

Blackboard

Web Community Manager Accessibility Training



At the end of today's hands-on workshop you will be able to:

- Define accessibility and its importance.
- Understand common accessibility issues.
- Format text with headings.
- Create accessible links and images.
- Understand how and when to use tables and lists.
- Understand the principles of accessible documents.
- Understand video caption options.
- Understand the importance and impact of color.
- Find helpful materials for compliance and accessibility issues

Disclaimer

The information in this presentation was prepared for informational purposes only. The information contained herein is not intended to constitute legal advice and you should consult with your own attorney when developing your online accessibility program and policy. Blackboard assumes no liability in connection to this presentation and any information contained herein.

Websites Used During The Training

- Your Website
 - Sign In
 - Open Up Site Manager
 - Find a Section Workspace to Work In
- Training Website: bit.ly/accessibility_training

What is Accessibility?

- Accessibility is a word to describe whether or not something can be accessed by people with all abilities and disabilities.
- The goal of accessibility is creating equal access for all.
- Web accessibility refers to the inclusive practice of removing barriers that prevent interaction with, or access to, websites by people with disabilities.
- When sites are correctly designed, developed and edited, all users have equal access to information and functionality.

Diverse Accessibility Challenges

Cognitive



- ADHD
- Dyslexia
- Down Syndrome
- Difficulty concentrating
- Difficulty reasoning and understanding
- Poor comprehension

Visual



- Low/poor vision
- Color blindness
- Total blindness
- Difficulty seeing contrasts
- Seizure sensitivity

Physical



- Lost Limbs
- Poor gross/fine motor controls such as Muscular Dystrophy
- Difficulty communicating struggles
- Partial/full paralysis

Hearing



- Limited Hearing
- Complete deafness
- Difficulty taking notes & reading captions at same time

Examples of Accessibility

- Ramps to building entrances.
- Sign language interpreters.
- Captioning on television shows
- Black and white text on websites.
- Testing accommodations for students.

Accessibility Standards

- Authored and implemented by the U.S. Office of Civil Rights.
- Evaluated using international standards known as Web Content Accessibility Guidelines (WCAG).
- Guidelines are organized under 4 principles:
 1. Perceivable
 2. Operable
 3. Understandable
 4. Robust

Screen Reader Activity Part 1: Content Created *without* Accessibility in Mind

Blackboard

Creating Accessible Content

Checklist for Blackboard WCM Content Editors

While creating website content it is crucial to consider accessibility. There are a few basic steps that should be followed in order to assure your content is accessible:

- Add built-in Headings to document and do not skip numbers (e.g. jumping from Heading 1 to Heading 3)
- Use built-in List options (e.g. bullets or numbers)
- Add Alt Text for all links
- Add Alt Text for all images
- Defined Table Headers and simplified Tables as much as possible

Helpful Information



Links

- <https://cerc.blackboard.com/domain/102>
- <https://sw00000004.schoolwires.net/domain/1164>

Files

- Blackboard Accessibility PowerPoint Handout
- [Click Here](#) for Resources Word Document

Common Accessibility Errors

Type of Error	Number of Errors on Page	Number of Errors in Section
Headings	5	12
Images without alternative text	1	3
Empty links	2	23
Inaccessible documents	1	4

Screen Reader Activity Part 2: Content Created with Accessibility in Mind

Blackboard

Creating Accessible Content

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3. Add Alt Text for all links
4. Add Alt Text for all images
5. Defined Table Headers and simplified Tables as much as possible

Helpful Information



Links

- [Blackboard Accessibility Help Site](#)
- [Blackboard Training Site](#)

Files

- [Blackboard Accessibility PowerPoint Handout](#)
- [Word Document of Accessibility Resources and Links](#)

Common Accessibility Errors

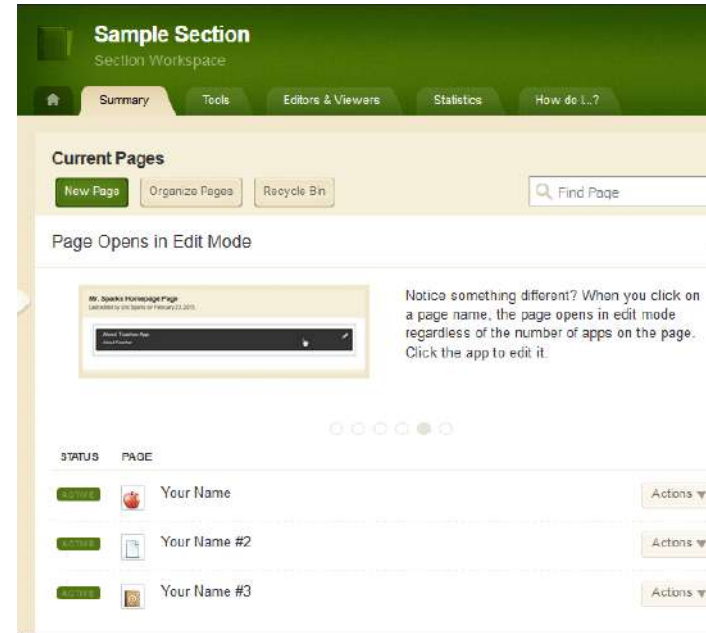
Type of Error	Number of Errors on Page	Number of Errors in Section
Headings	5	12
Images without alternative text	1	3
Empty links	2	23
Inaccessible documents	1	4

Common Accessibility Issues:

- Improper use of headers.
- Incorrectly built lists.
- Empty links or links without descriptive text.
- Missing alternative text tags in images.
- Using tables incorrectly.
- Documents that are not built accessibly.
- Color contrast issues.
- Readability level of content.

Activity: Build A New Page

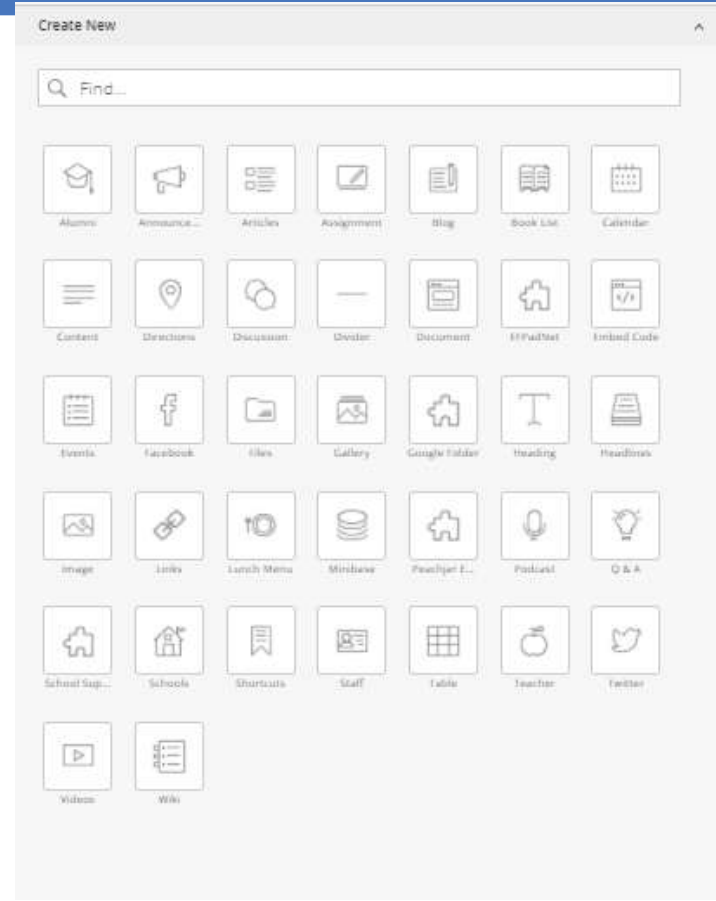
1. Sign in to website
2. Open Site Manager
3. Navigate on back end of site to a Section Workspace (Green Title Bar)
4. Build a Blank Page named “Accessibility Practice” (Hit Save and Exit)
5. Set “Viewers” to self.



Activity: Add Apps to a Page

Add Apps to Page

- A. Content App
- B. Shortcuts App
- C. Table App



Activity: Remove Formatting

- Copy text from training website on [Text for Accessibility Training Page](#).
- Paste into content app using paste as plain text tool and keyboard shortcuts.
- Use the **paste as plain text button** (clipboard with T) to remove ALL formatting.
- Use the **remove formatting button** (Tx) to remove formatting from text while retaining lists, links, and headings.



Headings and Emphasis

- Break up content in longer documents, making content easier to digest
- Allows screen reader to navigate quickly from heading to heading.
- Use ONLY for logical structure and NOT for sizing.
- Only titles and subtitles should be marked as headings, NOT body text.
- Do not rely on color, bold, italics, underline and strikethrough for emphasis. Screen readers do not read this differently; this is only a visual cue.
- Use varied punctuation for emphasis. Screen readers change their intonation based upon punctuation.

Activity: Headings

1. Correct spacing between lines of text.
2. Use the dropdown to choose from H1, H2, H3, or H4.
3. Turning on “app names” in App Options will comply as a Heading Level 1.



Creating Accessible Content H1

Checklist for Blackboard WCM Content Editors H2

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- Add Alt Text for all links
- Add Alt Text for all images
- Defined Table Headers and simplified Tables as much as possible

Helpful Information H2

Links H3

- Blackboard Accessibility Help Site
- Blackboard Training Sites

Files H3

- Blackboard Accessibility PowerPoint Handout
- Word Document of Accessibility Resources and Links

Activity: Creating Lists

Use the numbered and bulleted list tools to format the text.



Creating Accessible Content

Checklist for Blackboard WCM Content Editors

While creating website content it is crucial to consider accessibility. There are a few basic steps that should be followed in order to assure your content is accessible:

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Helpful Information

Links

[Blackboard Accessibility Help Site](#)

[Blackboard Training Sites](#)

Files

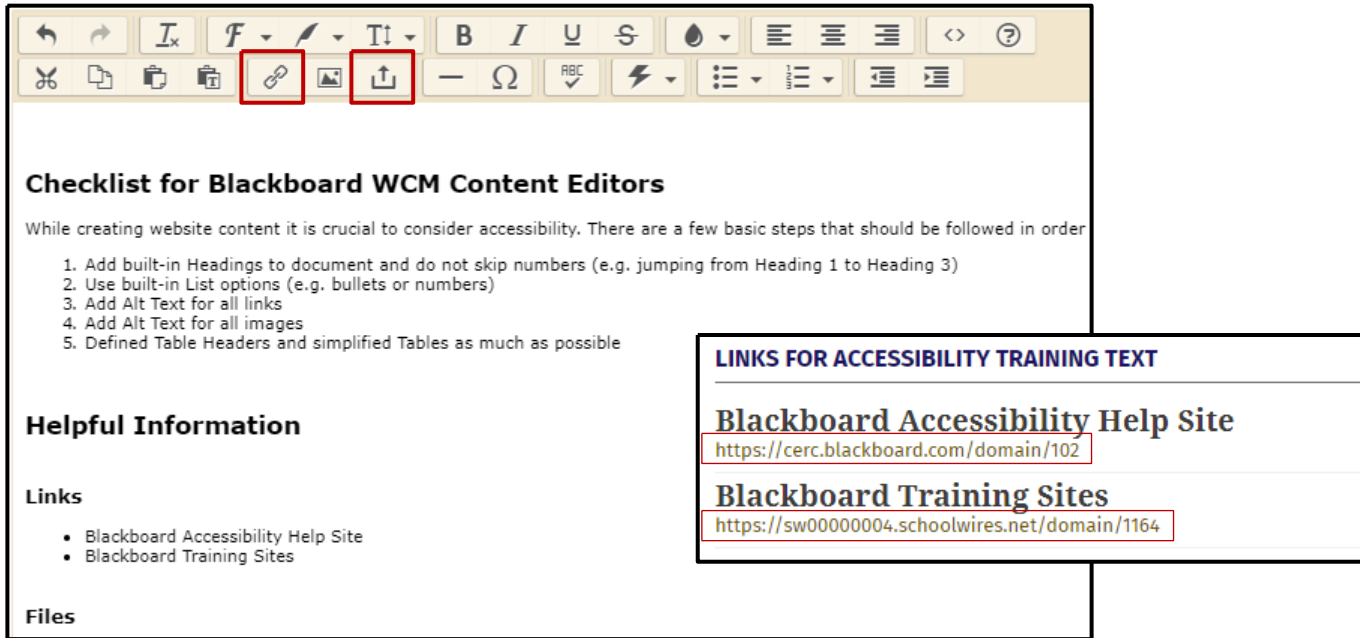
[Blackboard Accessibility PowerPoint Handout](#)

Links (Websites and Files)

- Links should be in the form of clickable descriptive text.
 - Do not list a URL out in plain text.
 - Links cannot simply say “click here”.
- Making the clickable text on links longer makes them easier to access by people who may have mobility issues (elderly, MS)
- If linked text is not descriptive enough then they should have alt text that describes context about the link (Do not repeat linked text).
- Only upload files that have been built accessibly.

Activity: Creating Links

- Add links using insert link and upload file button.
- To get link URLs use link library list on the bottom of the sample text page.



The screenshot shows a Blackboard WCM Content Editor interface. At the top is a toolbar with various icons. Two icons are highlighted with red boxes: the 'Insert Link' icon (a chain link) and the 'Upload File' icon (an upward arrow). Below the toolbar is a checklist titled 'Checklist for Blackboard WCM Content Editors'. The checklist contains five items: 1. Add built-in Headings to document and do not skip numbers (e.g. jumping from Heading 1 to Heading 3), 2. Use built-in List options (e.g. bullets or numbers), 3. Add Alt Text for all links, 4. Add Alt Text for all images, and 5. Defined Table Headers and simplified Tables as much as possible. Below the checklist is a section titled 'Helpful Information' with a sub-section 'Links' containing two bullet points: 'Blackboard Accessibility Help Site' and 'Blackboard Training Sites'. To the right of the main editor area is a separate box titled 'LINKS FOR ACCESSIBILITY TRAINING TEXT'. This box contains two entries: 'Blackboard Accessibility Help Site' with the URL <https://cerc.blackboard.com/domain/102>, and 'Blackboard Training Sites' with the URL <https://sw00000004.schoolwires.net/domain/1164>. Both URLs in this box are also highlighted with red boxes.

Checklist for Blackboard WCM Content Editors

While creating website content it is crucial to consider accessibility. There are a few basic steps that should be followed in order

1. Add built-in Headings to document and do not skip numbers (e.g. jumping from Heading 1 to Heading 3)
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Helpful Information

Links

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- Blackboard Training Sites

Files

LINKS FOR ACCESSIBILITY TRAINING TEXT

Blackboard Accessibility Help Site
<https://cerc.blackboard.com/domain/102>

Blackboard Training Sites
<https://sw00000004.schoolwires.net/domain/1164>

Alternative Text with Images

- Allows screen readers to convert the image into words.
- Indexes images for searching.
- **Guidelines for Alternative Text:**
 - ✓ Text should be clear, concise, and descriptive.
 - ✓ Do not use the same text for every image.
 - ✓ No unrelated or decorative images.
 - ✓ Don't include "image of..." or "picture of..." as part of alt text
 - ✓ If the image is an infographic you should
 - Write a narrative telling the same story users get from the visual.
 - Provide a link to view the text alternative.

Site Shortcuts App

- The alternative text is called: Tooltip.
- Show the app name to give this app an H1 heading.

The screenshot shows a configuration form for a Site Shortcuts App. The form includes the following fields and options:

- * Link Text:** A text input field containing "Information about DNA". This field is highlighted with a red border.
- Web Address:** A text input field containing "/Page/3703". Below it is a "BROWSE..." button.
- Target:** A dropdown menu set to "Open in same window".
- Tooltip:** A text input field containing "Link opens in same window. Choose this link to access an". This field is highlighted with a red border.
- Parent Link:** A dropdown menu set to "None".
- Auto Expand:** An unchecked checkbox.
- Link Image:** A section with the text "Optionally replace your link text with an image." and an empty text input field below it.

Tables

Tables should only be used to present tabular data, not for page layout.

Use the table app

- The table app allows your table to be responsive on all devices.
- To make the table app Accessible:
 - Check boxes to mark header rows and/or columns.

An example of an accessibly built table in the table app can be found on the [training site](#).

Formatting Accessible Documents



Structure &
Formatting
(Headings, Lists etc.)



Proper Use
Of Tables



Alt Text for
Images & Links



Use Built-in
Accessibility Tools

Building Accessible PDFs

Start from a well formatted source file.



Include accessibility tags when saved to PDF.



PDFs are the best format for website documents.



*Read full article about [Formatting Accessible Documents](#) (look for PDF section) on Blackboard Help

Principles of PowerPoint Accessibility



Slide Titles



Reading Order
(Check In Outline
View)



Alt Text for
Images & Links



Self-Describing
Clickable Links

Captioning Videos



Create a
Storyboard
To Make Self
Captioning Easier



Upload Videos
To YouTube



Edit Automatic
Captions Before
Posting to Website

Readability

- Ensure the readability comprehension level is at Grade 8 or lower.
- Check readability using a third-party tool, such as the [website Hemingway Editor](#).

The screenshot displays the Hemingway Editor interface. The main text area contains a paragraph of text with various readability issues highlighted in colored boxes. The right sidebar shows the readability score and several specific feedback items.

Hemingway App makes your writing bold and clear.

It was a dark and stormy night; the rain fell in torrents, except at occasional intervals, when it was checked by a violent gust of wind which swept up the streets (for it is in London that our scene lies), rattling along the house-tops, and fiercely agitating the scanty flame of the lamps that struggled against the darkness. Through one of the obscurest quarters of London, and among haunts little loved by the gentlemen of the police, a man, evidently of the lowest orders, was wending his solitary way. He stopped twice or thrice at different shops and houses of a description correspondent with the appearance of the quartier in which they were situated, and tended inquiry for some article or another which did not seem easily to be met with. All the answers he received were couched in the negative; and as he turned from each door he muttered to himself, in no very elegant phraseology, his disappointment and discontent. At length, at one house, the landlord, a sturdy butcher, after rendering the same reply the inquirer had hitherto received, added, "But if this will do as well, Dummie, it is quite at your service!" Pausing reflectively for a moment, Dummie responded that he thought the thing he offered might do as well, and thrusting it into his

Hemingway Editor

Readability
Grade 15
Poor. Aim for 14.

Words: 322
Show More -

- 4 adverbs. Aim for 1 or fewer.
- 4 uses of passive voice. Cut to 2 or fewer.
- 1 phrases have simpler alternatives.
- 1 of 11 sentences is hard to read.
- 7 of 11 sentences are very hard to read.

Color Contrast

- Low contrast between text and background can make content difficult to read.
- Use color contrast analyzers like [WebAim](#) to check contrast for WCAG AA rating.

Some people cannot read text if there is not sufficient contrast between the text and background. For others, bright colors (high luminance) are not readable; they need low luminance.

Some people cannot read text if there is not sufficient contrast between the text and background. For others, bright colors (high luminance) are not readable; they need low luminance.

Accessibility Checklist

1. Use a built in heading structure.
2. Use the built in list tools.
3. Add links and files using descriptive clickable text and/or alternative text.
4. Add descriptive alternative text to images.
5. Only use tables for tabular data not page layout.
6. All documents you upload should be accessible.
7. Videos need captioning.
8. Check reading level of content.
9. Check for high color contrast.

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We hope you've
enjoyed today's
Workshop.

Let us know how we're doing!

<https://cerc.blackboard.com/trainingfeedback>