

Accessibility Guide for Content Creators

When developing content within a course or as part of a website, consider the following accessibility guidelines.

Navigation and Structure

- Use built-in [heading and paragraph styles](#) to create page structure instead of changing font weight, size, or style.
- Keep paragraphs short and break up text with lists and other layout elements to avoid large blocks of text.
- Use [list formatting tools](#) to create ordered (numbered) and unordered (bulleted) lists.
- Use [tables for data](#), not for page or content layout.

Text Elements

- Select clear, easy-to-read fonts, preferably sans-serif. Only use fonts that are readily available.
- Make font and text size large enough to make content readable. Consider what the text will look like on different devices.
- Use UPPERCASE, **bold** and *italic* text sparingly.
- Left-align paragraph text. Do not justify text (i.e., align to both the left and right margins).
- [Keep language simple and direct](#). Avoid acronyms and jargon.

Color

- Check to ensure sufficient [color contrast](#) (use a color checker such as [WebAIM](#) or [CCA](#)). This applies to all content elements including text, logos and components of graphs and charts.
- [Do not use color as the only method to convey information](#). Graphics and/or text should be readable and distinguishable if viewed in grayscale only.

Images and Graphic Elements

- All [images](#) should have [appropriate, concise, alternative text](#). Include [longer descriptions](#) for more complex images. Do not use file names or rely on automatically generated descriptions for alt text.
- If an image conveys no useful information, [mark it as decorative](#).
- Provide [equivalent alternatives to complex images or any image containing text](#) (such as infographics) in context or on a separate (linked) page.

Hyperlinks and Link Text

- Use [meaningful link text](#) (e.g., "[learn more about meaningful links](#)" and not "to learn more about meaningful links, [click here](#)"). Users should be able to tell where a link goes from the link text itself.
- Any link presented as a URL should be short and uncomplicated (e.g., [www.fivecolleges.edu](#))
- All link text should be unique unless the links are leading the reader to the same location.

Videos and Other Media Content

- [Videos should be captioned](#) (auto-captions are not sufficient).
- Podcasts and other audio-only content should have an accessible transcript.
- Avoid using [content that flashes](#), blinks, or uses sparkling animation.