5 Accessibility Principles
FOR CONTENT AUTHORS

1. Structured Content
▸ Use headings.
▸ Use bulleted or numbered lists.
▸ Use tables only for tabular data.

2. Text Equivalents
▸ Use alt text. Describe what the image is meant to communicate.
▸ Do not use images as text.
▸ Use captions for video content and transcripts for audio content.

3. Color Contrast
▸ Ensure high contrast between foreground text and background color.
▸ Do not rely on color alone to relay information.

4. Contextual Hyperlinks
▸ Use specific but concise words or short phrases for hyperlinks.
▸ The linked text should describe where the hyperlink will go.
▸ Avoid vague phrases such as "Click here" or "Learn more."

5. Plain Language
▸ For general communications like emails, test instructions, or summary content on a website, use clear, concise and efficient language.
▸ Be literal and precise. Avoid jargon, homonyms, heteronyms, and idioms.

OSWEGO
STATE UNIVERSITY OF NEW YORK

www.oswego.edu/accessibility

Why Include Accessibility?

As a content creator, at least some of the content you create has an audience beyond yourself. It is your responsibility to ensure your shared and published content is accessible.

It's the right thing to do. Inclusivity helps everyone. This practice allows people who use a wide array of technologies in a wide variety of contexts to use materials without drawing unwanted attention to themselves or their situation.

It's the law. The World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines (WCAG) 2.0 AA are the international standard. In the United States Sections 504 (public sector) and 508 (government and higher education) of the US Rehabilitation Act of 1973 and the Americans with Disability Act of 1990 (public and private sectors) require the content we create to be accessible.

Applying Accessibility Standards

Where to begin. Focus on new content and content that needs to be updated or revised. Start small and take one step at a time.

View tutorials and instructions on how to create accessible documents on our website:
www.oswego.edu/accessibility/creating-accessible-content

Reach out with questions. Contact one of the co-chairs of the Workgroup on Accessibility Practices: www.oswego.edu/accessibility

Contact one of our Accessibility Fellows:
www.oswego.edu/accessibility/accessibility-fellow-program