

Content Accessibility

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What Content Should be Accessible?

Any content given to your clients:

- Fliers
- Handouts
- Reports
- Articles

“Content” is anything you would consider valuable information that needs to be distributed. Typically, people distribute content in printed sheets, which are not accessible to all users.

Questions About Accessibility

There are several key questions to ask that will help you determine if a document is accessible:

- Is the file text, or an image of text?
- Does the file have increased navigation?
- Is there alternative text for figures?

Elements of Accessibility

Scan vs. text:

- Scanning in a file does not make it accessible, it just makes it electronic.
- If you are able to highlight individual words, then your file is made of text.
- If clicking a portion of the page highlights the entire page, you have an image.

Optical Character Recognition

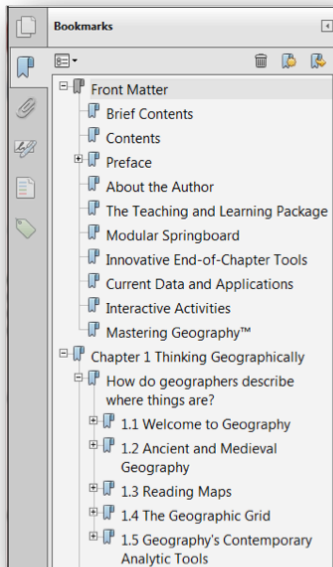
If you have a scan of a file it will need to be converted to text. AMAC uses an OCR engine to complete this process.

- Analyzes page content
- Recognizes text and figures
- Can create PDF and DOC files

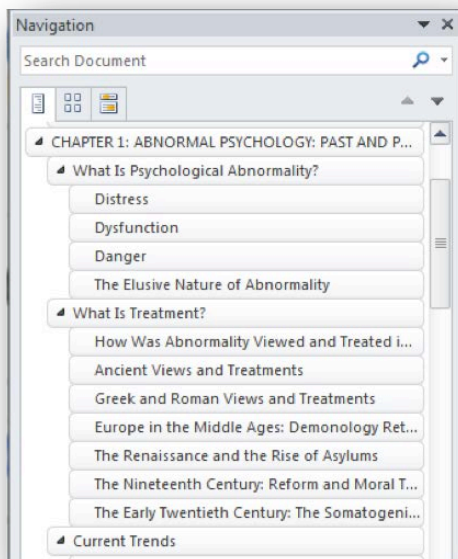
Examples: Scan vs. Text

Examples: Increased File Navigation

PDF Bookmarks

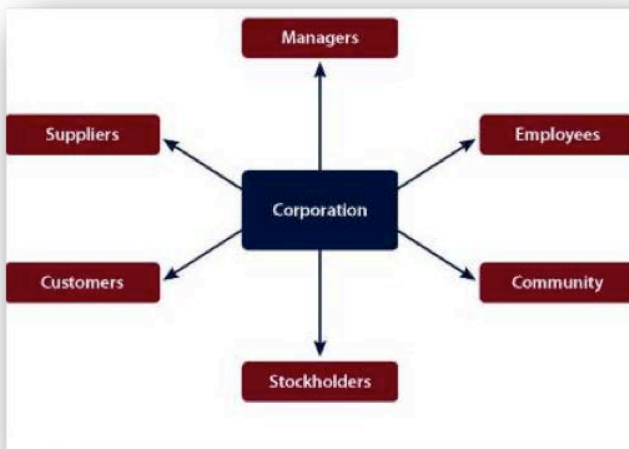


DOC Headings



Examples: Alternative Text

Alternative text allows users who are blind to gain the same educational experience as sighted users.



Alternate Text:

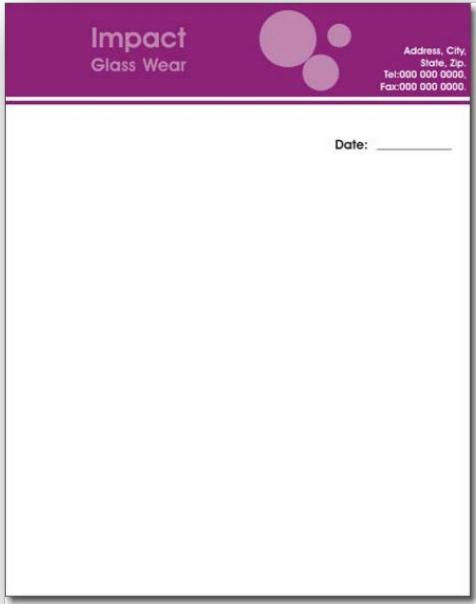
A concept map with one labeled box in the center with arrows leading to six labeled boxes. The center box is labeled Corporation. Arrows lead to Manager, Employees, Community, Stockholders, Customers, and Suppliers.

Common Accessibility Barriers

Graphic email signatures



Graphic Headers and Footers



Examples of Accessible Files