

Digital Accessibility Cheat Sheet

Accessibility Text

- Add alt text (alternate text) to images.
- Alt text should describe the image and give the same information as the image would if seen. Ask yourself: what does the picture convey?
- Don't say "image of" or "picture of". Just describe the image as is, e.g. say, a forest instead of 20,000 trees.
- As a general rule, you can leave the alt text blank if:
 - The non-text content is decorative and has no meaning
 - The non-text content is only used for visual formatting
 - The non-text content is invisible to all users

Captions

- Make sure to include captions in all videos; captions be open or closed.
- Closed captions are captions that can be turned on or off according to the preference or needs of the viewer. This is mainly seen on social media through YouTube.
- Open captions or burned in captions are captions that cannot be turned off and are embedded into the video. You often see this on Instagram stories or previously on TikTok.
- It's always good to have open captions as closed captions might not always be available.

Colour contrast

- Colour is really important in any material you use online. It grabs your audience's attention and looks aesthetically pleasing.
- When creating digital content, consider:
 - Colour contrast, i.e. is your content easily visible? Use a dark background with light text or vice versa.
 - Use of colour, i.e. is the colour important to conveying your message? If so, try and add text to it so that everyone can understand the meaning.