

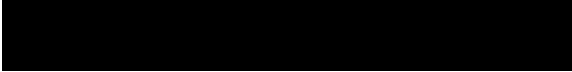
## Web Accessibility Content Creator

Following these guidelines will help you ensure your websites are more accessible for all users. Use the links below to jump to a section.

- o [Content should be clear, well-structured, and easy to read](#)
- o [Use Lists to Organize Content](#)
- o [Write Clear Hyperlink Text](#)
- o [Provide Meaningful Yet Clear and Concise Alternative Text](#)
- o [Digital Media Must Be Accessible to Guest Users with Assistive Technology](#)
- o [Ensure Tables Have Defined Headers](#)
- o [Do Not Rely on Color Alone to Convey Meaning](#)
- o [Ensure Proper Color Contrast](#)
- o [Must Be Descriptive Document Titles and File Names](#)

Questions?

Contact IT Help Desk: <https://inside.nku.edu/it/help.html> or (950) 572-6911.



structured and easy to read.

Clear and

## General Guidelines

Organize like points together, use sections to delineate subjects

Use bullet points to list items

Use illustrations/multimedia to supplement text

Double check spelling; proper use of language/grammar

Use bold text for emphasis

Use Sans Serif fonts

## Text on Images

# Ensure Logical Order in Document Structure

Use headings to separate sections of text. Headings should always be used in a top-down fashion.

2, 3, 4, and 5

the header. AEM provides headings...

Below is an example of how to utilize headings in your documents.

## **Majors**

four-year majors in the following subjects:

Marketing

Management

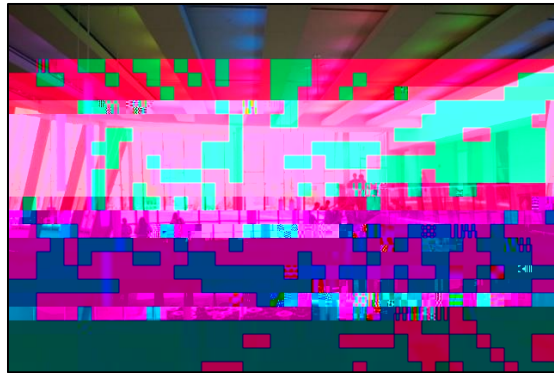


# Provide Meaningful Yet Clear and Concise Alternative Text

All images should have alternate text that clearly describes the image.

A screen reader will read the alt text associated with the image. Additionally, if an image does not load on a page, the alt text will be displayed to the user.

Effective alt text clearly and concisely describes an image, ideally in one sentence. When writing alt text, ask yourself, "If I couldn't see this image, how would I want it described?"



## Accessible Examples

NKU Students in the Griffin Hall lobby.  
 The Griffin Hall lobby in the afternoon.

## Non Accessible Examples

Image of NKU  
 Griffin Hall

Questions?

Contact IT Help Desk at [it@nkun.edu](mailto:it@nkun.edu) or (859) 572-6911.

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Questions?

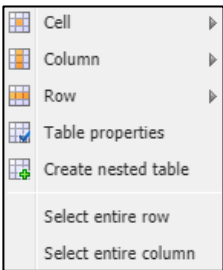
CONTACT THE DIRECTOR [director@nki.org](mailto:director@nki.org) or (859) 572-6911.

# Ensure Tables Have Defined Headers

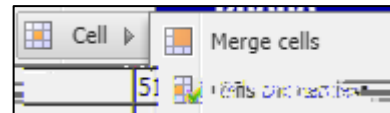
Screen readers identify and read table information based on cell type. For a screen reader to properly read a table correctly, the table must have a header row and header column. Headers should be marked with **bold text**.

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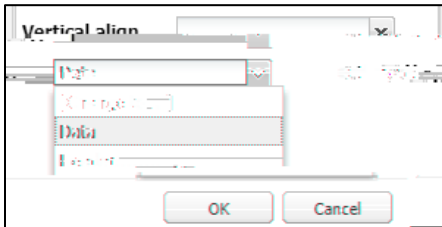
To mark cells as "header" in AEM:



Right-click in a cell in the header row of the table, then click **Select entire row**.

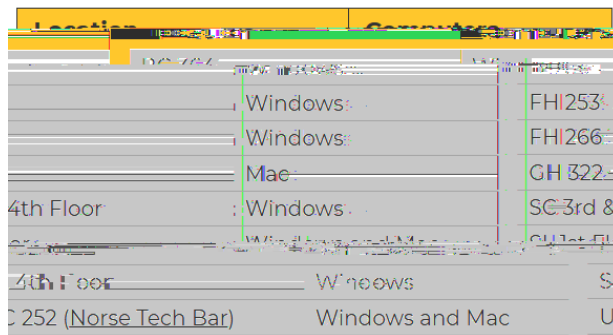
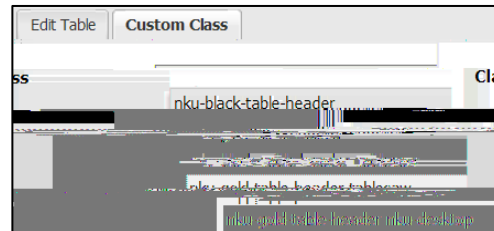


Right-click in the cell again, and select **Table properties**.



In **Cell Type**, select **Header**. Then click **OK**.

In the **Custom Class** tab, give your table a black or gold header by selecting one of the options shown. Here, "nku-gold-table-header" is selected.



This table is screen reader friendly with a header row and header column.

Questions?

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# Do Not Rely on Color Alone to Convey Meaning

Not all users can easily differentiate colors. Do not rely on color alone to convey meaning.

If certain devices support a particular piece of software, the following example shows tables with information on whether software. The table on the left shows content differentiated by color accessibility; or if the page is printed with a black and white printer. Users are unable to differentiate the colors in the table on the right.

Not Accessible

Accessible

The table on the left is accessible but it is not readable for users who are visually impaired. The table on the right is not accessible.

Questions?

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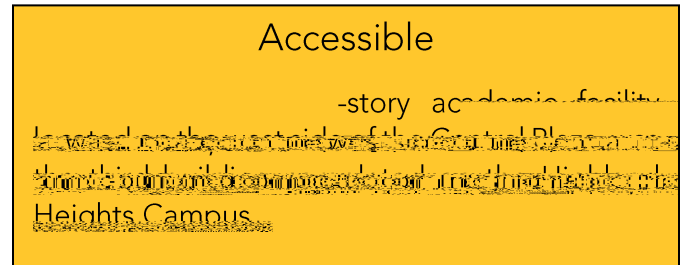
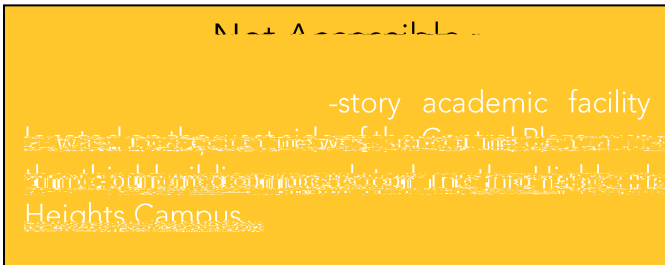


## Ensure Proper Color Contrast

All page ~~text~~ must have high contrast against the background.

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Low contrast text is difficult to read. Most commonly, this will appear as light text on a light background. To be accessible, text must have a contrast ratio of at least 4.5:1 against the background.



You can check your color contrast with an online tool from WebAIM.

[WebAIM Contrast Checker](#)

## Document Titles and File Names Must Be Descriptive

Documents and images must have clearly labeled names.

When an image or document is uploaded, the user will be associated with the file name. A descriptive name for the content of the document or image.

An image named "img\_2352.jpg" is not descriptive.

Renaming the image to "Information Technology Logo.jpg" or "NKUI IT Logo.jpg" allows the user to better understand the content of the image.

Questions?

Contact IT Help Desk at [it@nkui.edu](mailto:it@nkui.edu) or (859) 572-6911.