

# Practical Web Accessibility

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Practical strategies to use in development workflows to improve web accessibility

“The power of the Web is in its universality.  
Access by everyone regardless of disability is an essential  
aspect.”

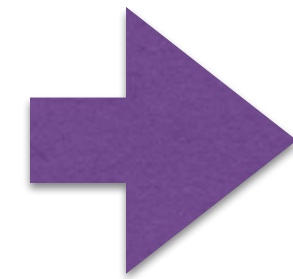
–Tim Berners-Lee, W3C Director and inventor of the World Wide Web

# Disability Types

- VISUAL
- HEARING
- AMBULATORY

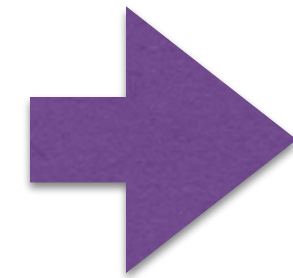
# Disability Types and Assistive Technology

- VISUAL



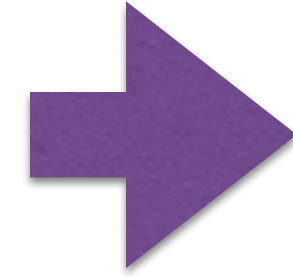
- MAGNIFICATION, SCREEN READERS

- HEARING



- ASSISTED LISTENING DEVICES

- AMBULATORY



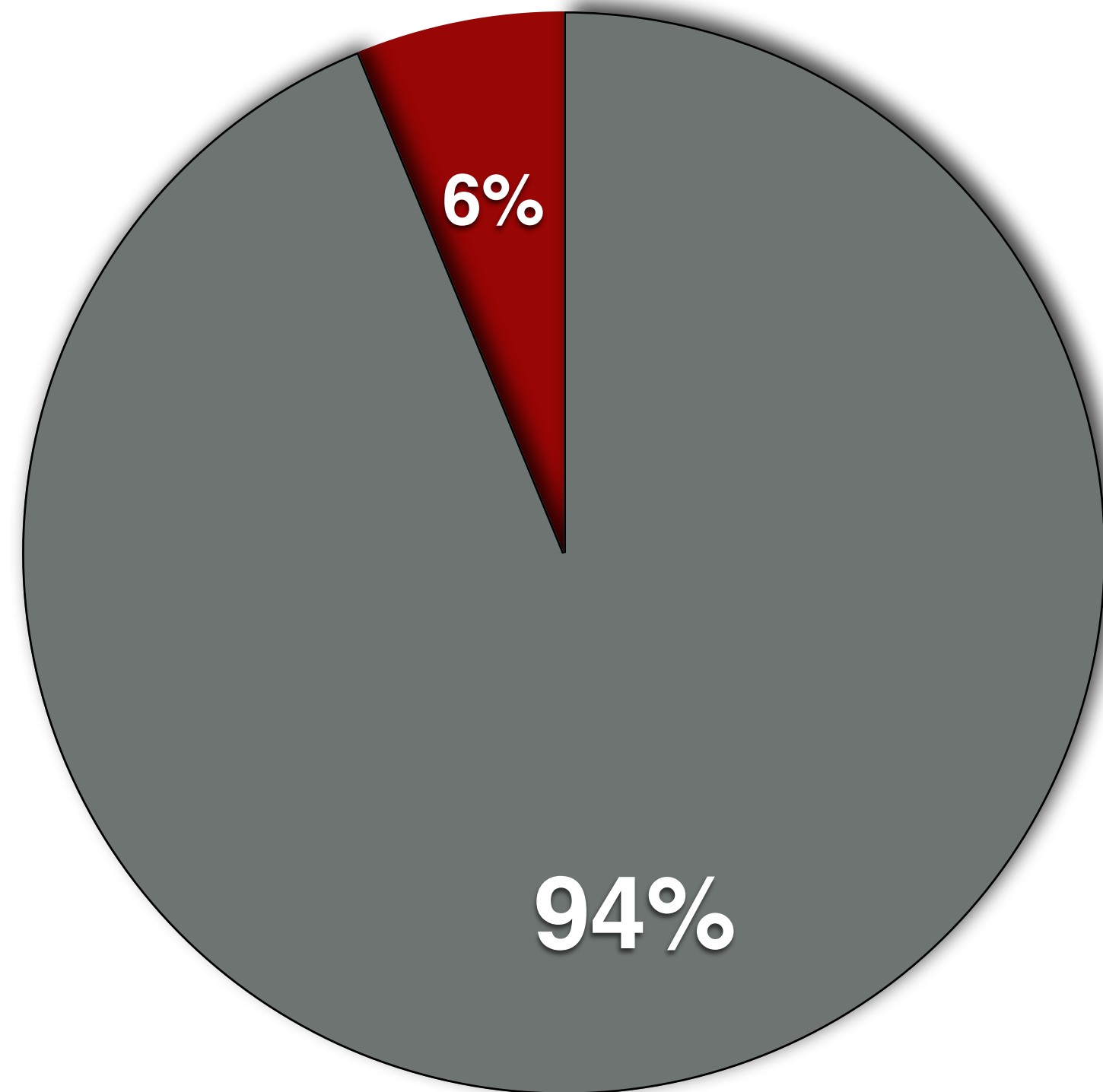
- DICTATION, SWITCHES

# Disability Status

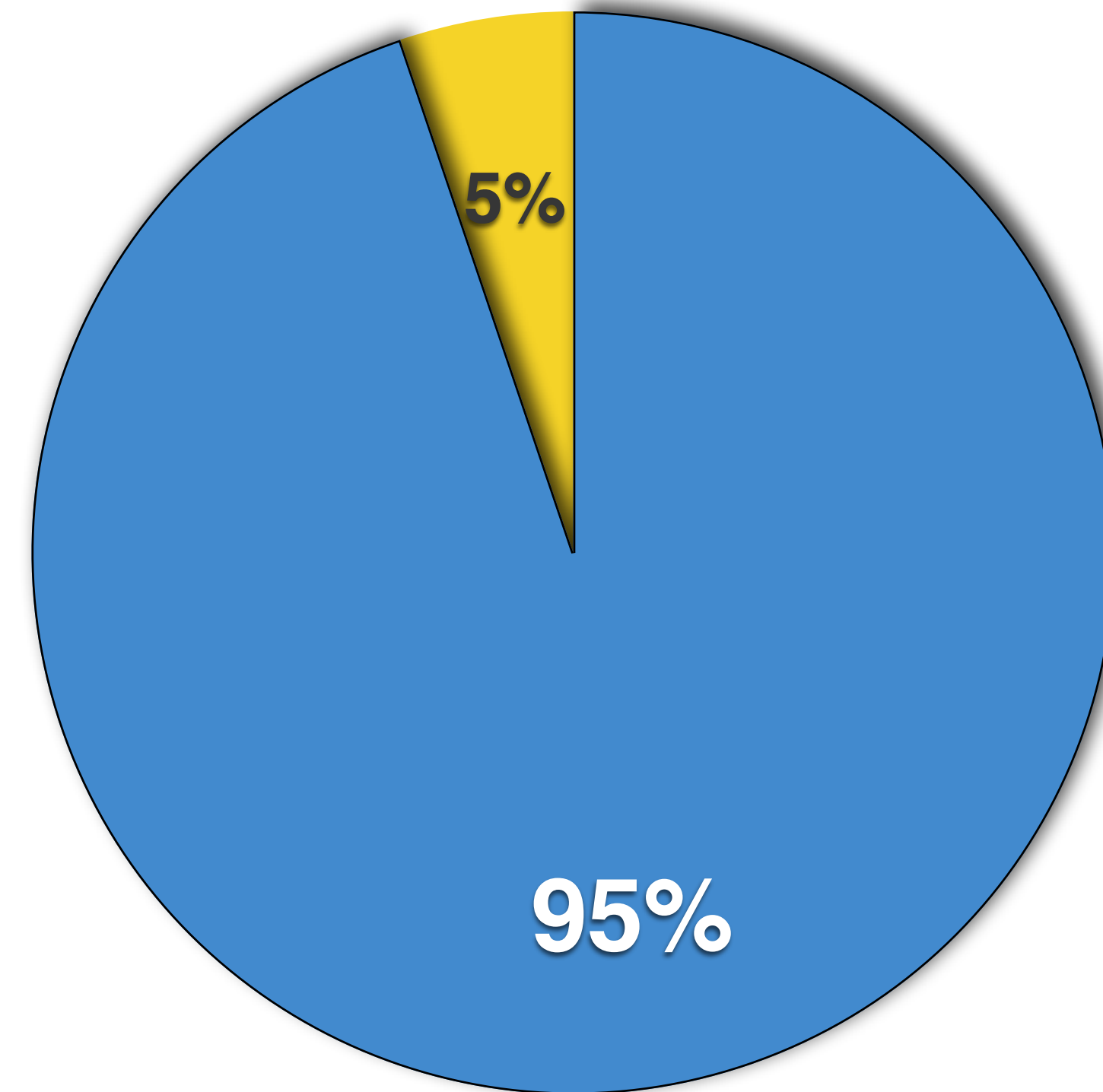
● No Disability ● With a Disability

● No Disability ● With a Disability

Males, 18 - 34



Females, 18 - 34



# Benefits of Accessibility

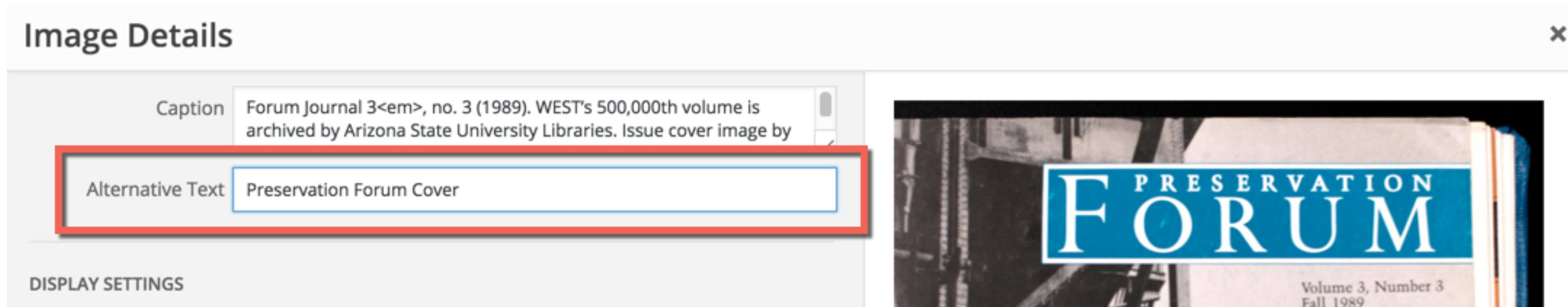
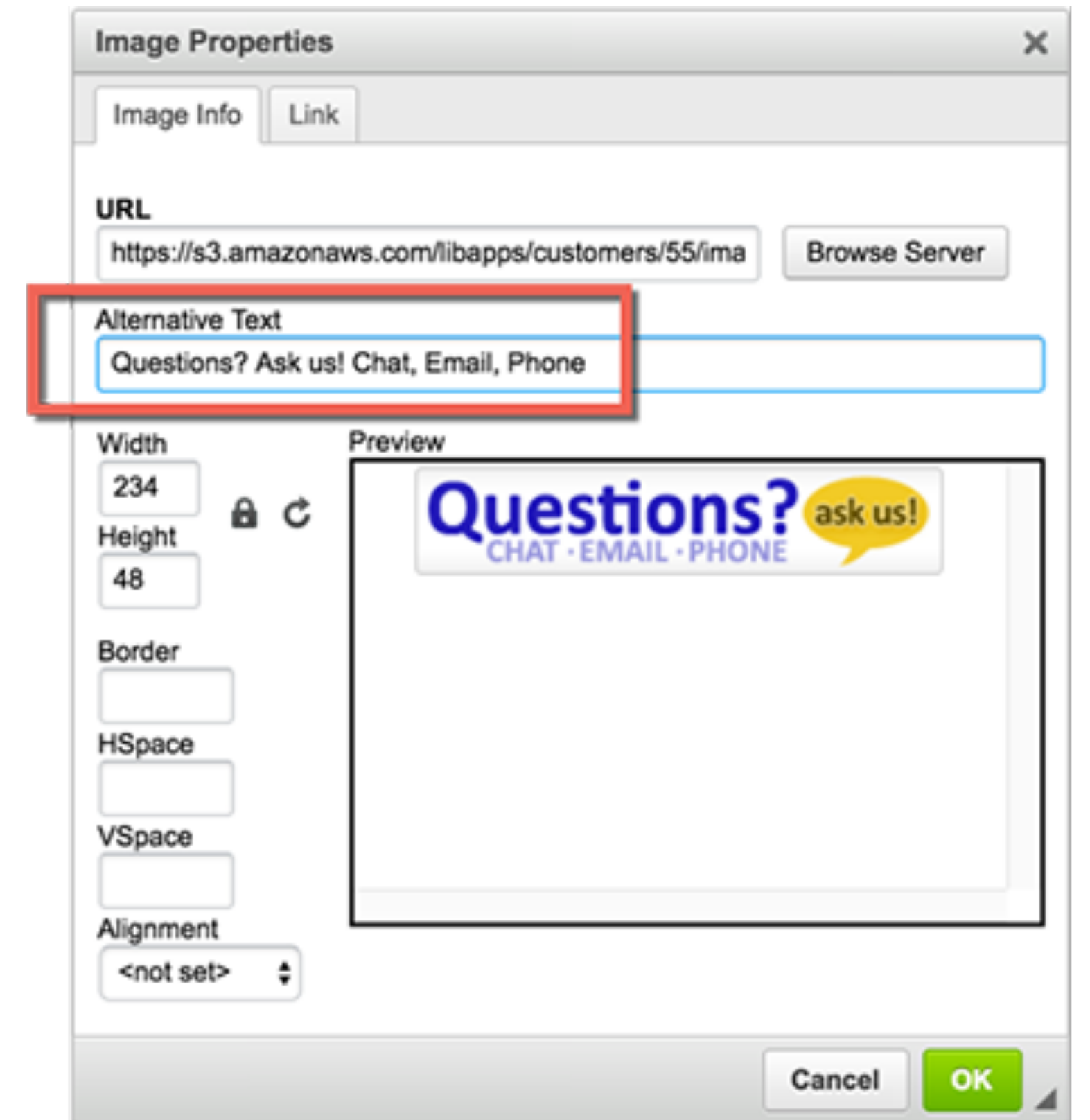
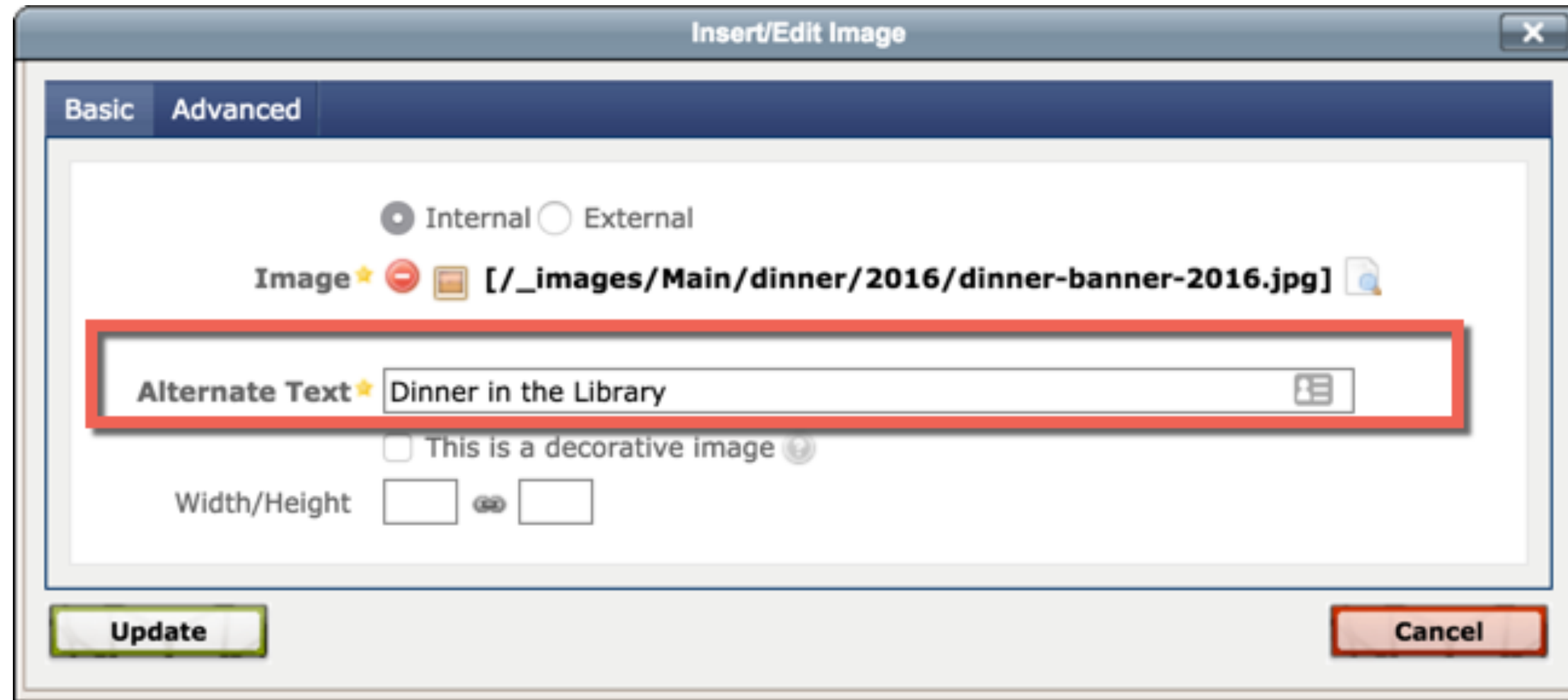
- Inclusion
- Improved Usability
- Search Engine Optimization (SEO)

# Improving Accessibility

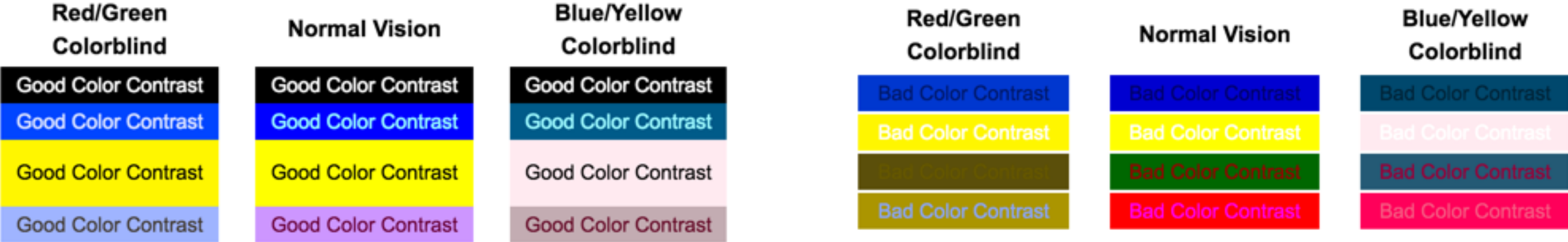
- Use alternate text with images
- Use sufficient color contrast
- Use well-formed hyperlinks



# Adding Alternate Text



# Use Sufficient Color Contrast



# Use Well-Formed Hyperlinks



See the [Accessibility Tools and Resource List](#) for testing resources.

# Keeping Accessibility in Mind

- Consider accessibility early in the web development life cycle
- Perform periodic spot-checks
- Use testing tools when in doubt

# More Resources

- <https://library.ucsd.edu/webaccessibility>

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