

10 Tips on How to Make Your Content More Accessible

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Learning Outcomes

- Review guidelines and recommendations for creating accessible content



The Law - 2025

Accessibility for Ontarians with Disabilities (AODA)

➤ Information and Communication





Accessibility Guidelines

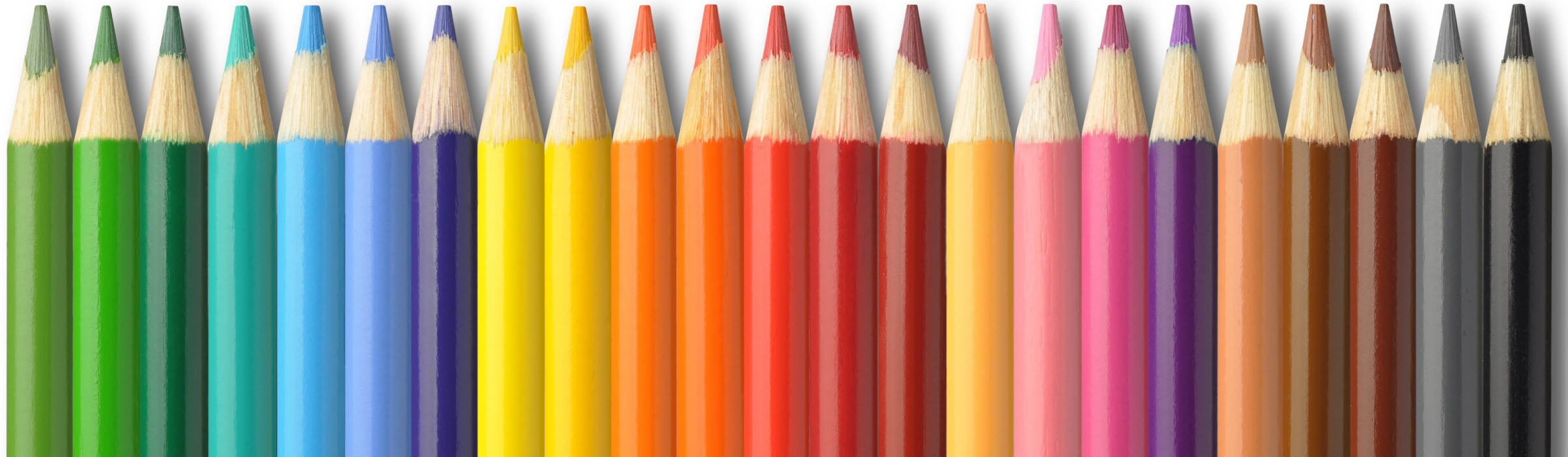
- [World Wide Web Consortium \(W3C\) Accessibility Standards](#)
 - International Web standards
 - Web Content Accessibility Guidelines (WCAG)
 - Required to meet **WCAG 2.0 Level AA**
- Canadian National Institute for the Blind Foundation (CNIB)
 - [Clear Print Accessibility Guidelines](#)





Use of Colour

Tip #1 – Do not use colour to differentiate text.

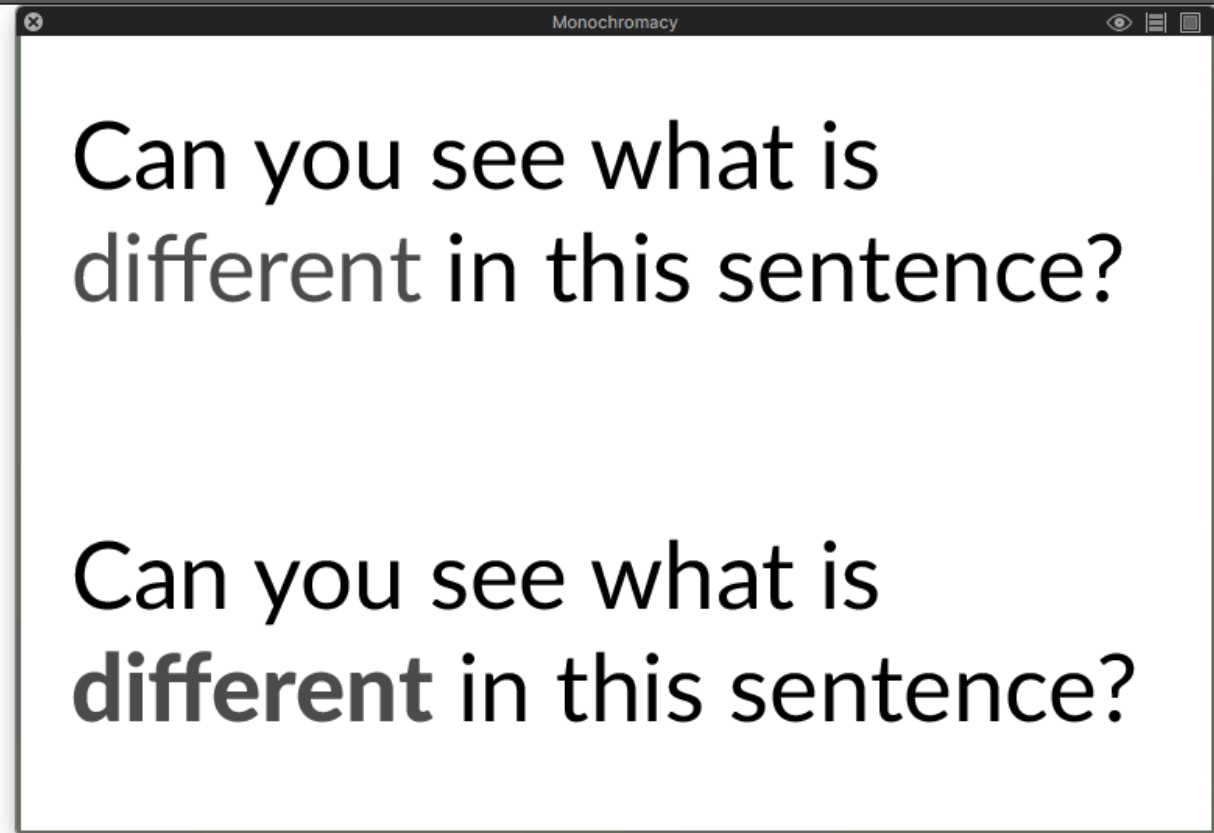




Colour Used to Differentiate

Can you see what is
different in this sentence?

Can you see what is
different in this sentence?





Emphasis

Tip #2 – Do use bold to emphasize text.

Tip #3 – Do not use *italics* or underline for emphasis.

Colour Contrast

- **Tip #4** – Use high contrast colours for text.

Which colour is
easier to read?

Which colour is
easier to read?



TEXT – CONTRAST RATIO

- Colour contrast ratio: 4.5:1 for normal text and 3:1 for large text
- Tools - [Colour Contrast Checker](#) , [Colour Code Converter](#)

2.66:1

This is NOT Accessible

This IS Accessible

7.90:1

2.66:1

This is NOT Accessible

This IS Accessible

4.52:1

4.41:1

This is NOT Accessible

This IS Accessible

4.70:1

2.79:1

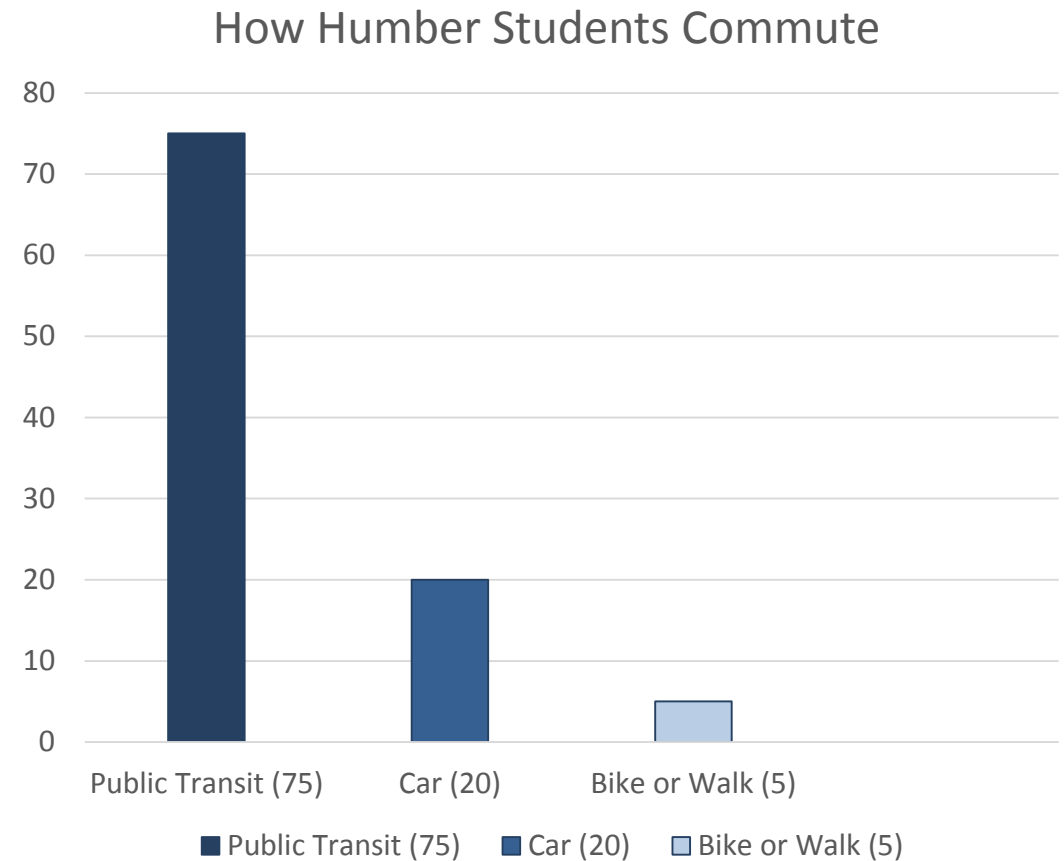
This is NOT Accessible

This IS Accessible

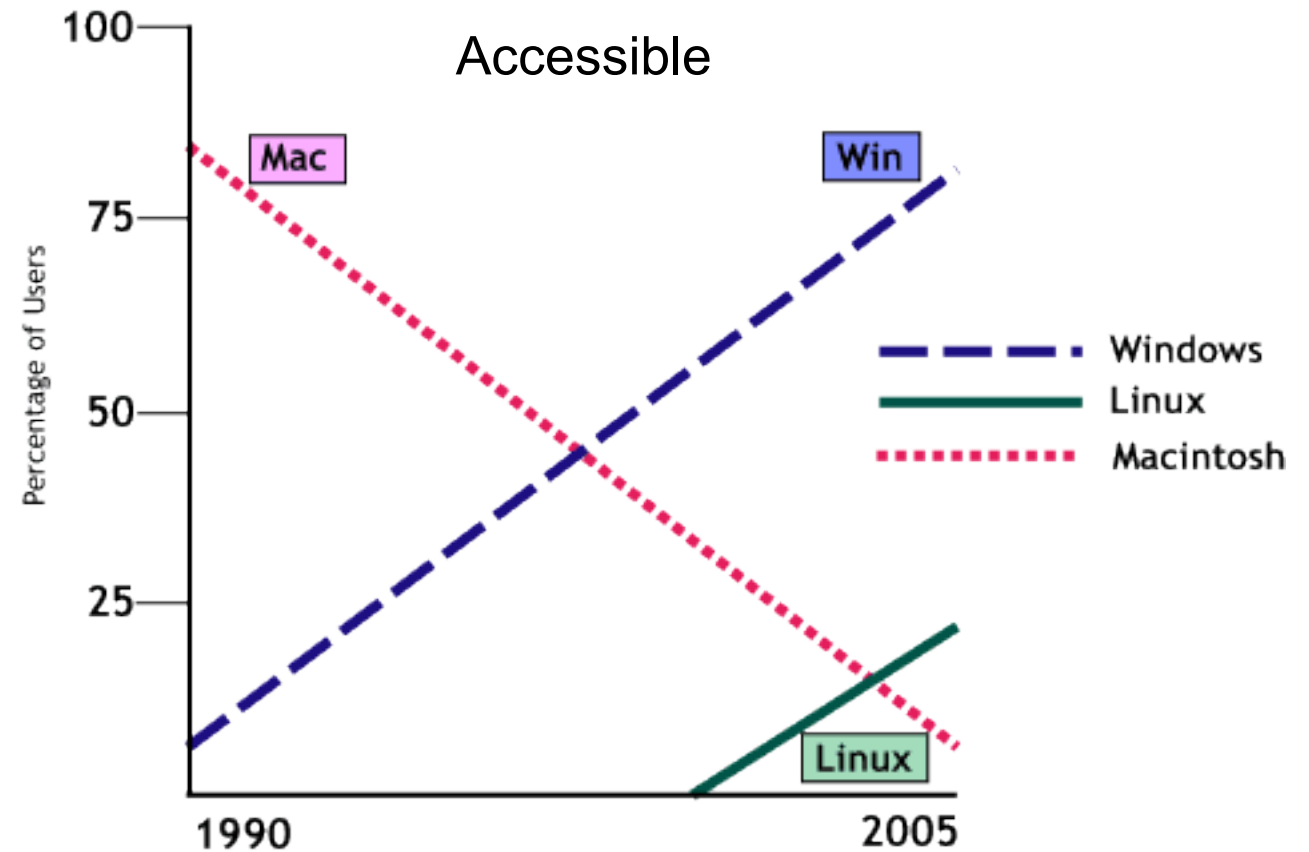
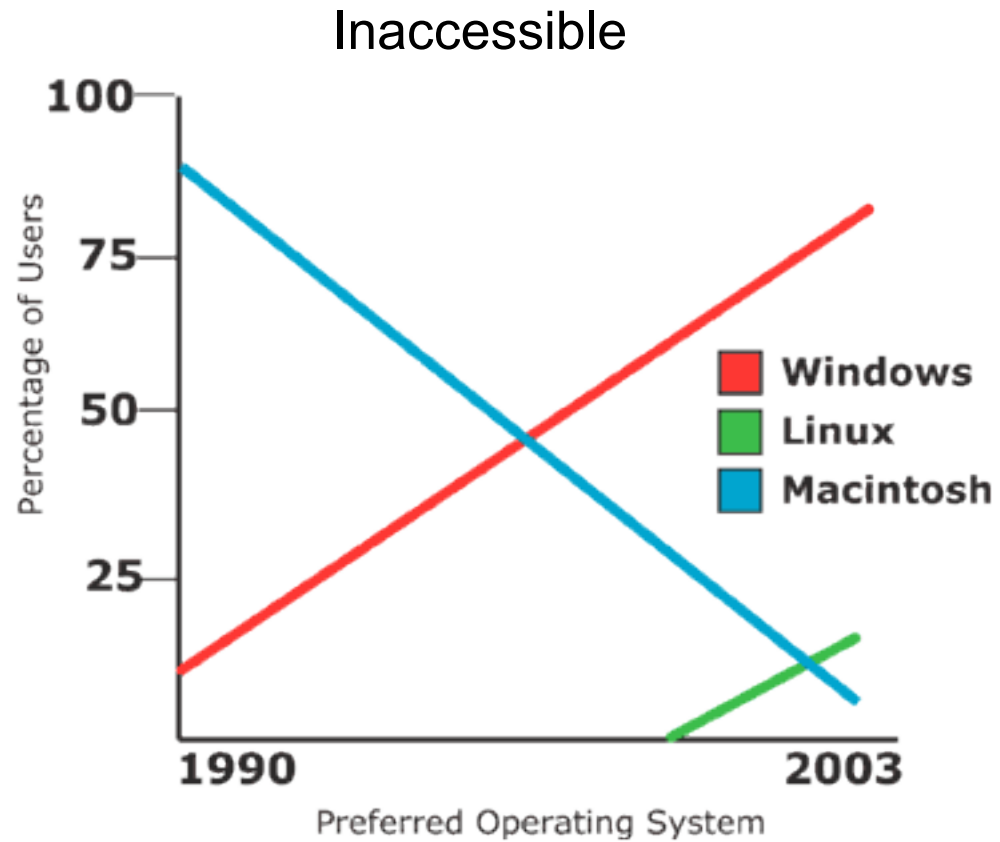
4.66:1

Colour – Graphs and Charts

- **Tip #5 – Do not** use colour as the only way of conveying information or meaning for graphs and charts.
- Supplement with...
 - Texture
 - Line style
 - Text
 - Different shades of same colour



GRAPHS AND CHARTS 2



Retrieved from <http://accessibility.psu.edu/images/charts/>



Type of Font

Tip # 6 - Use San Serif fonts.

Inaccessible?

SERIF

Times Roman
American Typewriter

SAN SERIF

Arial

Helvetica

Lato

Verdana

Inaccessible

DECORATIVE

Amarillo
Apple Chancery

Accessible

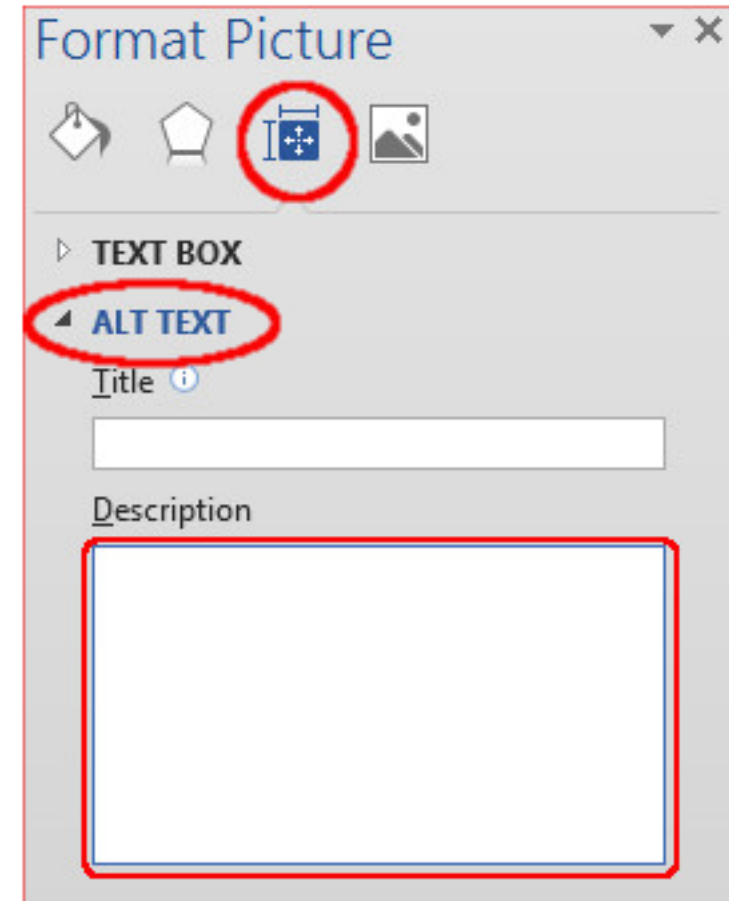


Images

Tip #7 – Non-text content requires a text alternative.

Images 2

- Alternative text – description of images, tables and diagrams
- Right click on image and click format picture
- Alt text description should include details of the image, important content and function of the image
- Add text description under the image if requires long description (i.e. for graphs and infographics)



What Would You Write?



Africa Studios / shutterstock.com



NatalyaBond / shutterstock.com



Hyperlinks in Documents

Tip # 8 - Meaningful text on hyperlinks; avoid generic text like “Click here”.

Inaccessible

Please visit <https://www.collegeofdietitians.org/home.aspx> for more information.

Click [here](#) for more information about The College of Dietitians.

Accessible

Please visit [The College of Dietitians website](#) for more information.



Word Document Formatting

Tip #9 – Use Heading and Paragraph Styles in Word Documents.



Accessibility Checker

Tip #10 - Use Accessibility Checkers in Word and PowerPoint.

- [Using the Accessibility Checker](#) (PowerPoint)
- [Check Document Accessibility](#) (Word)



Questions?



Summary of Tips

1. Do not use colour to differentiate text.
2. Do use bold to emphasize text.
3. Do not use italics or underline for emphasis.
4. Use high contrast colours for text.
5. Do not use colour as the only way of conveying information or meaning for graphs and charts.
6. Use San Serif fonts.
7. Non-text content requires a text alternative.
8. Meaningful text on hyperlinks; avoid generic text like “click here”.
9. Use Heading and Paragraph Styles in Word Documents.
10. Use Accessibility Checkers in Word and PowerPoint.

RESOURCES

- [Humber College: Making Accessible Media](#) - Creating Word, PowerPoint and PDF documents
- [Closed Captioning Your Videos](#)
- [Podcast Transcription: Scribe](#)
- [Webaim Colour Checker](#)
- [Chrome Plugin ColourPick Eyedropper](#)
- [Sim Daltonism](#) - Colour Blindness Simulator (Mac only - app)
- [Color Blindness Simulator](#) (website)
- [Colour Code Converter](#) – convert RGB to HEX
- [Web Content Accessibility Guidelines \(WCAG\)](#)
- [WebAIM's WCAG 2 Checklist](#)

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THANK YOU.



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