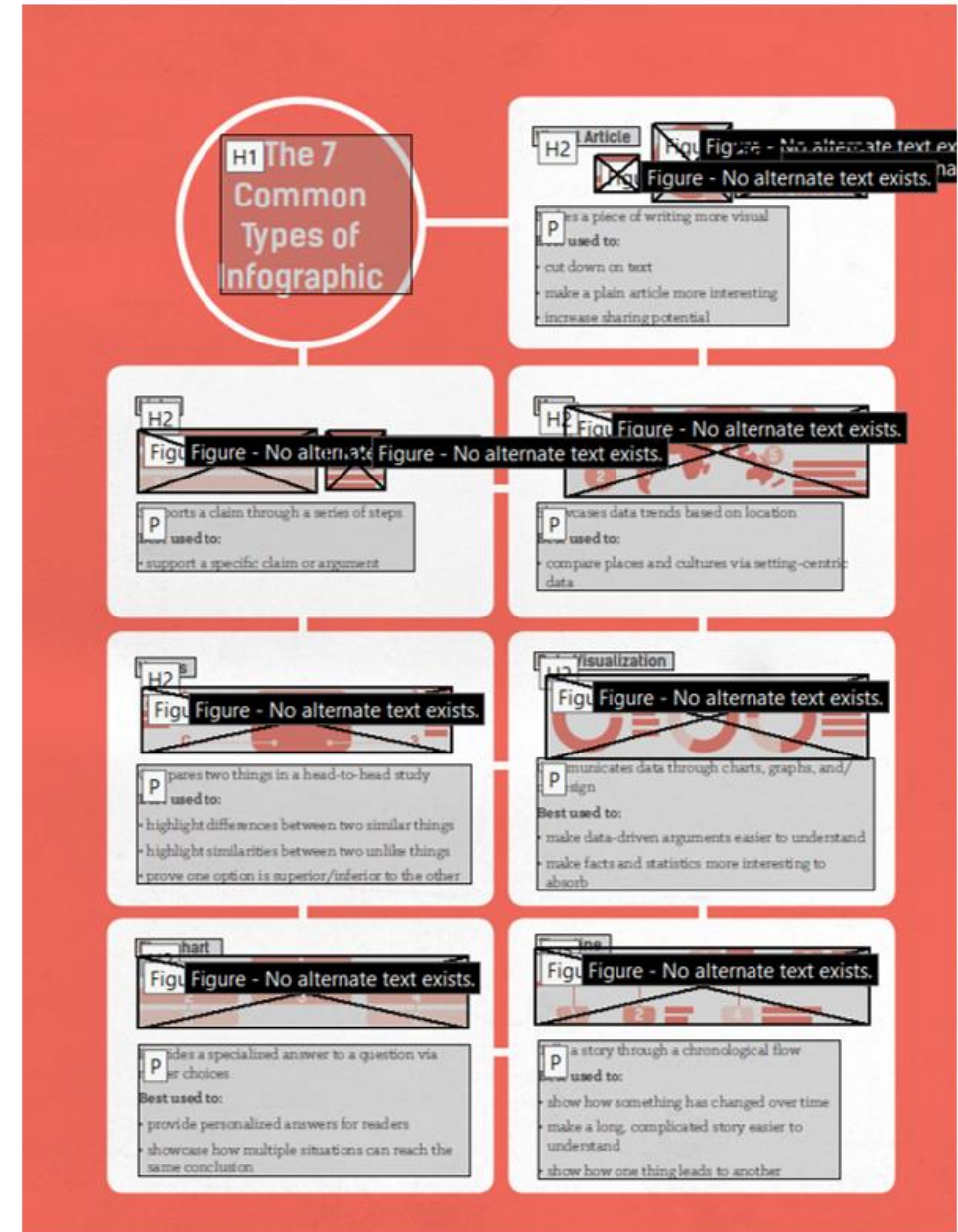
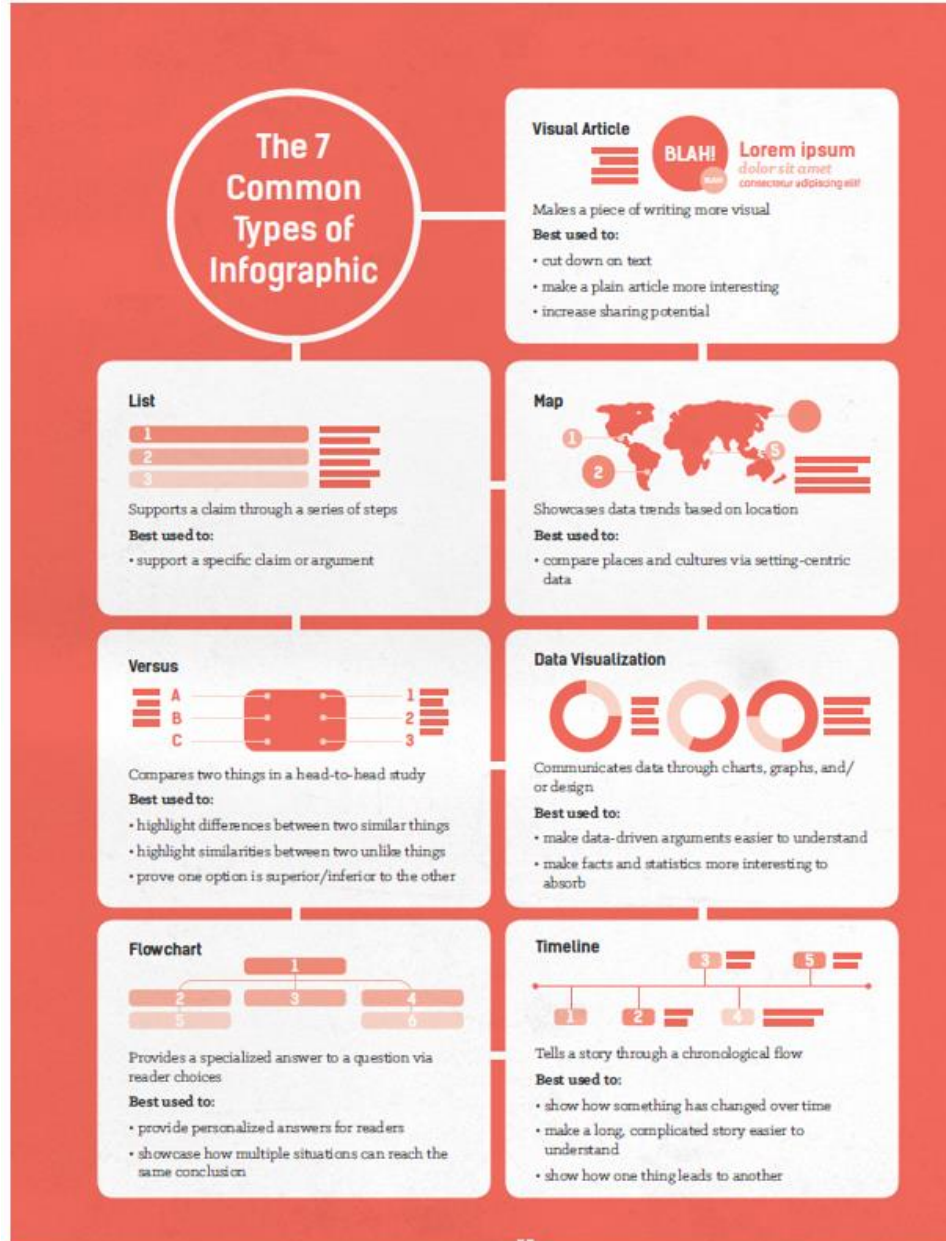
- Receive an Introduction to Web Accessibility: Section 508, WCAG 2.0, CSUATI
- Learn about basic web accessibility criteria (Top 5): Images, Structure, Color Contrast, Keyboard Accessibility, Tables
- Connect with hands-on experience

OCTOBER 17 | OVIATT LIBRARY ROOM 16 (OV 16) | 1:30- 3 PM
REGISTER FOR OUR TRAINING!

[View the accessible PDF Version of this flyer](#)  **3**

2

3. PDF Tagging



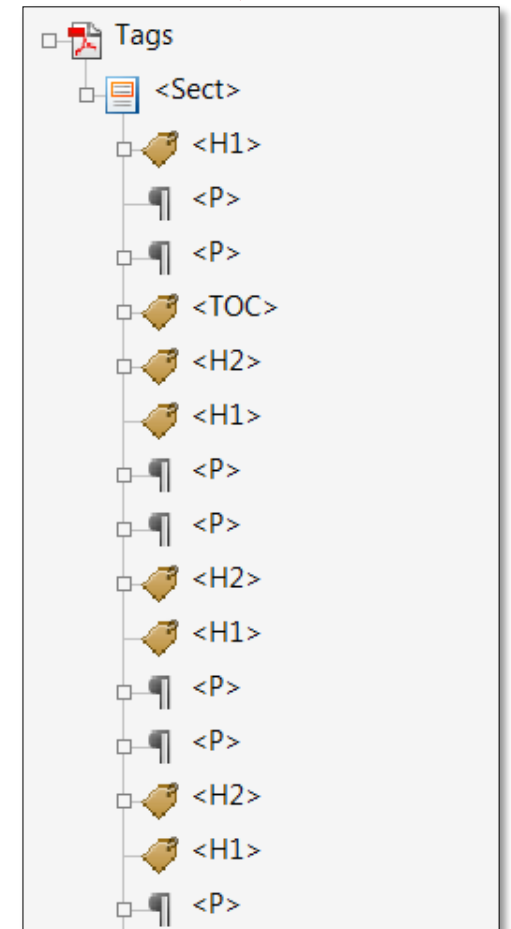
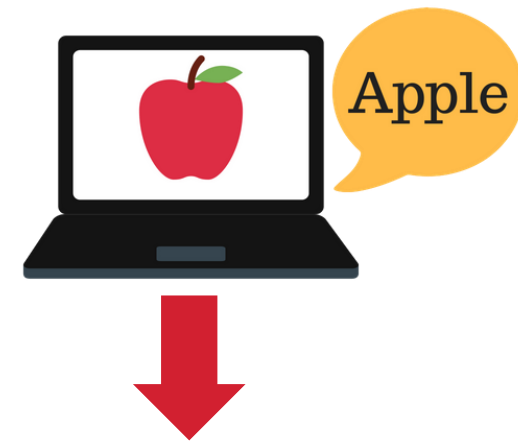
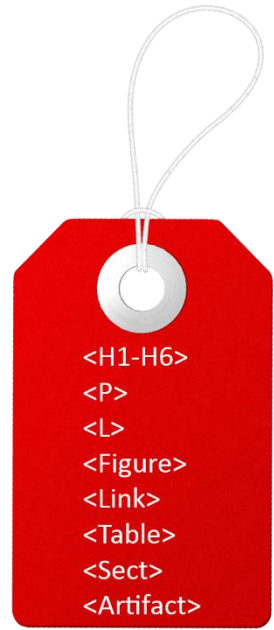
3. What is an Accessible PDF?

“Accessible PDF” means **every piece of content** must be tagged with the correct tag.

Tags are invisible identifiers that will tell **screen readers and other assistive technology (AT)** an object is...

- Paragraphs of body text: <P>
- Headings and subheads: <H1> - <H6>
- Lists: <L>,
- Tables: <Table>, <TR>, <TH>, <TD>
- Graphics have Alt-Text that describe the visual: <Figure>
- Hyperlinks: <Link>
- Captions, and other parts of a document: <Caption>
- Decorative images: <Artifact>

Ensure the tags are in the correct **logical reading order** to match the document pane.



Adding QR Code

Spring 2021 Accessibility Training

Accessible Course Materials Reach More Students
Coming Together & Learning Together: Tools and Tips for Universal Design!

- Canvas Ally: Monday, January 11, 2021 at 9:30am to 11:30am
- EquatIO: Tuesday, January 12, 2021 at 10:00am to 11:30am
- Creating an Accessible Syllabus: Wednesday, January 13, 2021 at 9:30am to 11:30am
- Video Accessibility: Thursday, January 14, 2021 at 10:00am to 11:30am
- Web-One Accessibility: Wednesday, February 17, 2021 at 11:00am to 12:00pm
- Word Essentials: Friday, February 19, 2021 at 9:30am to 11:30am
- PowerPoint Essentials: Friday, March 5, 2021 at 9:30am to 11:30am
- PDF Tools: Monday, March 22, 2021 at 9:30am to 11:30am
- Email Accessibility: Wednesday, March 24, 2021 at 10:00am to 11:00am
- Screen Readers: Wednesday, April 7, 2021 at 11:00am to 12:00pm
- Social Media Accessibility: Monday, April 5, 2021 at 11:00am to 12:00pm
- Flyers & Infographics: Wednesday, April 14, 2021 at 10:00am to 11:00am

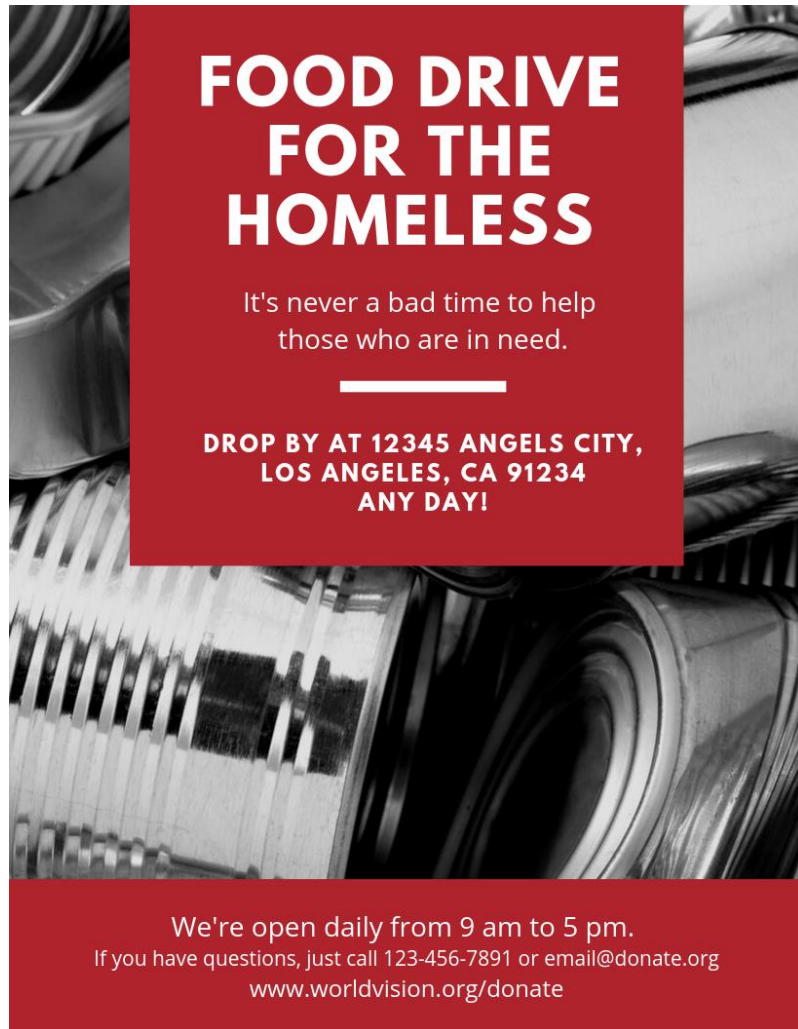
CSUN | Universal Design Center

Register for Training
csun.edu/udc/training



- QR Code image Alt Text e.g.
“[QR Code for UDC Training List](#)”
- Add a short URL link to a webpage

Email Text-based Equivalent



Food Drive For The Homeless - Message (HTML)

File Message Insert Options Format Text Review Grammarly ADOBE PDF Format Tell me what you want to do...

Aa HTML Aa Plain Text Aa Rich Text

Clipboard Paste

Format

Font

Calibri (Body) 11

B I U abc X₂ X² A

ab A A A Aa

Paragraph

Styles Change Styles Editing Zoom

Send

From van.nguyen@csun.edu

To...

Cc...

Subject Food Drive For The Homeless

LOS ANGELES, CA 91234 ANY DAY!

We're open daily from 9 am to 5 pm.
If you have questions, just call 123-456-7891 or email@donate.org
www.worldvision.org/donate

Food Drive For The Homeless

It's never a bad time to help those who are in need.

Drop by at
12345 Angels City,
Los Angeles, CA 91234

We're open daily from 9am to 5pm.
If you have questions, just call 123-456-7891 or email@donate.org
Visit World Vision Donation

Format Picture

Text Box

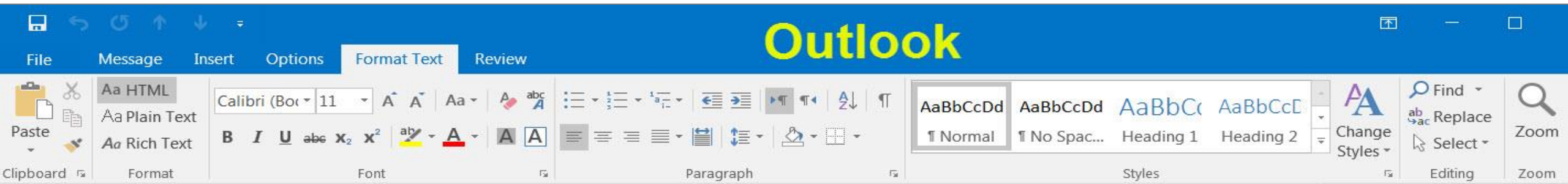
Alt Text

Title

Description

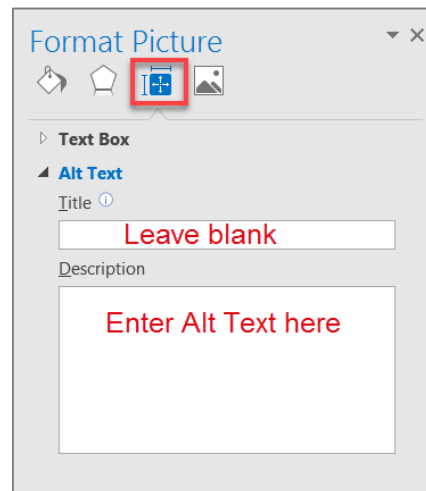
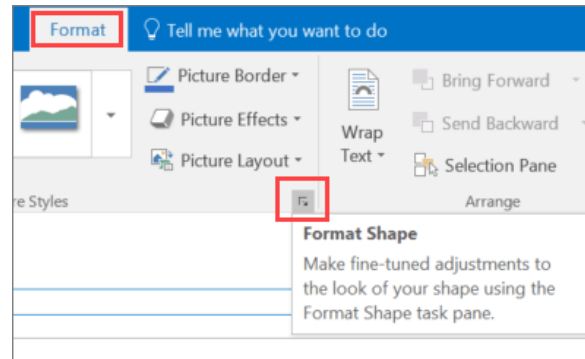
Food Drive For The Homeless event flyer

Outlook Client: Alt Text to Images



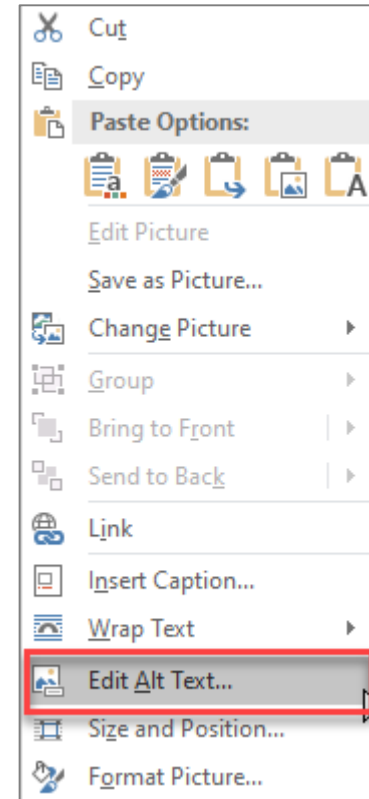
Outlook 2016

1. Right-click on the image, select **Format Picture**, select **Layout & Properties**, and then select **Alt text**.
2. Add a detailed description of the image, and why the image is important to your message.

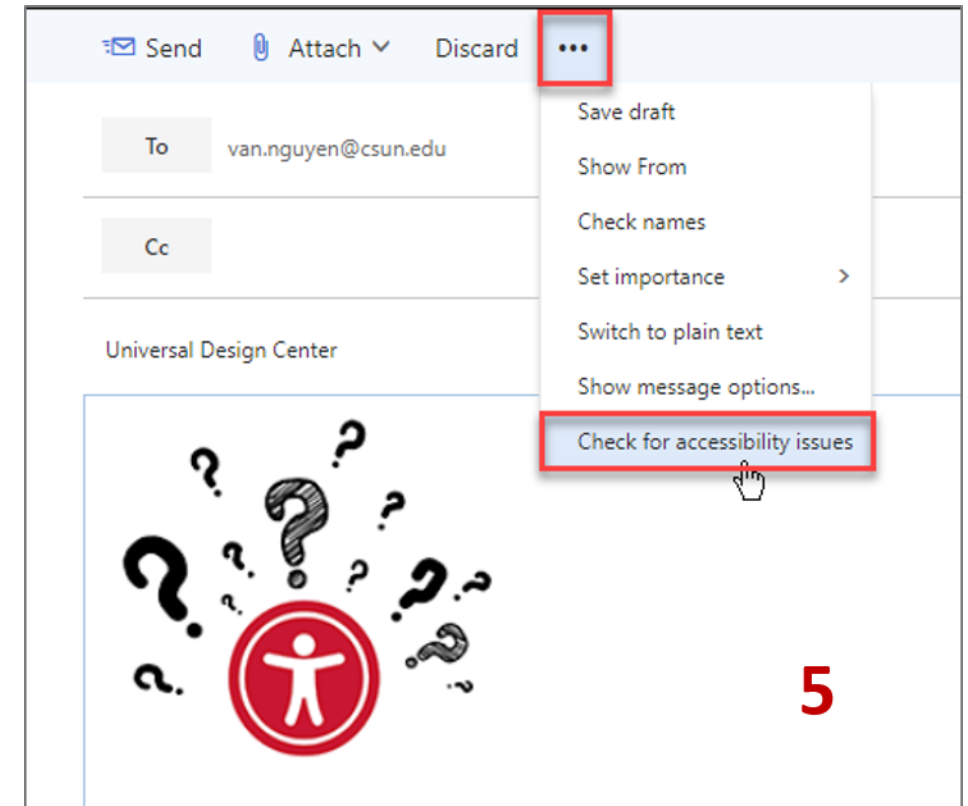
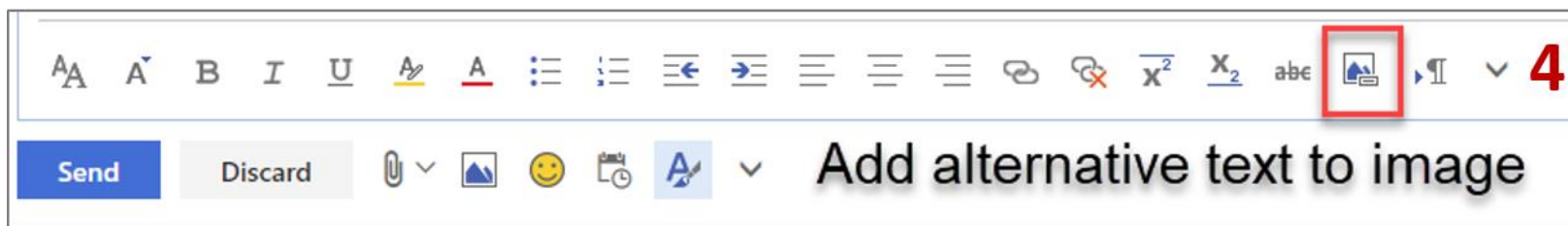
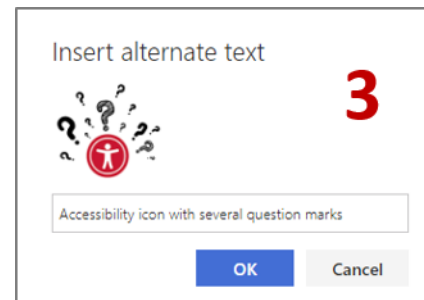
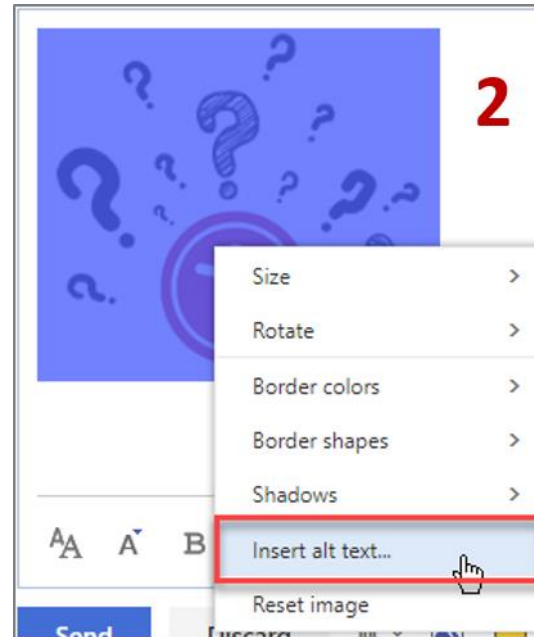
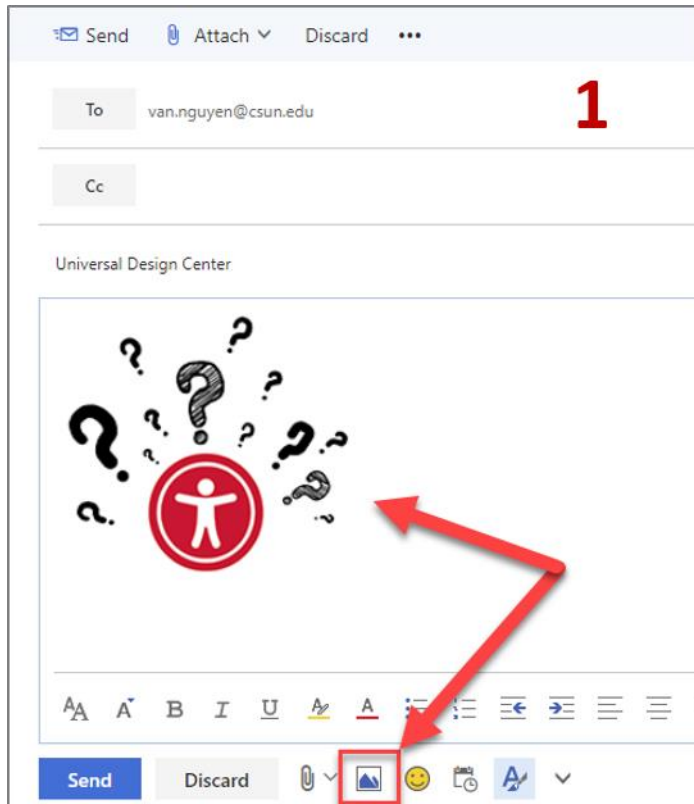


Outlook 365

1. Right-click on the image, select **Edit Alt Text**.
2. Add a detailed description of the image, and why the image is important to your message.



Office 365 Outlook Web App (Alt Text)

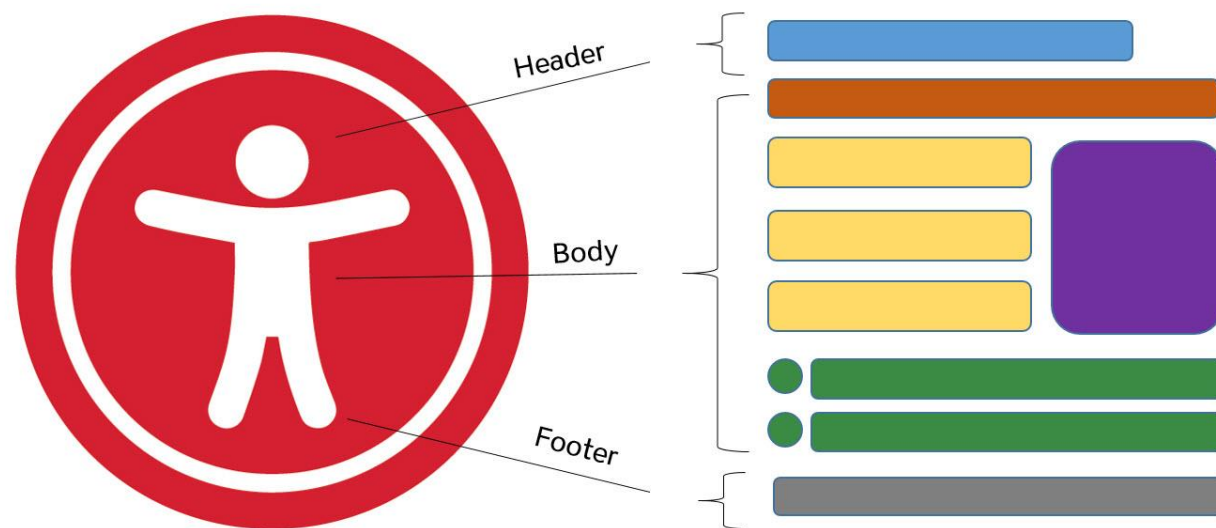


- Insert Image
- Right click on image to select **Insert alt text**
- Run Accessibility Check

Flyers & Infographics Structure

Flyers & infographics must always have a logical structure that includes titles and heading levels

- **Headings:** Heading 1, 2, 3, etc., or <h1>, <h2>, <h3>, etc.
- **Paragraphs:** body text <p>
- **Lists:** bullets, numbered, outline
- **Strong** is the new bold
- **Emphasis** is the new italic



Organizing content with a descriptive title, headings, subheadings, lists, images, and a footer are important for **usability** and **accessibility**.



Legibility



Pretty fonts look good but can people read it? The inaccessible fonts can make content difficult to read and slow readers down. Fonts, text size (12 points or up) and color should be legible.

- Text should be clear and easy to read
- Avoid using difficult-to-read fonts and small text
- San-serif fonts are more suited to electronic formats (*Arial, Calibri, Verdana or Franklin Gothic Book*)
- Avoid underlining text. Underlining is interpreted by screen readers and people with low vision as linked text.
- Capitalization for the heading is fine **not** the entire paragraph. Most people have difficult to read it if all text capitalized.

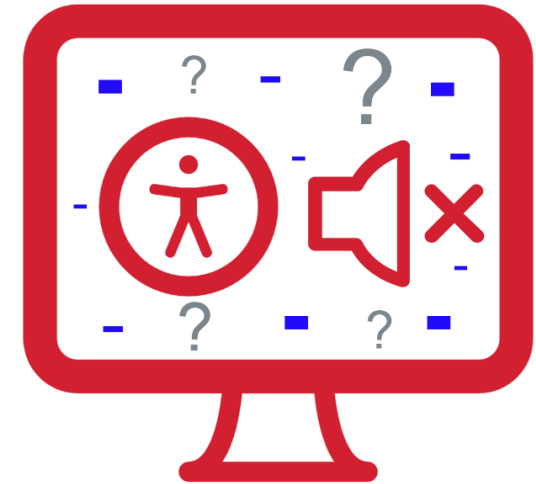


Mysterious Dash or Hyphen

Screen readers do not know what the – symbol represents (minus, hyphen, en dash or em dash) so screen readers **will not** read it. *It is always a good practice to spell the word and any abbreviations or make a reference to your abbreviation when used for the first time.*

For examples:

- May 8th, 2022 from 3:30 - 5:00pm. The screen reader reads three, thirty five. Recommend May 8th, 2022 from 3:30 **to** 5:00pm.
- Final exams May 14 - 20, 2022, screen reader reads May 1420, 2022. Recommend May 14 **to** 20, 2022.
- Homework assignment pages 200 – 281 for tonight’s reading material. Recommend pages 200 **to** 281.
- The fiscal year 2015-2016. Recommend The fiscal year **from** 2015 **to** 2016.
- Grading scale 95 - 100%, screen reader reads 95100%. Recommend 95 **to** 100%.
 - ❖ A + , screen reader reads A+. Recommend A **plus**.
 - ❖ A – , screen reader reads A. Recommend A **minus**.
 - ❖ Recommend to spell the word plus or minus for consistency purpose.



Minor changes can have a big effect on maintaining clarity for students using assistive technology.

Image Alternative or Alt Text



Screen readers and other AT announce that it's an "image" or "graphic", then read the alt text: "Three plants going through transformation with text quote Accessibility user-friendly document for CSUN student success."

- The purpose of **Alt Text** is to allow low vision or blind users who use text-to-speech 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.
- Screen readers and other AT **can't** convert images into texts. So, when writing alt text, consider the following for images:
 - 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.
 - Image with text (for example, the CSUN wordmark) 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".
 - When completing the alt text, use proper punctuation such as periods to indicate the end of the alt text. Without proper punctuation, some screen readers will run the alt text into the body text that follows and cause confusion to the user.
 - Don't insert hyperlinks in alt text because they are not clickable and can't create descriptive link text.

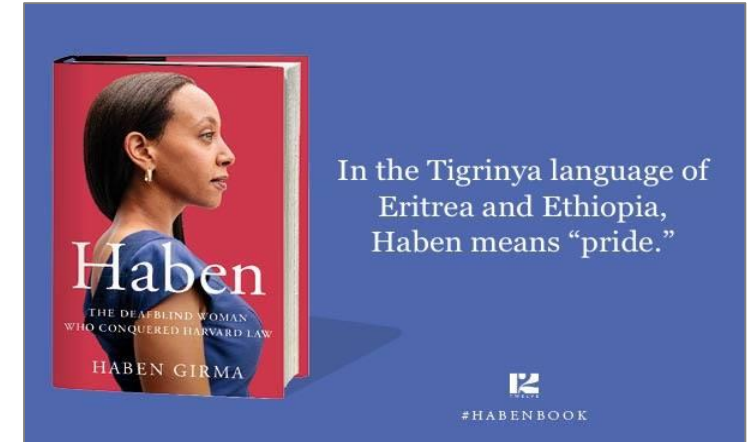
How to Describe Images?



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](#)
- [How to Describe Images](#) (Art, Chemistry, Diagrams, Flow Charts, Formatting & Layout, Graphs, Maps, Mathematics, Page Layout, Tables, Text-only images)
- [Periodic Table of the Elements](#)
- [UDC Best Practices for Describing Images](#)

Descriptive Link Text

Not Accessible – vague and redundant

CSUN News

CSUN Honors Four Exceptional Graduate Students for Thesis and Project Work

CSUN's Division of Academic Affairs has selected four exceptional CSUN graduate students as the winners of the 2020 Distinguished Thesis/Graduate Project Competition, with each receiving a \$1,000 award and recognition from the university. [Read more.](#)

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Minimizing the COVID Slide During the Summer

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Screen readers read: "Read more, link" "Read more, link" "Click here, link"

Accessible – descriptive and unique

CSUN News

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Screen readers read: The content and link text then announce the word "link"

Full URL text <https://www.csun.edu/universal-design-center>

(raw URL may not make sense to screen reader users or others, so make the link text descriptive i.e. [Universal Design Center](#))

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**, underline, 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 [Linked Images](#) on the Best Practices for Accessible Images page for more information.

University Events Calendar

House of Fear

Monday, October 28, 2019 - 12:00pm to Saturday, December 7, 2019 - 4:00pm



House of Fear is a collaborative production between visual artists and actors that explores the role of fear in the here and now. [Read more](#)

Go with the Flow

Tuesday, November 5, 2019 - 4:00pm to 6:00pm



Let's dispel myths about menstruation and create an open, honest, stigma-free conversation about improving periods from a personal, environmental and global perspective. This event will have a panel of experts, film screening of "Period. End of Sentence," an art exhibit, and free menstrual cup giveaways. [Read more](#)

Provide meaningful link text



UDC Scheduled Training's PDF Scanned & OCR

Thursday, November 7, 2019 - 2:00pm to 3:00pm



This training will cover the fundamentals of Adobe Acrobat scanned documents and Optical Character Recognition (OCR). Participants will learn to utilize the scan tool to conduct an OCR document and provide selectable text. [PDF Tools](#) is recommended before taking this session. [Read more about PDF Scanned & OCR](#)

Flyers & Infographics

Thursday, November 14, 2019 - 2:00pm to 3:30pm



This session is an introduction of the best practices for creating accessible flyers and infographics content. [Read more about Flyers & Infographics](#)

Accessibility Testing Tools

Tuesday, November 5, 2019 - 1:30pm to 3:00pm



In this training, attendees will learn about accessibility testing tools and

Web-One Descriptive Link Text

Title *

Flyers & Infographics

Event Info *

Lede *

Deck and Body *

Misc

Groups *

Invite Groups

Flags

Featured

URL path settings

Automatic alias

URL redirects

No redirects

Revision information

No revision

Comment settings

Closed

Meta tags

Using defaults

Event Weight

Use this field to show featured content higher or lower in the list.
Note:
Range is from 1-100 Lower weight Values will show up at the top

Banner Slideshow

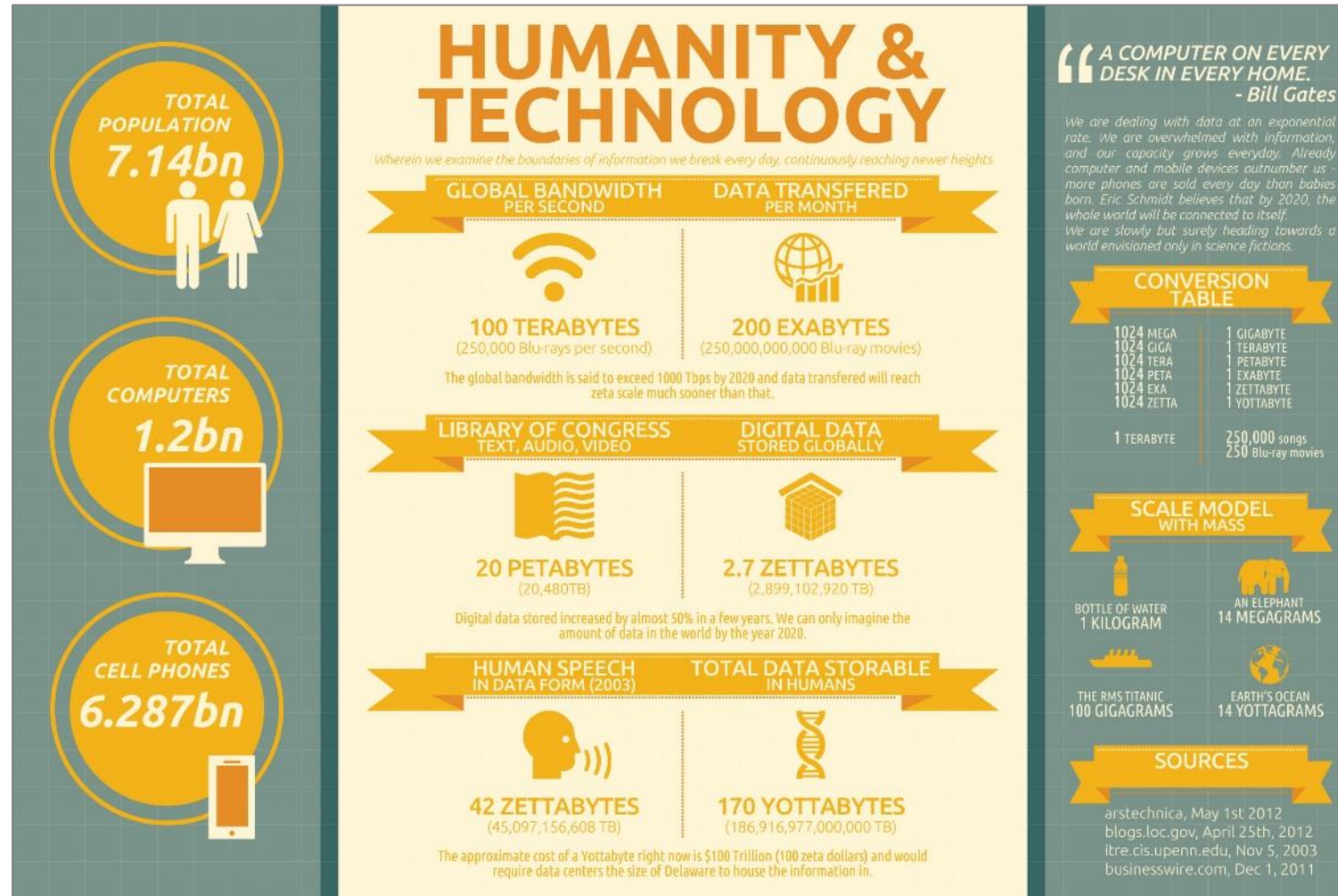
Group's default slideshow

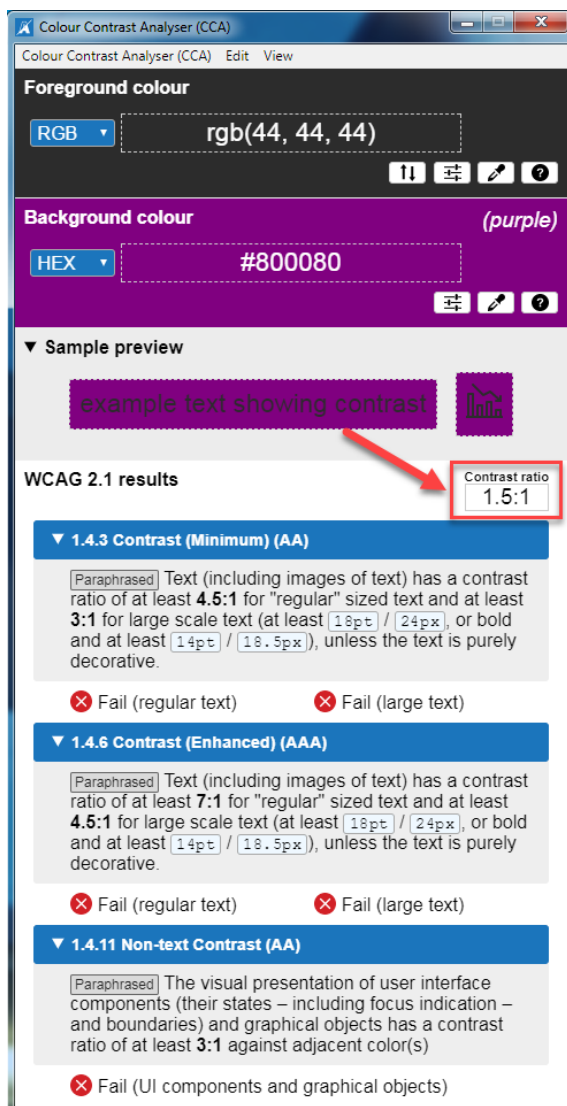
Select the banner slideshow that should be shown on this page. A

"Read More" replacement

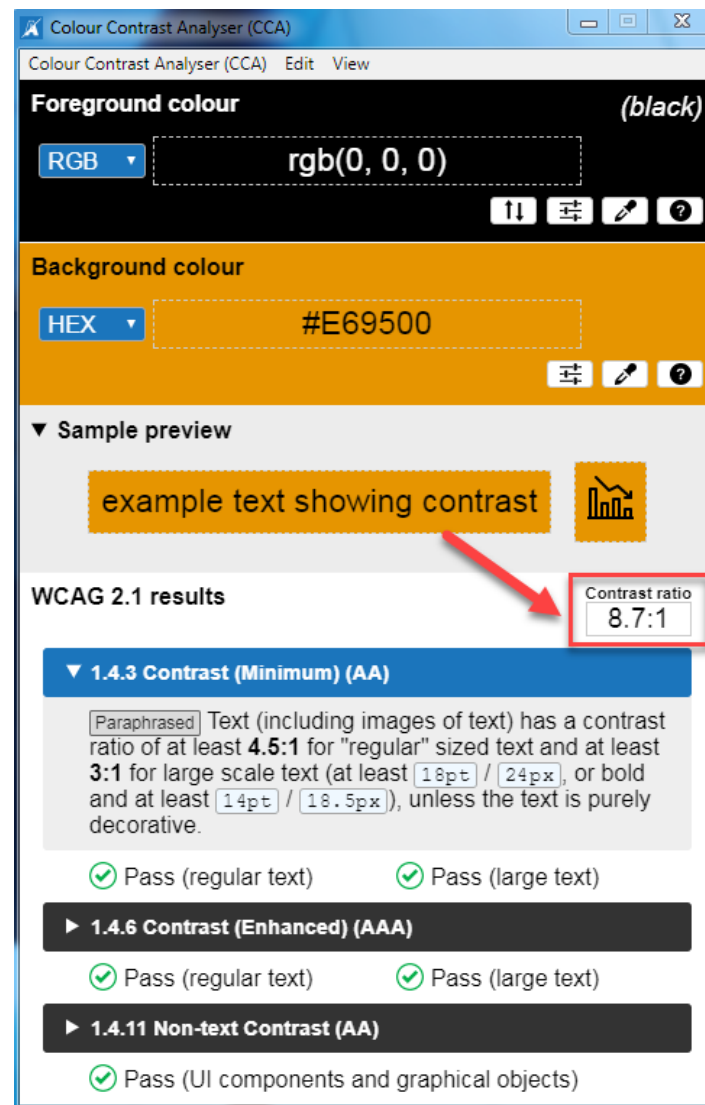
Read more about Flyers & Infographics

Color Contrast





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



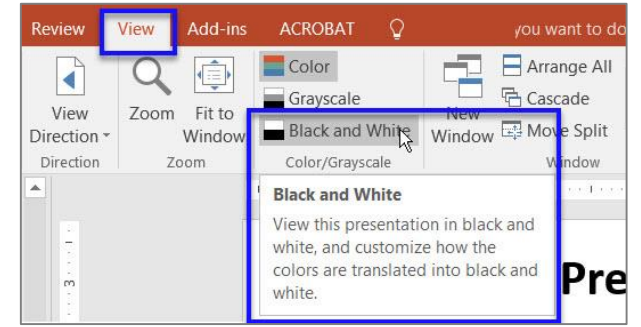
This example has a great color contrast ratio of 8.7:1. The contrast is sufficient for those who have different vision.

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 [Colour Contrast Analyser](#) onto your computer (PC/Mac) to ensure accessible contrast or use an online contrast checker from [WebAIM](#).
- 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).
- [Coblis Color Blindness Simulator](#)

Meaning without Color color vs. black & white



		Wood	Reinforced concrete	Steel
Production	Raw material	renewable	mineral	mineral/recycled
	Primary energy, non-renewable [MJ]	185,0	118,4	835,4
	Green house potential [kg CO ₂ -aqv.]	-52,4	17,2	60,6
End of Life	Entsorgung	mat./therm. utilisation	recycling / utilisation / landfilling	recycling

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End of Life	Entsorgung	mat./therm. utilisation	recycling / utilisation / landfilling	recycling

- Color is **not** the sole means of conveying important information (i.e., avoid color-coding)
- Use color with **pattern fill** to provide an accessible version ([Charts & Accessibility by Penn State](https://www.pennstate.edu/chartsonline/Charts%20and%20Accessibility%20by%20Penn%20State.pdf))



Mobile Display

Preview your email, flyer or infographic on one or more mobile devices. Avoid making large infographics as they cannot be properly displayed on mobile devices.

[Best practices for infographic sizing](#)

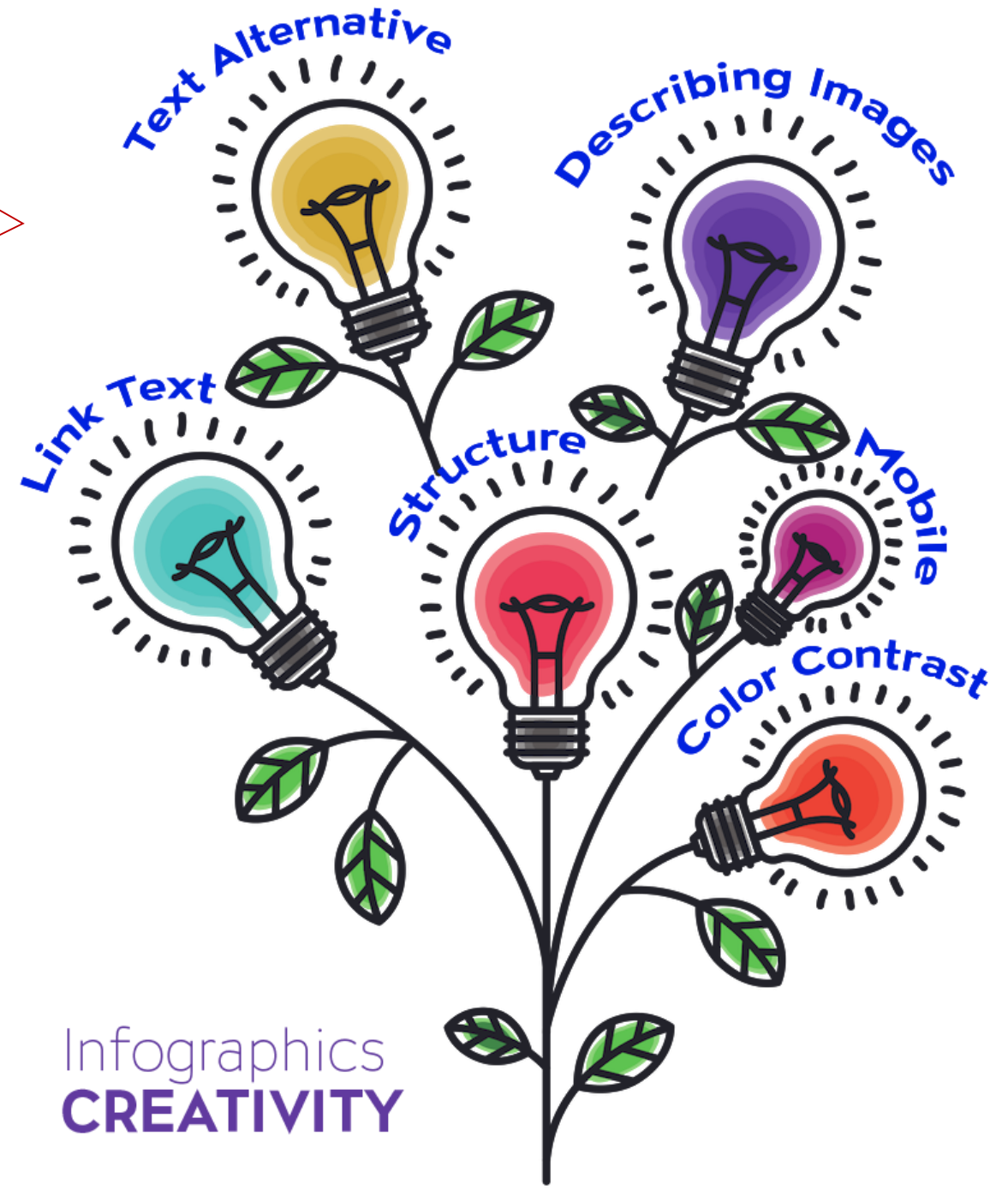
- When the flyer/infographic is zoomed in, the content resizes appropriately.
- The flyer/infographic is readable using a mobile device screen reader (Voiceover for iOS and TalkBack for Android).



[Credit by Visually Blog Designing Infographics for Mobile](#)

Your **creativity** is
worth millions as long as
you consider the
following **accessibility**
best practices

[Learn more about Infographics Best Practices](#)



Use a screen reader to finalize your flyer's/infographic's accessibility features

For PDF, **DO NOT** use Adobe Acrobat Pro's built-in 'Read Out Loud' tool as a screen reader. This tool is NOT a screen reader and will not capture the same information as screen readers below.



Microsoft Windows NVDA screen reader that allows blind and visually impaired users to read the screen either with a text-to-speech output or by a refreshable Braille display. NVDA can be **downloaded free of charge** by anyone.

nvaccess.org



VoiceOver (Apple)

Apple VoiceOver built-in provides auditory descriptions of each onscreen element using gestures, a keyboard, or a braille display.



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

