Squashing the Myths

Making Simple Accessibility Choices in Online Learning
Evaluate Sessions and Win!

- Download and open OLC Conferences mobile app
- Navigate to specific session to evaluate
- Select “Evaluate Session” on session details screen (located under session type and track)
- Complete session evaluation*

*Each session evaluation completed (limited to one per session) = one contest entry

**Five (5) $25 gift cards** will be awarded

Must submit evals using the OLC Conferences mobile app or website.
Accessibility vs. Accommodation

Accessibility
Providing an online course offering that can be consumed by any learner regardless of learning style or physical limitation.
Accessibility vs. Accommodation

Accommodation
Moving towards Accessibility

Origins of Universal Design and accessibility in architecture and products.
Why are we so slow to adapt?

Common Myths Surrounding Application of Accessible Content:

• It’s expensive
• It only benefits a small percentage of learners
• It requires a high level of technical expertise
Myth 1: It’s Expensive!
Myth 1: BUSTED

Incorporate accessibility and universal design into best practices

MAKE IT THE NORM
Myth 2: It only Benefits a Small Percentage of Learners
Myth 2: Busted

• How many of you turn Closed Captions on Netflix because your environment is too loud or everyone else is sleeping?

• How many of you have zoomed a webpage past 100% because you forgot your reading glasses?
Myth 2: Busted

• How many of you have read a text transcript instead of watching a video because you forgot your headphones?

• How many of you talked to your phone today because it was easier than typing?
Myth 3: It Requires a High Level of Technical Expertise
Myth 3: BUSTED

Thoughtful considerations along the way with the help of built-in tools make creating accessible content easier than ever!

We’ll provide examples at the end of today’s session.
Accessibility/Usability Tips

- Text
- Images
- Colors
- Resources
Text Appearance Considerations:

- Use a sans Serif font rather than a Serif
- Limit the number of fonts used
- Keep font a minimum size of 12
- Use built-in heading levels
Text Appearance Considerations:

• Limit use of bold and all caps
• Avoid underlining fonts unless they are hyperlinks
• Avoid formatting text in color as an only means of representation
Avoid abbreviations and certain punctuation

Typical assignment instructions:
For your wk. 2 assign. read pp 36-54 in chap. 2 of your textbook. Upload to the ass. Dropbox by Jan. 9

Screen reader takeaways:
“For your w.k. two assign.”
“Read pee pee thirty six dash fifty four”
“Jan 9”
What are descriptive hyperlinks?

Descriptive hyperlinks are weblinks disguised as descriptive text where clicking on the link will take the user.
Hyperlink Considerations

Avoid non-informative link phrases such as:

- click here
- here
- more
- read more
- link to [some link destination]
- info
Hyperlink Considerations

Instead, you can use descriptive hyperlink text

• Read this interesting biography about Dr. Seuss, American author and illustrator.

This way the screen reader reads this and knows it is a link, rather than the screen reader reading this: https://www.britannica.com/biography/Dr-Seuss.
Image Considerations
ALT Text

ALT text refers to invisible description of images, which are read aloud to blind users on a screen reader.

Adding ALT text allows authors to include images, but still provide the content in an alternative text-based format.
Adding ALT Text

![Accessibility Checker](image)

**Provide Alternative Text**

Alternative Text

Provide alternative text for the image. This text should convey the same information as the image. If this image does not convey any information, select "this image is decorative".

Alternative Text: |

This image is decorative

OK
# U.S. Candy Sales

<table>
<thead>
<tr>
<th></th>
<th>Dollar Sales</th>
<th>Dollars % Change vs. Previous 52 Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Candy Sales</strong></td>
<td>$21,509,317,710</td>
<td>2.6%</td>
</tr>
<tr>
<td><strong>Everyday</strong></td>
<td>$17,975,834,457</td>
<td>2.9%</td>
</tr>
<tr>
<td><strong>Seasonal</strong></td>
<td>$3,533,483,253</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

Source: Nielsen AOD, 52 weeks ending April 30, 2016
QUASHING THE MYTHS: MAKING SIMPLE ACCESSIBILITY CHOICES IN ONLINE LEARNING

Tips and Tricks

- Use the accessibility checker in Microsoft Office 365 products and Adobe products
- Use proper headings and labels

Web Resources

Color
Check the color and contrast of images to ensure that they meet accessibility standards.
Color - Pass
Easy to Use Resources..
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