

BEST PRACTICES FOR ACCESSIBILITY

01. Heading Styles

- Use **built-in heading** styles for proper structure.
- Maintain a logical order without skipping levels.
- Ensure Heading 1 clearly represents the content's main idea.

Heading 1 – The Main Heading

Heading 2 – Sub-Heading

Heading 3 – Sub-Heading

02. Alternative Text

- Alt text aids accessibility for visual impairments.
- **Best practices:** Describe clearly, avoid redundancy, and include link functions.
- **Complex images:** Provide brief and detailed descriptions.
- **Logos:** Include brand names for meaningful context.



Example: “Students walking on campus with the Marist Rotunda building in the background”.

03. Color Contrast

- Use **high contrast** for important elements like buttons and links.
- Avoid using **color alone** to convey information.

Color Contrast Correct

Color Contrast In-Correct

04. Audio and Video

- Provide **closed captions(CC)** for all videos to assist users with hearing impairments.
- Include **transcripts** for audio and video content.

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05. Lists

- Use **bulleted lists** for unordered content.
- Use **numbered lists** for steps or sequences.
- Limit lists to short, clear points.

To-Do List

- Finish the report
- Call the client
- Schedule a meeting
- Review the budget
- Plan the weekend trip

Example: **Unordered list**

Study Plan

1. Review lecture notes
2. Read assigned textbook chapters
3. Complete practice exercises
4. Join a study group session
5. Take a quiz to assess understanding

Example: **Ordered List**

06. Tables

- Use simple table structures with clear row and column headers.
- Use the **"Header Row"** option to define column headers.
- Provide alternative text (Alt Text) describing the table's purpose.

Country	Capital
Canada	Ottawa
Germany	Berlin
Japan	Tokyo

07. Visual Characteristics

- Accessible design supports **visual impairments**.
- Clear visuals enhance navigation.
- Avoid **spatial references** for clarity.

08. Links

- Use descriptive and concise link text
- Avoid generic phrases like **"Click here"** or **"Read more."** (e.g., **"View the Accessibility Guide"** instead of "Click here").
- Avoid using URLs as link text.
- If a link downloads a file, specify the file type (e.g., **"Download the syllabus (PDF)"**).