

# Website Accessibility



**MAKING SMEAL WEBSITES WCAG 2  
COMPLIANT**

# Why This is Necessary



In November of 2010, the National Federation for the Blind filed a civil rights complaint against Penn State, claiming they suffered “pervasive and ongoing discrimination” because of the widely inaccessible nature of technology used on the campus.

In October of 2011, Penn State and the NFB resolved the complaint. The University committed to continued implementation of "a strategy to make all electronic and information technology systems used on its campuses fully accessible to blind students, faculty, and staff, including...Web sites..." by October, 2014.

# Why This is Necessary



This strategy is outlined in and referred to as WCAG 2 Compliance.

The lawsuit by the NFB was the catalyst that provoked the university to take a deeper look at the accessibility issues with all Penn State branded sites. This not only targets issues with vision impairments, but also other disabilities such as hearing and other physical impairments that prevent users from using our sites.

# What is Expected of Us



- Simply stated, as an overall group of contributors, to provide equal access to content on our websites for users in ways they can perceive.
- What the RIIT Group web team needs to do:
  - Update Smeal and Penn State branded images to meet accessibility requirements
  - Create accessible Search sections
  - Provide drop-down navigation that screen readers can utilize
  - Develop technologies to replace Flash media content
  - Add closed-captioning to all audio and video content
  - Fix system-level issues that affect the overall accessibility of our sites
  - Create/provide training to help our editors update their content

# What is Expected of Us



- What our web editors need to do:
  - Update current image titles and descriptions
  - Apply proper use of headings and subheadings
  - Create descriptive link text
  - Fix current PDF titles, as well as learn to upload and correctly title new PDFs
  - Develop tables so that screen readers can access content

# What is a Screen Reader?



- Screen readers are software packages that interpret the text within a digital document and translates that information into speech or Braille. This includes translating text into speech, differentiating between normal text and navigation items as well as image descriptions.
- Most screen readers also allow users to move from landmark to landmark within a page.
- Landmarks can include section headers, links, table headers and other items indicating important divisions of information.

# Images



**IF IT'S NOT TEXT, IT CAN'T BE READ BY A  
SCREEN READER.**

# Images – First Step



First of all, a little house keeping:

- View images in Contents area(s) and determine if they're needed.
  - Delete outdated portraits, candid shots, or other images that are no longer used.



# Images – Second Step



Secondly, edit each remaining image. Most images will need updated titles:

- Each image needs to have a descriptive title.
  - Useful
  - In context with the image (short description of the image)
- Title is too long?
  - Create a shorter descriptive title, and include the extra information in the body of the page.

# Images – Third Step



- Each image needs to have a description.
  - Be accurate
  - Be concise
  - Critical information needs to be spelled out

A well-written description not only helps boost placement in search results. It also enables screen readers to read search results to direct users to your page.

# Images – A Final Thought



- Keep in mind: if it's not text, it's not read by the screen reader.

# Types of Images



- Artistic/Decorative



**Poor title/description:**  
Business Building/Smeal Bldg

**Preferred title/description:**  
Smeal College of Business-  
Arboretum View/The Smeal College  
of Business is located on the corner  
of Park Avenue and Shortlidge  
Road on the University Park  
Campus.

- Infographic



**Poor title/description:**  
Credit Cards/Credit Cards

**Preferred title/description:**  
Visa and MasterCard Accepted/  
Accepted payment includes Visa  
and MasterCard.

# Types of Images



- Portraits



**Poor title/description:**  
chw17.jpg/Dean Whiteman

**Preferred title/description:**  
Charles Whiteman-Smeal College of Business Dean/Charles Whiteman is the Dean for the Smeal College of Business.

- Groups



**Poor title/description:**  
nlf6\_2012.jpg/NLF mgrs 2012

**Preferred title/description:**  
Nittany Lion Fund Managers 2012 at Lion Shrine/The 2012 Nittany Lion Fund Managers pose at the Lion Shrine.

# Headings & Subheadings



# Headings & Subheadings



- Using proper formatting has more value than what you can see.
  - It provides screen readers information on structural hierarchy.
  - It provides a heading-based table of contents list.



# Headings & Subheadings

Adding them correctly is one of the most important tools for a screen reader user!

- Heading
  - Subheading
    - ✦ Paragraph 1
    - ✦ Paragraph 2
  - Subheading
    - ✦ Paragraph
- Heading
  - ✦ Paragraph
  - Subheading
    - ✦ Paragraph
- Heading
  - ✦ Paragraph



# Links



# Links



- Understand the destination.
  - Where should the link lead?
- It's all about the context.
  - Ensure that the text directly in front of the link describes where the link is going.
    - ✦ Example1: For more information, contact Beth Phillips at [bap14@psu.edu](mailto:bap14@psu.edu)
    - ✦ Example2:

## **2012-2013 Tuition**

**Pennsylvania Residents:** \$21,676

**Out-of-State Residents:** \$34,886

For more information: [Tuition and Financial Support](#)

# Links - Examples



## Unclear Link Examples

- Click here to view the PDF
- Email Beth Phillips (bap14@psu.edu)

## Usable Link Examples

- Instructions for logging into the Smeal CMS are available online.
- Email Beth Phillips

# PDF Titles & File Names



# How to Update Current PDF Titles



- In the past, the only requirement for uploading a PDF was to browse and choose a file. The CMS would auto-populate the Title field based on the file name.
  - The file name was supposed to be all lower-case, no punctuation, with dashes for spaces, and include the .pdf extension.

**Add File**

Lets you upload a file to the site.

**Default** ■ Categorization Da

**Title**

**Description**  
Used in item listings and search results.

**File** ■  
/Users/bap14/Desktop/motorola-atrrix- Browse...

Save Cancel

# How to Update Current PDF Titles



- Now, WCAG 2 requires a title be added.
- Add the Title using standard book capitalization, and add PDF to the end.
  - Title: Smeal College Faculty and Staff Directory PDF
  - Don't forget! Be descriptive.

# How to Add New PDFs



- Make sure the file you're uploading is named using the correct standard.
  - All lower-case, no punctuation, with dashes for spaces, and a .pdf extension.
- Add the Title using standard book capitalization, and add PDF to the end.
  - File name: faculty-staff-directory.pdf
  - Title: Smeal College Faculty and Staff Directory PDF
  - Don't forget! Be descriptive.



## A Note on PDFs

Remember, the only file type that should be uploaded to Smeal websites is PDF.

Be sure to convert all other file types to PDF before uploading.

### Add File

Lets you upload a file to the site.

Default ■

Categorization

Dates

Ownership

Settings

Title

**Smeal College Faculty and Staff Directory PDF**

Description

Used in item listings and search results.

File ■

/Users/bap14/Desktop/faculty-staff-dir

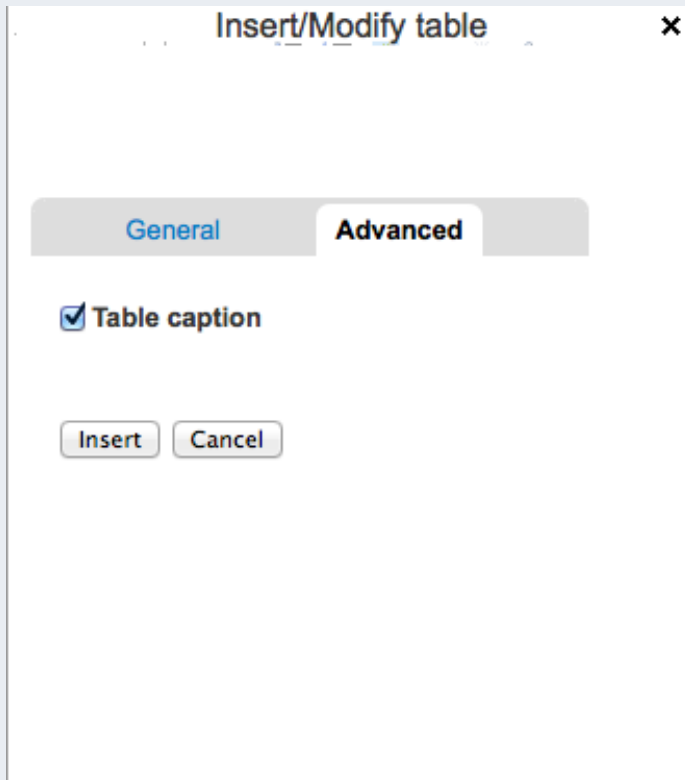


# Tables



# Tables – Captions & Merging Cells

- When you create a table, add a caption (title).



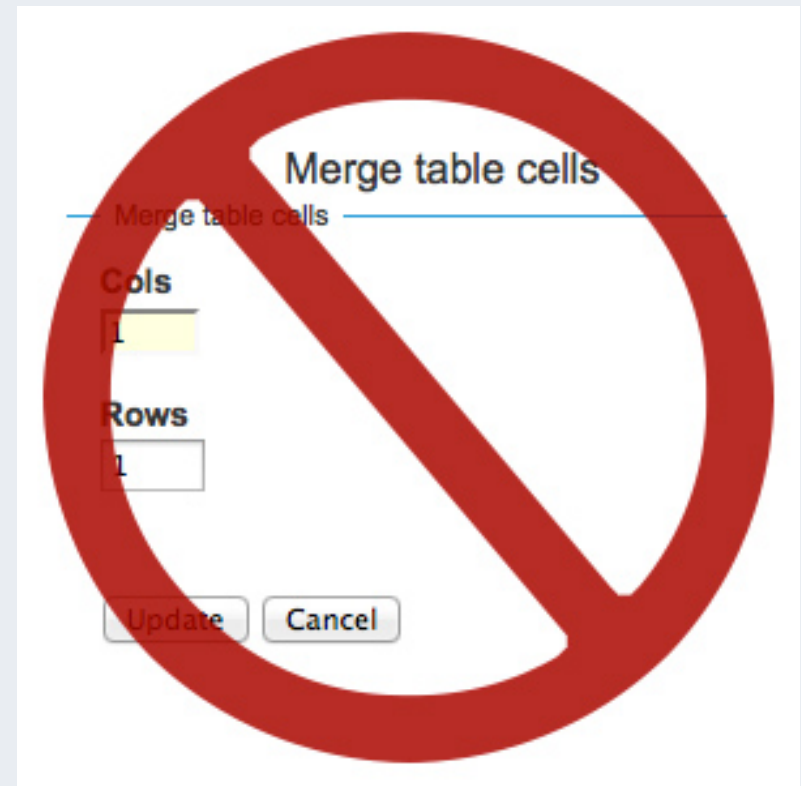
Insert/Modify table

General Advanced

Table caption

Insert Cancel

- Don't merge cells.



Merge table cells

Merge table cells

Cols  
1

Rows  
1

Update Cancel

# Tables - Scope



- Add a scope for each column heading.
  - Scope clarifies that a cell contains a header.
  - Screen readers will recognize the scope and inform a user of the heading.
  - Do NOT use the other options under Table Cell Properties.

The image shows a 'Table cell properties' dialog box with two tabs: 'General' and 'Advanced'. The 'General' tab is active. It contains the following fields:

- Width**: An empty text input field.
- Height**: An empty text input field.
- Vertical alignment**: A dropdown menu with the text '-- Not set --' and a small arrow icon.
- Scope**: A dropdown menu with the text 'Column' and a small arrow icon.

At the bottom of the dialog box, there are two buttons: 'Update' and 'Cancel'.

# Tables



**Beth's Favorite Things for Each Season**

Spring	Summer	Fall	Winter
Bright green grass	Hammock in the shade	Changing leaves	Hot chocolate

- Many screen readers will read this correctly-formatted table:
  - Beth's Favorite Things for Each Season
  - Spring; Bright green grass
  - Summer; Hammock in the shade
  - Fall; Changing leaves
  - Winter; Hot chocolate

# Next Steps



- Take time to get familiar with your content
- Plan a strategy
- Ask co-editors for help

You may find that there is content that needs special attention. If you are unsure how to proceed, please contact the web team .

# Questions?



- Contact the Web team
  - E-mail: [webdev@smeal.psu.edu](mailto:webdev@smeal.psu.edu)
  - Phone: 814-865-0366
  
- Presentation will be available at:
  - [riit.smeal.psu.edu/web/accessibility-training-pdf](http://riit.smeal.psu.edu/web/accessibility-training-pdf)