All CFAES Websites are required to be compliant with the Americans with Disabilities Act and the OSU Web Accessibility Policy. This guide is meant to help content editors in the CFAES Web Environment follow the accessibility standards set by the university.

There are several disability types that we need to take into consideration to provide all of our users with equivalent experiences. These types are:

- **Visual**: Users will utilize screen readers, enlarged fonts, magnify the screen, or use high-contrast modes.
- **Auditory**: Users require transcripts of audio content, captioned video, or other auditory cuing.
- **Motor**: Users will utilize the keyboard for navigating or use speech recognition software as input.
- **Cognitive**: Users rely on clarity of presentation, logical structure, and spatial organization.
- **Seizure**: Users require digital experiences that flicker less than 2–55 cycles per second.

With some careful thought and planning, we can make sure the content we create is equivalent for all of our users. The following tips were created from The Ohio State University Minimum Web Accessibility Standards (MWAS) (https://www.osu.edu/resources/web/accessibility/#mwas) and they are based off Section 508 §1194.22 of the Federal Rehabilitation Act.

1. **Page Structure**: Make sure the content you are adding is structured logically. There are five headings (Heading 2 to Heading 6) and their number reflects their rank. When structuring your content do not skip ranks. Screen readers can use headings to navigate and jumping around in heading rank can cause confusion (i.e. do not have a Heading 2 section with a Heading 4 subsection, use Heading 3).

2. **Images**: If you are placing graphics or link here are the things you must do:
   - General images: Images must have alternative text that provides a text equivalent for the image. (i.e. You alternative text for a particular image might be *A CFAES professor lecturing to students about molecular ecology*) The exception to this rule is if your image is strictly decoration or non-informational then you must leave your alternative text blank.
   - Image as a link: If you are using an image as a link you must use the alternative text to indicate the link target (i.e. Your alternative text might be something like *Link to the College of Food, Agricultural, and Environmental Sciences website*).
   - Infographics: Infographics must have text equivalents. You can use the alternative text field to do this. In the case where the description is long, make sure you provide a link to an in-page or external description.

   For more information about describing images, please visit https://carmenwiki.osu.edu/display/10292/Describing+Graphics.

3. **Videos**: If you are adding video make sure there are synchronized full text captions.

   For more information about the various types of captioning, please see https://www.osu.edu/resources/web/accessibility/#mwas.

4. **Semantics**: If you have a list of items where order is of no concern use a bulleted list. If you have a list of items where order is a concern use a numbered list.
5. **Tables**: Use tables for data and make sure your columns/rows have corresponding headings.

6. **Links**: Make sure your link text is understandable out of context on the page. Links that are URLs are ok. Do not use title field unless you must provide additional information about the link.

7. **Color**: If you have an opportunity to use color in your content, make sure the contract ratio is at least WCAG AA compliant. You can test for color contrast at https://webaim.org/resources/contrastchecker/. If you are using color to convey a point, make sure you are also providing an equivalent way to represent that point without color.

Resources

- The Ohio State University Web Accessibility Standards
  https://www.osu.edu/resources/web/accessibility/

- ADA Coordinator’s Office
  https://ada.osu.edu/

- Tips on writing accessible content
  https://www.w3.org/WAI/gettingstarted/tips/writing.html

- Tips on describing graphics
  https://carmenwiki.osu.edu/display/10292/Describing+Graphics

- Color contrast checker
  https://webaim.org/resources/contrastchecker/

- JAWS
  http://www.freedomscientific.com/Products/Blindness/JAWS

- NVDA
  https://www.nvaccess.org/

- VoiceOver

- Easy Checks – A First Review of Web Accessibility
  https://www.w3.org/WAI/eval/preliminary

- Web Accessibility Evaluation Tools List
  https://www.w3.org/WAI/ER/tools/