

It's a mindshift

Kamloops IDEA conference | November 2023

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What is WCAG?

Internationally recognized guidelines developed by the W3C to ensure web content is accessible to all users regardless of ability. The guidelines are categorized into three levels: A, AA, and AAA.



A

Level A is the most important WCAG level. If you don't meet level A, many groups of users will either find it difficult or even **impossible** to access information.



AA

Level AA represents a higher standard of accessibility and is commonly the level mandated by governments for compliance.



AAA

Level AAA is the highest level of accessibility as defined by WCAG, addressing the most advanced accessibility requirements.

Common terms

This glossary is meant as a handy reference to navigate some of the industry jargon.

Alt Text (Alternative Text): Descriptive text associated with an image that serves as a replacement when the image cannot be displayed or seen. It is read by screen readers.

ARIA (Accessible Rich Internet Applications): A set of attributes that can be added to HTML elements to improve the accessibility of dynamic content, such as those created with JavaScript.

Assistive technology: Product, device or equipment to support individuals performing tasks that might be challenging otherwise.

Contrast Ratio: The visual difference in brightness between colours, usually text and its background.

Descriptive Link Text: Provides context about the link destination. Avoiding using generic terms like "click here" or "read more"

Focus Indicator: A visual or auditory cue that highlights the currently focused element on a web page, essential for users navigating with keyboards or screen readers.

Keyboard Accessibility: The ability to navigate and interact with a website using only a keyboard, without relying on a mouse

Screen Reader: Assistive technology that reads text on a screen aloud.

Text Transcript: A written version of the spoken content in an audio or video file, essential for users who are deaf or hard of hearing.

Headings and Semantic Structure: The use of HTML heading tags (h1, h2, etc.) to create a logical and hierarchical structure in content, improving navigation for screen reader users.

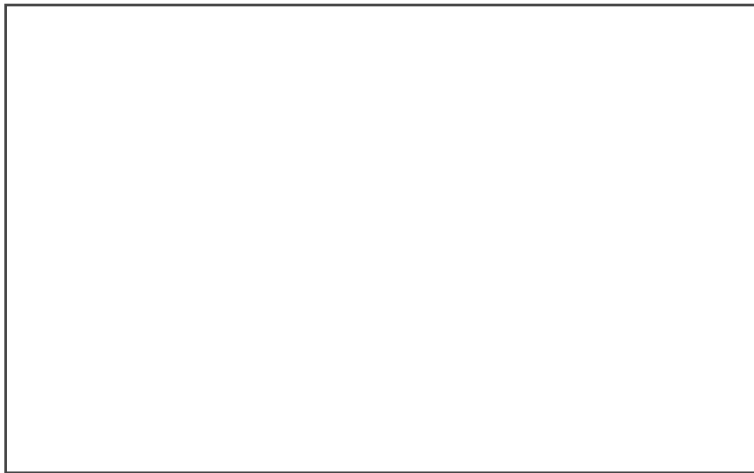
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Mindshift steps towards seeing the world through an accessibility lens

- Be an advocate via empathy: seek out and share stories from people in your community.
- Beyond the wheelchair icon: challenge and dispel ideas of what disability 'looks like'.
- It helps everyone: use the example of permanent, temporary, and situational need for assistance.
- Accessibility should not be reactive case-by-case practice: work towards making it a default.
- Don't wait to address everything in one big change/update - there are things you can fix today.
- Make it a culture, prioritize learning as a group, use the carrot not a stick.
- Seek feedback and insights with diversity, especially underserved and marginalized groups.
- It's not so intimidating: use metaphors and humour to get conversation going.



Alternative text activity

You come across an image that is not visible to you. Based on the alt text, draw what you imagine.

If drawing is not possible due to mobility, verbalize your mental image.

Alt text:

'Brown horse'



More resources on web accessibility

Check out our mindshift page for more learning: upanup.com/mindshift.
Or scan the QR code for quick access.

We love to talk accessibility!

To reach out to us, send a message to: contact@upanup.com