

## 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 Screen Reader Software](#)
- 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 the IT Help Desk at <https://inside.nku.edu/it/help.html> or (950) 572-6911.



structured and easy to read.

Clear and

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## General Guidelines

Organize like points together, use sections to delineate subjects

Limit use of color

Utilize white space to improve readability (proper paragraph breaks)

Use illustrations/multimedia to supplement text

Double check spelling; proper use of language/grammar

Use a font that is legible when zoomed in or out

Use Sans Serif fonts

## Text on Images

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Questions?

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

# Ensure Logical Order in Document Structure

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

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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

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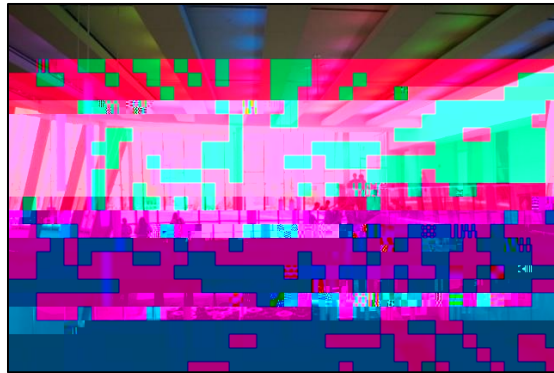


# Provide Meaningful Yet Clear and Concise Alternative Text

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

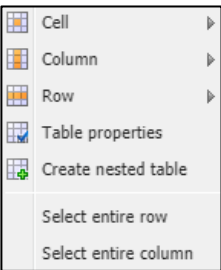


# Ensure Tables Have Defined Headers

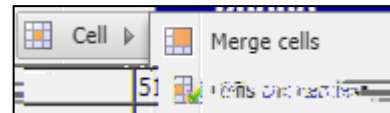
Screen readers identify and read table information based on cell type. For a screen reader to properly read a table correctly, the table must have defined headers. Headers should be marked with **bold text**.

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 defined headers. Headers should be marked with **bold text**.

To mark cells as "header" in AEM:



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

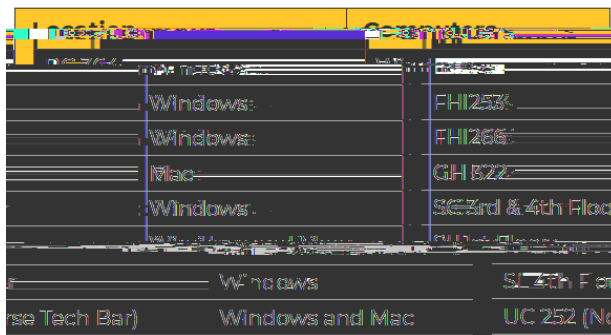
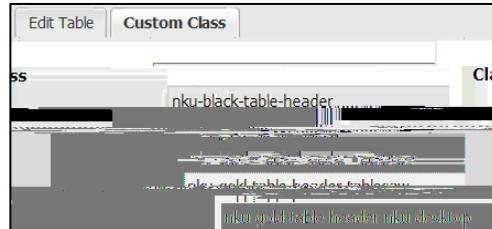


Right-click in the cell again, and select **Table properties**.



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 headers in row

## Do Not Rely on Color Alone to Convey Meaning

Not all users can easily

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

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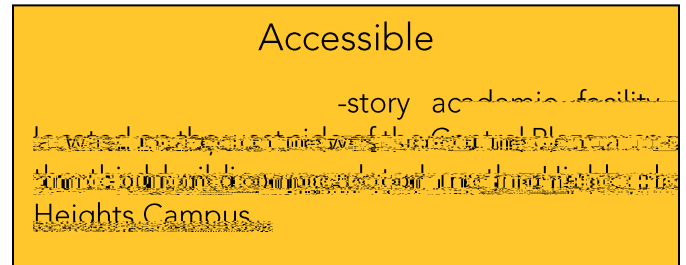
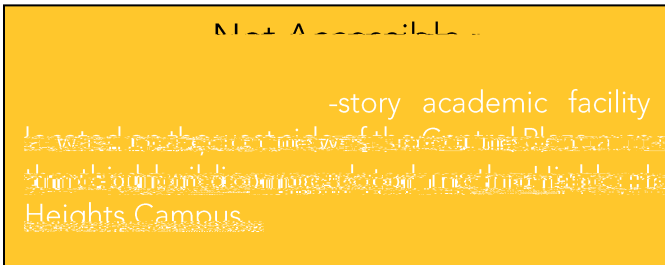


## Ensure Proper Color Contrast

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 easily readable and accessible, text must have a 4.5 to 1 contrast ratio with the background.



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

[WebAIM Contrast Checker](#)

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## Document Titles and File Names Must Be Descriptive

Documents and images must have clearly labeled names.

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When you save or download a document or image, 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.

— Changing the name to "Information Technology Logo.jpg" or "NKU IT Logo.jpg" allows the user to better understand the content of the image.

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