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# **Targeted Accessibility Instruction Sheet (TAIS)**

Client: Avalon School District

Page Responsibility: Lunch Menu, Meet Our Staff

# Images

WCAG Guidelines Covered:

Level A - 1.1.1 Non-Text Content

Level AA - 1.4.5 Images of Text; 3.2.4 Consistent Identification

## Image Accessibility Guidance Details

Meaningful images need to include a text-alternative which describes the content of the image. An ALT attribute is the recommended HTML to do this. The value of the ALT must provide all meaning of the image. If the color in the image has meaning, this meaning must be included in the description. It is not necessary to describe the entire image.

For example: You have an Image of Susan Smith holding an award on the “Meet Our Staff” Page.

* The text of the page is discussing an award she received, it would then be appropriate to include part of the image relevant to the page such as ALT=”Headshot of Susan Smith holding the ‘Excellence in Teaching’ award”.

If the image is meaningful and includes any text, the text must be included in the ALT. If the presentation of the text is essential, such as in a logo or brand, it can be provided as an image. If the image of text does not provide any meaning besides the text, the text should be provided as plain text.

Images that do not provide meaning are considered decorative. Decorative images need to include a null ALT attribute (ALT=””) so that assistive technology ignores them.

For Example: You have an image of textbooks on the “Meet Our Staff” page.

* The image is decorative on the page and should have Alt=””

If an image has been associated to a control or function, the meaning of the image needs to be consistent across all the pages the image is used on. An icon used to mean “Print Version” on one page should not mean “Upload File” on another page.

CSS should not be used to present an image, icon, or otherwise meaningful content. CSS should only be used to style content provided with HTML. If the only way to provide an image or icon is with CSS, for example, a “Facebook” icon, a text alternative, such as hidden text, must be provided which describes the purpose of the icon.

### Image Accessibility Checklist

Image Checklist:

* Meaningful images are provided through <img> tags and have an ALT attribute which gives the meaning of the image.
* Meaningful images which contain text include that text in the ALT attribute.
* Decorative images have a null ALT attribute (ALT=””)
* The meaning of an image or icon is used consistently throughout this page and across pages.
* Images of text have not been used unless the image is a logo or brand, or there is other meaning besides the text in the image.
* CSS is not used to include meaningful images or icons without providing the same meaning in text.

# Text

WCAG Guidelines Covered:

Level A - 1.1.1 Non-Text Content; 1.3.1 Info and Relationships; 1.3.3 Sensory Characteristics; 1.4.1 Use of Color; Level AA - 1.4.3 Contrast (Minimum); 2.4.6 Headings and Labels; 3.1.2 Language of Parts

## Text Accessibility Guidance Details

When providing text content on webpages it is important to include appropriate markup so that assistive technologies are able to report the information and relationships relayed by the visual presentation of the text. Specifically, heading structure is essential for unsighted users to understand the information hierarchy and easily navigate to different sections of the content. If text has been visually styled as a heading, it must have the accompanying markup. HTML heading markup is provide for levels 1 through 6. Styling can be applied to programmatic heading levels to achieve desired visual formatting. When structuring heading hierarchy, heading levels do not have to be sequential but heading levels should not be skipped.

For example: You have used the appropriate heading hierarchy for your page Lunch Menu.

* <H1> Portland Schools </H1>
* <H2>Avalon School District</H2>
* <H3>This Weeks Lunch</H3>

Other visual formatting, such as items in a list, emphasized or bold text, specific fonts or colored text used for meaning, etc. must be accompanied by markup that relays this information to unsighted users. HTML markup for lists must be used when items are visually in a list – ordered lists are for numbered items and unordered lists are for related but unordered items; <strong> should be used to present boldface text; <em> should be used to present italicized text and so on. <strong> and <em> elements tell assistive technology to inform the user that the text is particularly important or emphasized. CSS should not be used to present visual content in a way that provides information about relationships or meaning in content unless HTML has been used to make that information available to assistive technology.

For example: You used a <b> tag for the words Lunch Menu.

* Change the <b>Lunch Menu</b> to <STRONG>Lunch Menu</STRONG>

Structural markup should not be used to achieve purely visual effects. List and blockquote markup should not be used for indentation and spacing. Headings should not be used for stylistic purposes. Empty paragraphs should not be used to create empty spaces. Additionally, glyphs should not be used without providing a text description of the content. CSS and other markup allow for great flexibility in styling without affecting the relationships or meaning of the text content.

Because assistive technologies do not process changes in positioning or styling made with CSS, if CSS has been used to style or position content, the content must maintain its position in relation to other relevant content when CSS is not applied. For example, if one paragraph of text is related to a meaningful image and CSS has been used to place the image in relation to the text, when CSS is not applied the image cannot be displayed out of sequence in a way that obscures the relationship to the paragraph of related text. Additionally, CSS cannot be used to hide or remove content that would be confusing if revealed. Assistive technology will announce the presence of all content on the page, even if it is visually hidden with CSS.

When assigning color to text there are two things to keep in mind. Appropriate luminosity contrast levels between the text and background must be maintained. “Large text” is text that is 18pt (24px) font or larger, 14pt (18.66px) font if bold. Large text and the background must have a luminosity contrast level of 3:1. Small text is 18pt (24px) font or smaller, 14pt (18.66px) font if bold. Small text and the background must have a luminosity contrast level of 4.5:1. If color is used for purely ascetic reasons, contrast is the only accessibility related concern. If, however, the text color indicates information about the text, this information must be provided in a second, non-color-dependant way. Additionally, the TITLE attribute can provide advisory or supplemental information for any element and could be used to provide a text description of the visual information.

For example:

* Words in red are new additions to the document. The words also have a different font than the remainder of the document. This is a non-color indicator and would then be compliant.

Instructions and references in text to elements on the page cannot rely on sensory characteristics. Text cannot refer to “the chart at right” or “the red button.” References to sensory characteristics must be paired with a secondary non-sensory identification such as, “the Quarterly Sales Report chart at right,” or “the red ‘Go Search ‘button.” The words “above” and “below” are acceptable since they refer to the culturally understood positions of “previous” and “forthcoming” in the flow of content. If any text on the page is in a language other than the main language of the page, the text must be marked with an attribute that identifies what language it is.

For example: The page “Meet Our Staff” is in English but there is a link to a Spanish version and the link text is in Spanish. The link in Spanish must be identified as “Spanish” with a language attribute.

* There must be “LANG=”en” set for the entire page.
* Add the “LANG=”es” attribute to the link element.

Here is a list of some of the more common languages - Japanese: ja; German: de; Chinese: zh; French: fr; Spanish: es; Italian: it; Dutch: nl; Portuguese: pt; Finnish: fi; Swedish: sv; Norwegian: no; Danish: da’ Korean: ko; Polish: pl; Russian: ru; Hebrew: he; Hungarian: hu; Greek: el; Turkish: tr; Czech: cs; Thai: th; Arabic: ar; Icelandic: is.

A final aspect that must be approached carefully is blinking and/or scrolling text. The <BLINK> element cannot be used because there is no way for the effect to be turned off. If other methods are used to make content blink or scroll (such as <MARQUEE> or a slideshow) the blinking or scrolling must not occur in the range between three times in one second and 55 times in one second (3Hz-55Hz). Additionally, if any blinking content is present – even if it is below the threshold – which lasts longer than 5 seconds there must be a mechanism to pause, stop, or hide the content. If there is any scrolling content present, regardless of the length of time the content scrolls, there must be a mechanism to pause, stop, or hide then restart the content. There are exceptions if the blinking or flashing occurs on very small areas of the screen. Tools and formulas are available to test for this if desired, but due to the complexity of factors such as screen size, viewing distance and resolution, blinking or flashing is best to avoid.

### Text Accessibility Checklist

Text Checklist:

* Heading structure reflects content hierarchy and has been used appropriately.
* Information about relationships in content provided by visual formatting, such as color or font, has been provided in a non-visual way, such as a TITLE on the formatted element.
* Lists, <BLOCKQUOTE>, and other structural markup have been used appropriately and not for visual styling alone.
* <STRONG> and <EM> are used instead of <B> and <I>.
* The order of the HTML code reflects the visual presentation of the content. CSS has not been used to visually place content in a way that makes the HTML order not meaningful.
* CSS has not been used to hide content which would be confusing if revealed.
* Small text has a luminosity contrast ratio of at least 4.5:1.
* Large Text has a luminosity contrast ratio of at least 3:1.
* Meaning provided through the use of color on text is also provided with a non-color indicator.
* Sensory characteristics alone are not used to refer to content on the page.
* Passages written in a language other than the main language of the page are identified with LANG=”…”
* Blinking and scrolling content has not been used that is 3 Hz-55 Hz. If blinking or scrolling content has been used which meets the blinking threshold and lasts longer than 5 seconds it can be paused, stopped, or hidden and then restarted.