Writing for accessibility
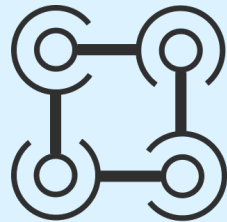
Simon Jones, Studio 24

STUDIO 24

We work with

Why accessibility matters

Accessibility is giving equal access to your content or service

How many people are affected by a disability?

- 14 million people in UK

- 135 million people in EU

- 1 billion people worldwide

https://www.scope.org.uk/media/disability-facts-figures/

	Permanent	Temporary	Situational
Touch	One arm	Arm injury	New parent
See	Blind	Cataract	Distracted driver
Hear	Deaf	Ear infection	Bartender
Speak	Non-verbal	Laryngitis	Heavy accent

https://www.microsoft.com/design/inclusive/

And...

- Legal (Public Sector Accessibility Regulations 2018)

- SEO

- It's a social good

How much of a problem is it?

- WebAIM Million

- Accessibility review of top 1 million websites

- 96.8% of home pages had accessibility failures

- https://webaim.org/blog/webaim-million-2022/

How to approach accessibility

Accessibility standards can feel overwhelming

It's not about getting a perfect score

Small changes can make a big difference to a lot of people
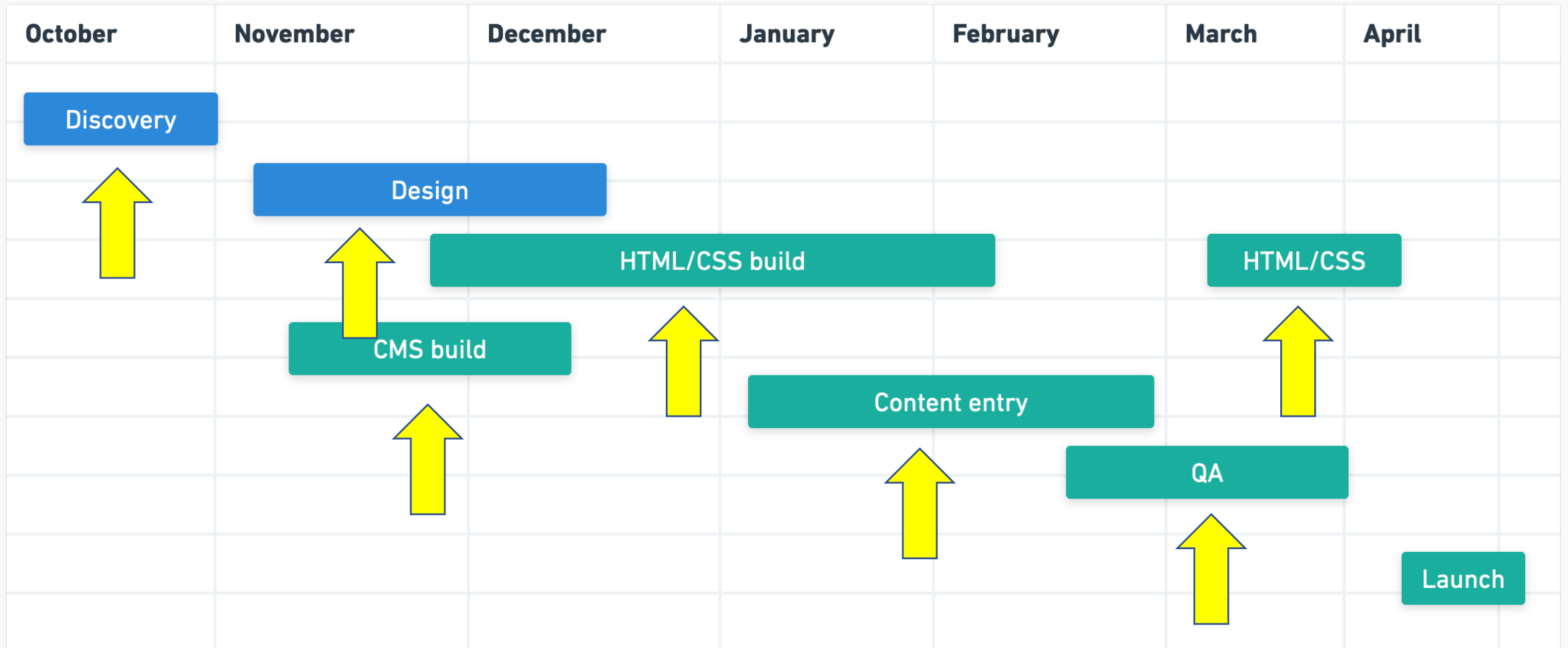
Shifting accessibility left

Think about accessibility earlier

- Team effort

  - https://accessibility-manual.dwp.gov.uk/guidance-for-your-job-role

- Consider accessibility early

- It doesn't stop at launch

Tips on writing for accessibility

Write clearly

- Use plain English

- Be clear and concise

- Use an active voice

- 25 words per sentence

- Don't use all caps

- https://hemingwayapp.com/

Structure your content

- Break content into readable sections

- H1 > H2 > H3 > H4

- Screen readers use headings to navigate content

- Use lists to give an overview of your content

Link text

- Use meaningful link text

- Not "click here"

- Screen readers use links to navigate content

Please read through the latest information about how we are dealing with COVID-19 – [click here](#).

Please read through the latest information about [how we are dealing with COVID-19](#).

Alternative text for images

- Alt text represents what an image means

- Alt text is important for images that convey information

- Context of your page content matters

- https://www.w3.org/WAI/tutorials/images/decision-tree/

Informative images

- Be accurate

- Keep it short and succinct

- Don't include redundant information

Women's History Month illustrated book

Suitability: Age 5 to 7, Age 7 to 11, Home educators, Schools and colleges

book/pack   welsh language

> View downloads

alt="Illustrated drawing of Laura Coryton holding a sign that says 'stop taxing periods.'"

This resource contains stories of influential women who have impacted UK laws and equal rights. Launched to mark Women's History Month, this resource can be used throughout the academic year to embed the stories across the curriculum.

Decorative images

- Does the image add information to the page?

- Is the image just to make the page look pretty?

- Does the image repeat the same information as nearby text?

We produce bespoke research for MPs and MPs' staff

MPs and those who work for them can request information and research from our team of subject specialists. Click the button below to find out more.

Find out more on the parliamentary intranet

alt=""

Text contrast

Some text that is really hard to read over a background image doesn't help anyone.

Some text that is really hard to read over a background image doesn't help anyone.

Low contrast text

- Not enough contrast

- At least 4.5:1 for regular text

- Ideal contrast range is 7:1 to 15:1

Some text

Some text

Some text

Testing for text contrast

- Accessible colours https://accessible-colors.com/

- Link Contrast Checker
  https://webaim.org/resources/linkcontrastchecker/

- Text on background image a11y check
  https://www.brandwood.com/a11y/

Resources

- Writing for web accessibility, W3C
  https://www.w3.org/WAI/tips/writing/

- Readability Guidelines, Content Design London
  https://readabilityguidelines.co.uk/

- Writing and designing for accessibility, Jon Gibbins
  https://www.youtube.com/playlist?list=PL5K0gV_0ebpFledZ5f4dZqULYPTm9KOjx

Thanks!

www.studio24.net/blog/he-connect-2022

@simonrjones

linkedin.com/in/simonrjones

STUDIO
24