



Mayor's Office for
People with Disabilities



Accessible Communications

Welcome Community Board Members!

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Mayor's Office for
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Access Check

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Today's Agenda

Accessibility Concepts
Slide Decks
Documents
Emails



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Accessibility Concepts

Fonts
Color Contrast
Images
Content Creation

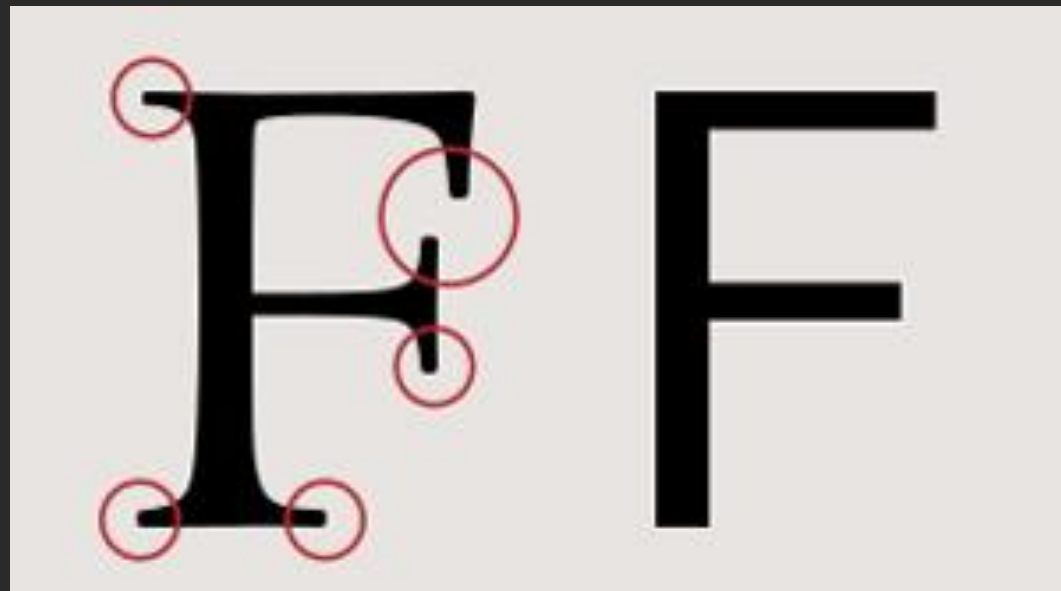


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Font Accessibility

- Use Sans-Serif Fonts
 - Arial, Verdana, Tahoma, Helvetica, Avenir, etc.
- Minimum Font Size
 - Docs and Emails: 12 Points
 - Large Print: 18 Points
 - PowerPoints: 24 Points



Color Contrast Minimum

- Contrast between any text and its background must be a minimum ratio of 4.5:1
- Use a color contrast checker
 - WebAIM Color Contrast Checker:
webaim.org/resources/contrastchecker

Color Contrast Checker (Bad)

Foreground Color

#001D75



Lightness



Background Color

#2440AC



Lightness



Contrast Ratio

1.67:1

[permalink](#)

Normal Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Color Contrast Checker (Good)

Foreground Color

#FFFFFF

Lightness



Background Color

#2440AC

Lightness



Contrast Ratio

8.73:1

[permalink](#)

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Images

All images need to have a text description

- Right-click on the image and choose "Edit alt text" (Office 365)
- Note: In older versions of Microsoft Office, the "Description" field is used for the alt-text, not the "Title" field



Alt Text

How would you describe this object and its context to someone who is blind?

(1-2 sentences recommended)

New York City Seal

☐ Mark as decorative

Describing Images

Ask yourself:

- Why are you using *this* image?
- Where does this take place?
- When is it happening?
- Who is in the image?
- What are they doing?



Tips for Describing Images

- For logos, include only the name and 'logo' – "M O P D Logo"
- Space out abbreviations like this "N Y C Mayor's Office for People with Disabilities Logo " (And add a space at the end).
- For graphs and pie charts, include the name, what it is conveying, and some trends such as highest point or lowest point.
- For infographics, briefly describe the images then focus on the message that the infographic is conveying. Include all of the text that is in the image in your alt-text.
- For decorative images, do one of the following:
 - Word Doc - insert a space in the description field.
 - PDF - Use the 'Mark as Decorative' checkbox.

Content Creation

- Use ALL CAPS only for abbreviations and acronyms
- When writing hashtags, social media handles, and web addresses, use #CamelCase
- Break up large blocks of text with smaller paragraphs and lists
- Follow the Principles of Plain Language

Top 10 Principles of Plain Language: Part 1

1. Write for your reader, not yourself.
2. Use pronouns when you can.
3. State your major points first, then go into detail
4. Stick to your topic.
5. Limit each paragraph to one idea and keep it short.

(Courtesy of the National Archives)

Top 10 Principles of Plain Language: Part 2

6. Write in the active voice. Use the passive voice sparingly.
7. Use short sentences as much as possible.
8. Use everyday words. If you must use technical terms, explain them on the first use.
9. Omit unneeded words.
10. Keep the subject and verb close together.

(Courtesy of the National Archives)



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Accessible Slide Decks

Slides Checklist ✓
Master Slide and Layouts
Slide Reading Order



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Accessible Slide Deck Checklist

Be Sure That:

- Sans-serif fonts are used, and color contrast is minimum 4.5:1
- There is alt-text for all images
- Master Slides & accessible slide layouts are used
- The reading order of each slide is checked

Master Slide & Layouts

- Use the Master Slide to design overall look
- Use the layouts to design overall slide types
 - Use placeholder title and body fields
 - Elements that repeat should be on Master Layout, not individual slides

[Accessible PowerPoint Template Sampler](#)

Slide Reading Order

- Use the "Selection Pane" to ensure logical reading order
- Go to Home tab > Drawing Group > Arrange > "Selection Pane"
- Screen readers present elements from the bottom to the top
 - Make sure that the title is the last item
 - The body and relevant images should also be near the bottom

Note: Repeating content, like logos, etc., should be on the master layout, and therefore will not be in the Selection Pane

Do not Export PPT to PDF

Exporting to PDF makes the content less accessible and a frustrating reading experience for screen reader users.



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Accessible Docs and Emails

Doc & Email Checklist
Headings
Lists
Hyperlinks
Tables



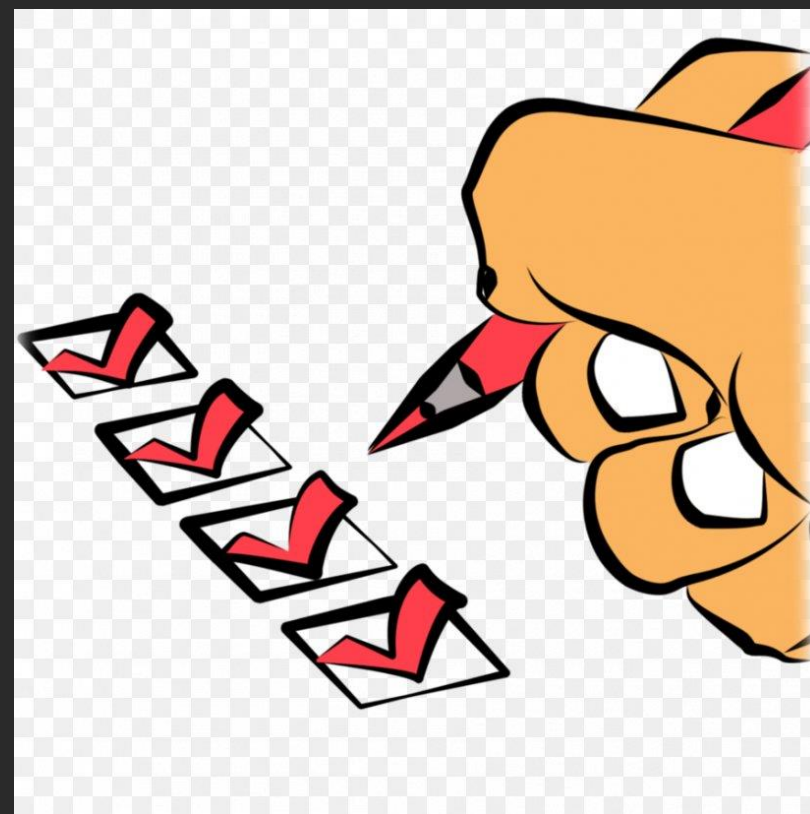
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Docs & Emails Checklist


Be Sure That:

- ✓ Fonts – Sans-Serif; 12 pt minimum
- ✓ Color Contrast – 4.5:1 minimum
- ✓ Images – All with Alt-Text
- ✓ Semantic Formatting – Headings, Lists, Links, etc.
- ✓ Plain Language



Formatting Headings

Use built-in styles because they are accessible

- Select the text that you want to format as a heading
- In the Home Tab, click on the Expand Arrow  to the right of the Styles Group label
- Choose an appropriate heading style
- Keyboard shortcut: Alt + Ctrl + Shift + S

Note: Making the font bold and increasing the size is not an accessible way of creating a heading.

Heading Structure

Enhance Navigation for Assistive Technology Users: Use Correct Heading Levels

- **Heading Level 1:** used for broad sections of a document such as “Introduction”, “Table of Contents”, or the title of shorter documents
- **Heading Level 2:** subsections of a heading level 1. For example, “Accessible Housing” under the chapter “Accessibility in NYC” heading level 1
- **Heading Level 3:** subsections of a heading level 2. For example, “Progress adding accessible housing” under the “Accessible Housing” heading level 2
- **Heading Levels 4, 5, & 6:** continue the same hierarchy

Headings Example (None)

<P>

Introduction to Headings

<P> We will learn all about heading structure.
It is important for screen reader users
because the Assistive Technology
provides that info to the user.

<P> **Top Level Headings**

<P> **Short Documents**

<P> Heading 1 is used for the title.

<P> **Docs with a TOC**

<P> Heading 1 is used for chapters or
sections.

Headings Example (Added)

<H1> **Introduction to
Headings** *(Heading Level 1)*

<P> We will learn all about heading structure.
It is important for screen reader users
because the Assistive Technology
provides that info to the user.

<H2> **Top Level Headings** *(Heading Level 2)*

<H3> **Short Documents** *(Heading Level 3)*

<P> Heading 1 is used for the title.

<H3> **Docs with a TOC** *(Heading Level 3)*

<P> Heading 1 is used for chapters or
sections.

Tips for Headings

- Do not use too many headings: Headings should be used to mark sections of a document that a reader would want to jump to. Too many headings defeats the purpose of using them.
- Do not format list items as headings. Format something as a list or a heading. Not both.

Formatting Lists

- Use lists to break up large blocks of text
- Use the built-in list functionality in the ribbon menu
 - Place the cursor where you would like to start the list (or select the the text you'd like to be a list)
 - On the Home Tab, in the Paragraph Group, select the Bulleted, Numbered, or Multilevel List Button

Formatting Hyperlinks

- Make URLs into hyperlinks so that they are easier to access
 - Select the text that you would like to hyperlink
 - Right click and choose “Link”
 - Paste the URL in the field labelled “Address”
 - Use the “Text to Display” field to change the text label for the link
- Keyboard Shortcut: Ctrl + K once text is selected

Note: Use unique and descriptive labels. (Avoid [Click Here](#))

Accessible Tables

- Tables **should not** be used for layout purposes – even in emails
- They should only be used for tabular data
 - Examples of tabular data include schedules, statistics, charts, etc.
- Be sure the headers are defined

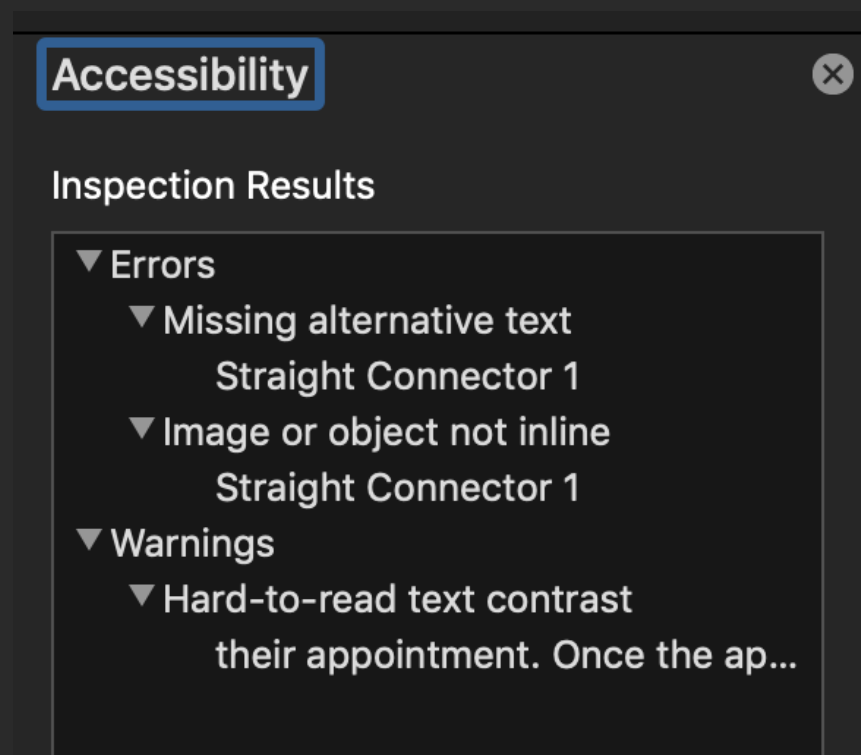
Things to Avoid

- The Flow chart feature is not accessible
- The Text Box feature is not accessible
- Avoid creating complex or nested tables
- Avoid using fillable form fields in Microsoft Word (fillable forms should be done in a PDF, or preferably, online)

Accessibility Checker

- Always use the “Accessibility Checker” to make sure you haven’t missed anything
- Go to the “Review” Tab
- Choose “Check Accessibility”

Note: The Accessibility Checker will not guarantee a document is accessible, manual checks are needed.



Exporting to PDF

An accessible Word document can be saved as an accessible PDF

- Go to the "File" Tab and choose "Save As"
- Navigate to "File Type" and choose "PDF"
- Choose "More Options" then "Options"
 - Be sure that 'Document Properties' and 'Document structure tags for accessibility' are checked

Email Tips

- Avoid using tables for layout
- Avoid using images of invitations or other content
- Describe all images
 - If the image is an event invitation or flyer, include **all** the text that is in the image
 - Remember to add alt-text to images in your e-mail signature



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Thank you

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