OFFICE OF

Web Accessibility Content Creator

Following these guidelines will help you ensure your websites are more accessible for all users. Use the links below to jump to a section.

- Content should be clear, well-structured and easy to understand
- [illegible]
- Write Clear Hyperlink Text
- Provide Meaningful Yet Clear and Concise Alternative Text
- Digital Media Must Be Accessible, Captioned, and Transcribed
- Ensure Tables Have Defined Headers
- Do Not Rely on Color Alone to Convey Meaning
- Ensure Proper Color Contrast
- Files Must Be Descriptive, Document Titles and File Names

Questions?
Contact the IT Help Desk at https://inside.nku.edu/it/help.html or (859) 572-6911.

[redacted]structured and easy to read

Clear and

General Guidelines

Organize like points together, use sections to delineate subjects

[redacted]

Use illustrations/multimedia to supplement text
Double check spelling; proper use of language/grammar
[redacted]
Use Sans Serif fonts

Text on Images

Ensure Logical Order in Document Structure

Use headings to separate sections of text. Headings should always be read in a top-down fashion.

the header. AEM provides headings

2, 3, 4, and 5.

Below is an example of how to utilize headings in your document.

Majors

four-year majors in the following subjects:

Marketing
Management

Questions?

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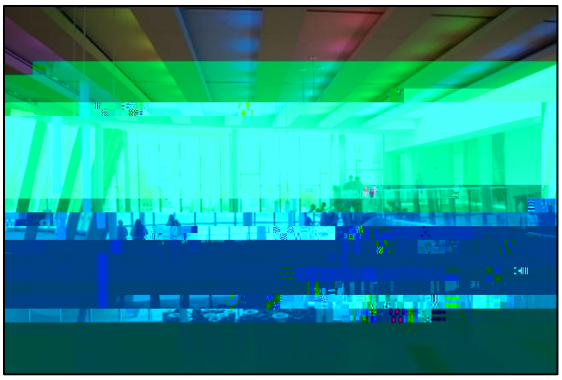
Provide Meaningful Yet Clear and Concise Alternative Text

All images should have alternate text that clearly describes the image.

a screen reader will read the alt text associated with the image. Additionally, if an image does not load on a page, the alt text will be displayed to the user.

Effective alt text clearly and concisely describes an image, ideally in one sentence. When writing alt text, ask me—yourself, "I couldn't see this image, how would I want it described?"



Accessible Examples	Non Accessible Examples
NKU Students in the Griffin Hall lobby.	*Image of NKU*
The Griffin Hall lobby in the afternoon.	*Griffin Hall*

Using at-passage images, the words "picture" or "image" or "Student walking into NKU's Student Union" are

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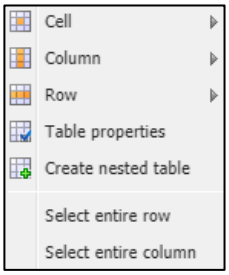
Ensure Tables Have Defined Headers

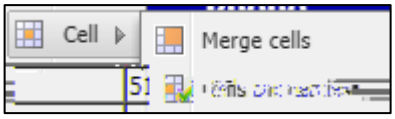
[illegible] bold text.

Screen readers identify and read table information based on cell type. For a screen reader to properly read a [illegible] table correctly.

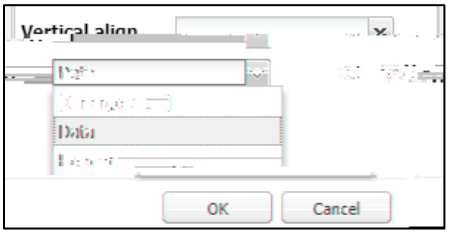
To mark cells as "header" in AEM:



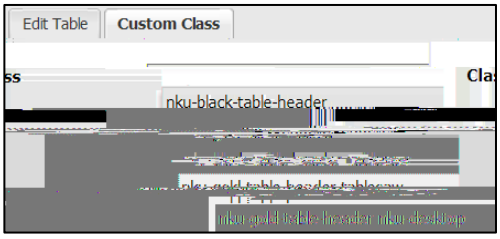
Right-click in a cell in the header row of the table, then click Select entire row.



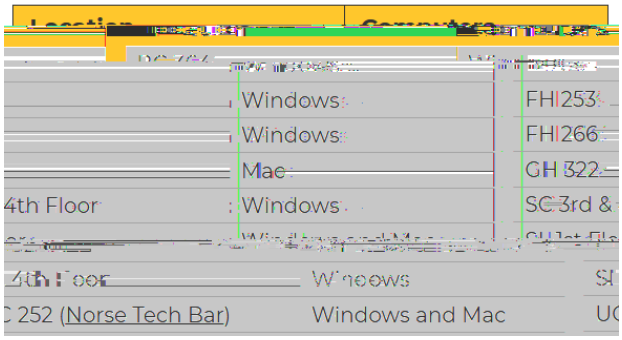
Right-click in the cell again, and select [illegible].



In **Cell Type**, select **Header**. Then click **OK**.



In the **Custom** Class tab, give your table a black or gold header by selecting one of the options shown. Here, "nku-gold-table-header-tablesaw" is selected.



This table is a separate from normal table header row.

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Do Not Rely on Color Alone to Convey Meaning

Not all users can easily

The certain devices support a particular piece of. The following example shows tables with information on wheel software. The table on the left shows
can't differentiate the colors as easily, or if the page is printed with a black and white printer. Users are unable to differentiate the colors in the table on the right.

Not Accessible

Accessible

The problem is the color but it is not a problem as a user can use a very [illegible] Thanks to the shaped [illegible]

Ensure Proper Color Contrast

All page must have high contrast against the background.

Low contrast text is difficult to read. Most commonly, this will appear as light text on a light background. To be easily readable and accessible, text must have a 4.5 to 1 contrast ratio with the background.

Not Accessible	Accessible
-story academic facility Located on the west side of the Central Plaza, [illegible] the third building [illegible] the Heights Campus.	-story academic facility Located on the west side of the Central Plaza, [illegible] the third building [illegible] the Heights Campus.

You can check your color contrast with an online tool from WebAIM.

WebAIM Contrast Checker

Document Title and File Names Must Be Descriptive

Documents and images must have easily understood names.

When viewing or downloading a document or image, the user will be presented with the file name. A descriptive [illegible] the content of the document or image.

An image named "img_2352.jpg" is not descriptive.

[illegible] to "Information Technology Logo.jpg" or "NKU IT Logo.jpg" allows the user to better understand the content of the image.