

11. Accessibility Guidelines

Why is accessibility important?

All users deserve to easily access a website and enjoy the experience. Nearly 20% of the U.S. population lives with a disability that makes accessing the internet difficult, or impossible. When the A-State website was designed and developed, all the colors and heading styles were chosen to ensure the site met, and exceeded globally accepted website accessibility standards for companies and institutions of all sizes: [WCAG 2.1](#) and Section 508 of the Rehabilitation Act of 1973.

Any changes, unintentional or otherwise, that are made to the default colors and fonts on the new website risk frustrating users, missing business opportunities, and creating [potential legal problems](#).

Compliance Requirements

To remain compliant, follow the guidelines listed below.

Headings

Any text that serves as a heading should use heading tags.

- Headings should use `<h1>`-`<h6>` tags, not merely text styled to look large.
- `<h1>` is reserved for the page title only, and there can only be one per page.

Headings must be sequential.

- A heading level cannot be skipped (e.g. `<h2>` cannot be followed by `<h4>`).
- Regardless of the visual style in the design, the underlying tags must follow the correct order.

Heading 2

Study Abroad

Enhance your skills in global communications by studying in Rome, Florence, Paris, London, or Mexico. Four-week internships are available in London and Shanghai.

Heading 3

Subsection 1

This is a paragraph describing our different departments and programs. It is an opportunity to showcase the breadth of opportunities. This is a paragraph describing our different departments and programs. It is an opportunity to showcase the breadth of opportunities. This is a paragraph describing our different departments and programs. It is an opportunity to showcase.

Heading 3

Subsection 2

This is a paragraph describing our different departments and programs. It is an opportunity to showcase the breadth of opportunities. This is a paragraph describing our different departments and programs. It is an opportunity to showcase the breadth of opportunities. This is a paragraph describing our different departments and programs. It is an opportunity to showcase.

Heading 2

The Curriculum

Our faculty of practicing professionals and an advisory board of industry leaders have developed the AMC curriculum. It is continually evolving in response to changes in the field, offering the latest trends, skills, and technology you need to succeed in the global economy, while providing a foundation in the [liberal arts](#).



Lists

Use a bulleted list `<ul>` or numbered list `<ol>` for lists.

- Do not use paragraphs `<p>` with line breaks.
- Do not use spaces to simulate indentation.

Images

All images should have descriptive alternative text.

- The “alt” attribute should describe the contents of the image in a few words, not be the filename, the word “photo”, or repeat the text of a nearby link or heading.
- Avoid the “title” attribute.

Avoid uploading images with text in them.

- If absolutely necessary, the text should be included in the image’s alternative text, and the text embedded in the image should have a contrast ratio of at

least 4.5:1 between text color and background color. Test with this tool:

<http://webaim.org/resources/contrastchecker/>

- Logos are permitted.

Tables

Tables should have column and/or row headers using `<th>`.

- The headers cannot be blank.
- They should contain text that describes the data in the associated columns or rows.

Links

Link text should provide information about its destination.

- Don't use "click here". Link the name of the destination instead.
- Non-specific links like "learn more" or "see all" should be rewritten or contained in a paragraph or list item that provides context.
- Avoid the "title" attribute.

Text

No interface element should be referenced solely based on its visual characteristics.

- Incorrect examples: "Click the blue button." "Content in the circle to the right."
- "Above" and "below" are permitted.

Language changes must be marked.

- Add `<span lang="xx"></span>` around text in a language other than English, where xx is the 2-letter language code from this chart:

https://www.w3schools.com/tags/ref_language_codes.asp

Be careful when changing the color, font family, or size of text.

- If this is necessary, ensure the text color and background color have a contrast ratio of at least 4.5:1 using this tool:

<https://webaim.org/resources/contrastchecker/>

Forms

All form fields should have a label.

- Form fields are: text fields, checkboxes, and radio buttons `<input>`, dropdown menus `<select>`, and text areas `<textarea>`.

- Labels should be associated with the fields they describe: `<label for="name">Name:</label><input id="name" type="text">`

Group related form fields using a fieldset and describe it with a legend.

- Required for radio buttons `<input type="radio">` and checkboxes `<input type="checkbox">`
- The `<legend>` should be the first element inside the `<fieldset>`.

Audio

All audio (such as radio shows or podcasts) should have a transcript.

- Link to the transcript after the audio player.

Video

All videos should have captions and audio descriptions.

- The captions should contain the audio content.
- The audio descriptions should contain the visual content.
- Consult with your video service provider (Brightcove, Vimeo, YouTube, or other) regarding how to add captions. If supported, run the automated captioning feature, and then edit for accuracy.
- If the video player doesn't provide a separate track for audio descriptions, the captions should also describe the visual content in a few words (the people, actions, and places in the video) during pauses in the audio.

Motion

Any motion longer than 5 seconds or auto-updating information:

- Cannot flash more than 3 times per second.
- Must have a mechanism to pause, stop, or hide it.

Animated GIFs should stop moving within 5 seconds and not loop infinitely.

Documents & Embeds

Documents should be avoided as much as possible. If the information can be displayed on a page, that should always be the first option.

- PDFs should be tagged.
- All of the other content requirements above apply.
- Make sure any files linked to the content are corrected for accessibility. Follow these checklists:
 - Word - <https://webaim.org/techniques/word/>

- Excel - <https://webaim.org/techniques/excel/>
- PowerPoint - <https://webaim.org/techniques/powerpoint/>
- PDF - <https://webaim.org/techniques/acrobat/>

How to Use the Accessibility Checkers

After you click “Publish,” you’ll be presented with the “Final Check.” Click Run All Checks.

- **Spelling:** Shows any words the CMS does not recognize. This may include terms that are spelled correctly but it will also show you any obvious spelling errors.
- **Links:** Shows any broken internal or external links
- **Accessibility:** Checks if the page is W3C Valid

Accessibility (Axe): Checks for Section 508 and Web Content Accessibility Guidelines (WCAG) compliance

Publish - default.pcf

Final Check

Schedule

Are you ready to publish?

Double-check your page before publishing.

aspx ▾

✓ RUN ALL CHECKS



Spelling



English ▾



Links



Accessibility



Accessibility (Axe®)



Schedule: [Add Schedule](#)

Version Description

0/2

CANCEL

PUBLISH

If you receive an error, the screen will show:

Publish - default.pcf

Final Check

Schedule

Are you ready to publish?

Double-check your page before publishing.

aspx ▾

✓ RUN ALL CHECK



Spelling: No errors found



English ▾



Links: [Errors: 3](#)



Accessibility: [Problems: 6 known](#)



Accessibility (Axe®): [Problems: 6 serious.](#)



Schedule: [Add Schedule](#)

Version Description

0%

CANCEL

PUBLISH

Click on the errors to see the errors. Do not publish without fixing these errors. Reach out the Marketing and Communications Team if you have problems fixing these errors.

Publish - fitness-center.pcf

Final Check Schedule

Rerun Accessibility Check

Are you ready to publish?

Double-check your page before publishing.

aspx ▾

✓ RUN ALL CHECKS



Spelling: [8 errors](#)



English ▾



Links: [Errors: 3](#)



Accessibility: No errors found



Accessibility (Axe®): No errors found



Schedule: [Add Schedule](#)

Version Description

0/2

CANCEL

PUBLISH

Once you receive green checkmarks, click publish.

Revision #3

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