



Designing for Accessibility

POUR

Overview

- The content of your page should be in the HTML.
- It is tempting to add content via colors, images, etc.
- Follow the POUR guidelines
 - Perceivable, Operable, Understandable, Robust

Perceivable

- Provide text alternatives for images
- Provide captions and transcripts for video and audio
- Use correct semantic markup so content can be presented in different ways
- **Make it easier for users to see content by using good color contrast**

Operable

- *All functionality available from the keyboard!*
- **Users have control over timing and limits**
- **Do not cause seizures (don't flash content)**
- **Provide ways to help users navigate, find content, and determine where they are**



Understandable

- **Economical and plain use of language**
- **Text supplemented with illustrations, videos, and other formats where appropriate (i.e., use good Universal Design)**
- **Navigation, information structure are discernable and consistent**
- **Make pages operate in predictable ways**
- **Help users avoid and correct mistakes**

Robust

- Is your site functional across various technologies (smart phone, screen reader, laptop, pensticks, etc..)?
- Syntax errors that don't affect visual presentation may hamper assistive technology and accessibility tools
- Adhering to W3C standards ensures future compatibility
- Validate your code at validator.w3.org and wave.webaim.org

Review

- **Accessibility starts with proper HTML tags**
- **Styling can actually make it HARDER for some people to access the information**
- **Get into the early habit of utilizing accessibility tools**
- **“Cool” new style should not be at the cost of accessibility**

Acknowledgements/Contributions

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