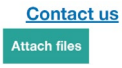
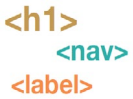
Accessibility checklist

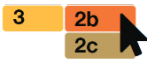
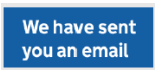
By Gil Dekel. See online version.

	✓ Do:		X Do not:	
Writing Style	☐ write in plain, concise, approachable language ☐ explain abbreviations and acronyms ☐ use active tone; call to action		☐ use figures of speech ☐ long dense paragraphs ☐ double negatives	
Buttons/ links	☐ add descriptions of buttons and links		☐ write uninformative links	
Typography	☐ readable font size ☐ allow users to change size		☐ use underline, italics or capitals across a few words	
Headings	☐ meaningful headings		☐ use headings that are not relevant to content ☐ increase font size so it looks like a heading	
Paragraphs	☐ align text to the left ☐ 60-70 characters each line		☐ justification (text forced full width of page)	
Layout	☐ linear, consistent across pages ☐ flows logically ☐ put buttons and notifications in context		☐ build complex, cluttered layouts, where content is spread all over a page ☐ separate actions from their context (for example, button placed too far from entry form)	

18 Oct 2021
PoeticMind.co.uk - Gil Dekel
CC BY-NC-SA 4.0

Graphic Design	☐ use graphics that are relevant to the content, and supports/clarifies content ☐ engaging, capturing attention ☐ use white space to help remove clutter, to create 'silence' and a rest to the eye ☐ subtract (reduce) graphics that are not necessary ("it is easier to remember one image than ten"…) ☐ balance (composition) between graphical elements, text and space of page ☐ alternative formats for interactive designs/actions ☐ keep related content grouped, i.e. close to each other		☐ create a wall of text with no graphics ☐ use graphics purely for decoration ☐ use excess, random, graphics that are irrelevant and that distract from the message	
Images	☐ clear, in focus ☐ add meanings to the message ☐ composed in relation to text ☐ copyright cleared ☐ alt-text		☐ blurred, pixelated, low quality ☐ decorative only ☐ do not add meanings ☐ not relating to text, rather simply pasted next to text ☐ only show information in an image	
Videos	☐ provide subtitles and transcripts ☐ scenes are lit, so viewers can see content clearly ☐ remove irrelevant words, gaps, or utterances such as		☐ only show information in a video	

18 Oct 2021
PoeticMind.co.uk - Gil Dekel
CC BY-NC-SA 4.0

	‘um…’, ‘hmm…’, ‘ahh…’, ‘err…’ ☐ clear sound; no back noise			
User interface	☐ allow use with keyboard		☐ force mouse use only	
Contrast	☐ use colour contrasts ☐ allow users to control and change colours		☐ use low contrasts ☐ use blinking or flashing content	
Colour	☐ use colour to create distinctions between elements ☐ consistent, coherent, colour palette ☐ apply familiarity though all designs and pages ☐ colours support hierarchy ☐ convey meaning with use of a combination of colours, shapes and text (for example, the image to the right uses: • a word - ‘start’ • colour - green • shape - rectangle); ☐ check colour contrast		☐ only use colour to convey meaning (a colour-blind person may not distinguish between the three colours in the image on the right, and thus may only see 3 circles) ☐ green with red/pink ☐ vibrant red text on vibrant blue background ☐ colours clashing with each other	
Orientation	☐ explain what will happen after completing a service		☐ leave users confused about next steps or timeframes	
Control	☐ Allow users to play, stop, pause and rewind moving content		☐ fix speed	

18 Oct 2021
PoeticMind.co.uk - Gil Dekel
CC BY-NC-SA 4.0

Learning styles	☐ cater to different styles: • Visual - learns by seeing • Auditory - learns by hearing • Kinaesthetic – learns by doing		☐ design and write to a single style	?
Discovery	☐ publish information on web pages		☐ bury information in downloads	

How to write effective alt-text

Imagine that someone is closing their eyes, and you read the alt-text to them. You want to provide an accurate version of the image.

- **Be accurate, specific, and succinct.** Describe the image's purpose.
- Does the image contribute **meaning to the current page or context**? The alternative text (alt-text) should convey the meaning of the image. Typically, this is not a literal description of the image.
- **Do not include the words "image of," "picture of,"** in your alt-text. Alt-text by definition is relating to images, so there is no need to specify it.
- **If text is part of the image, describe it in alt-text.** Transcribe it as part of the alt-text description, unless it repeats in the main body text.

Further resource on this topic:

- Composition – video tutorial

References:

Articulate Global, In. (2015) **6 Best Practices for Designing Accessible E-Learning.** [PDF book]

Dekel, G. (n.d.) **Design Course.** Accessed 23 Sep 2021, from: https://www.poeticmind.co.uk/research/design-course/

Gov.uk (2018) **Understanding WCAG 2.1.** Accessed 17 Sep 2021, from: https://www.gov.uk/service-manual/helping-people-to-use-your-service/understanding-wcag

UK Home Office (n.d.) **A set of posters on how to design for accessibility.** [PDF posters] Accessed 23 Sep 2021, from: https://ukhomeoffice.github.io/accessibility-posters/posters/accessibility-posters.pdf

WebAIM. (n.d.) **Alternative Text.** Accessed 30 April 2021, from: https://webaim.org/techniques/alttext/#context

CC BY-NC-SA 4.0