SETTING OUR SITES HIGHER

Guidelines & Standards Review

JPS School Web Sponsors

What We Will Cover

- Accessibility Guidelines
- Publishing Guidelines
  - Content
  - Copyright
- Style Guidelines

Accessibility Principles - Perceivable

Perceivable: Web content is made available to the senses—sight, hearing, and/or touch.

1. Perceivable information and user interface.
    1. Text alternatives for non-text content.
    2. Captions and other alternatives for multimedia.
    3. Content can be presented in different ways.
    4. Content is easier to see and hear.

Accessibility Principles - Operable

Operable: Interface forms, controls, and navigation are operable.

2. Operable user interface and navigation.
    1. Functionality is available from a keyboard.
    2. Users have enough time to read and use the content.
    3. Content does not cause seizures.
    4. Users can easily navigate, find content, and determine where they are.

Accessibility Principles - Understandable

Understandable: Content and interface are understandable.

3. Understandable information and user interface

   1. Text is readable and understandable.

   2. Content appears and operates in predictable ways.

   3. Users are helped to avoid and correct mistakes.

Accessibility Principles - Robust

Robust: Content can be used by a wide variety of user agents, including assistive technologies.

4. Robust content and reliable interpretation.

   1. Content is compatible with current and future user tools.

Accessibility Features & Assistive Technologies

- Page Titles
- Headings
- Lists
- Links
- Alt Text for Images
- Readable Content/Plain Language Writing
- Font Styles (Not used by some technologies.)

Page Titles

- Often the first thing read by a screen reader.

- Should be succinct and descriptive.

- Put the most useful information first.

- Should match or be similar to the <h1>.

Headings

- The most common method for finding information on a page for screen reader users.
- Headings serve as a table of contents.
- Should describe a section of content.
- Should never be empty
- Usually one <h1> per page. Similar to page title.
- Do not skip heading levels (e.g., <h2> to <h4>).
- Can skip backward (e.g., <h4> to <h2>).
- Use built-in tools to create headings.

Lists

Use lists appropriately.

- for ordered, hierarchical/numbered lists.
- for unordered, bulleted lists.
- Use built-in tools to create lists.

Links

- Screen readers lists links out of context.
- Links should be descriptive. Describe where the link goes.
- Avoid using generic phrases such as "click here."
- Web addresses or URLs are not considered informative and should not be used.
- Open in the same window. Do not disable the back button. Opening in new window can be disorienting.
- Do not use the Tooltip or Title attribute. It can be distracting.

Alt Text for Images

- Allows screen readers to convert the image into words. Indexes images for searching.
- Should be clear, concise, descriptive.
- Do not use the same text for every image.
- Avoid unrelated images or decorative text in images.
- All text in an image must be written as alternative text.
- Infographics should have written narrative equivalent to the graphic. Provide a link to the text alternative.

Write Readable Content

- **Ensure sentences are 20 words or less**: Easier to read.

- **Use shorter words when possible:** Less than four syllables.

- **Avoid using jargon:** Only use when appropriate for the target audience.

- **Use personal pronouns when appropriate:** Use 'we,' 'our,' 'you,' and 'your' to shorten your writing and make it flow better.

- **Add transitions:** Use transition words and phrases, such as 'overall,' 'in fact,' 'ultimately,' etc.,

- **Use headings to split up content:** Headings provide structure and meaning to your content and give readers an easy way to scan content. People using assistive technologies like screen readers navigate online by headings.

Readability Tools & Resources

- HemingwayApp.com

- PlainLanguage.gov – Website by government employees to promote clear communication.
  - PlainLanguage.gov/Guidelines
  - PlainLanguage.gov/Training/Videos

Font Styles

- **Bold** and *Italics* are not interpreted by screen readers.

- Avoid <u>Underline</u> style. It looks like a link.

- Don't apply font type, font color, or font size changes to individual sections of text. It overrides the style sheet.

- Styles do not add meaning to screen reader users.

Document Accessibility

- Begins in the native document format.
- Applications must be able to tag PDF output.
- Word and PowerPoint tag PDF output.
- Avoid Excel and Publisher. They do not tag PDF files. Will have to add the tags with Acrobat.
- Save as a PDF from Word and PowerPoint.
- Do not Print to PDF.

Make Word Documents Accessible

- Use Headings for Structure:
  - Usually one H1
  - Don't skip levels. H2 follows H1, etc.
  - Change heading styles, not heading levels.
- Use Alt Text for Images.
- Identify Heading row or column in Tables.
- Use descriptive text links, not URLs.
- Run the Accessibility Checker and correct Errors.

Make PowerPoint Presentations Accessible

- Use pre-defined PowerPoint slide templates.

- Slide titles provide heading structure for screen reader users.

- Reading order is based on how objects added to slide. Check and update in Selection Pane.

- Use Alternative Text for images.

- Descriptive text links.

- Run Accessibility Checker and fix errors.

Saving as a PDF for the Web

- **File > Save as...**
- **Filename**: Lowercase, no spaces, underscore in place of spaces, describes file, ordered with like files.
- **Author**: Department, not a person.
- **Title**: Title of the File in Title Case.
- **Type**: PDF
- **Language**: English (Tools > Save Options > Language)

Accessibility Checklist for Web Content Editors (1/2)

1. Use a built-in Heading tools for structure.

2. Use the built-in List tools for lists.

3. Add links and files using descriptive clickable text and alternative text.

4. Add descriptive alternative text to images.

5. Only use tables for tabular data not display structure.

Accessibility Checklist for Web Content Editors (2/2)

6. Mark heading rows and/or columns on tables.

7. All documents you upload, link or display on your website should be accessible.

8. Embedded videos must include captioning.

9. Check reading level of content.

10. Check for high color contrast.

Content Guidelines (1/4)

- No Blank Pages
- Consistent Presentation
  - Section and Page Layouts
  - Accessibility Techniques
  - Style Sheets (Avoid Applying Font Styles)
- Main Navigation 6-8 items. **Never leads visitors away from the website.**
- School Brand – Logo, Colors

Content Guidelines (2/4)

- Links
  - **Do not use JPS email addresses on web pages. Do not link to JPS email addresses. Contact forms should replace these links.**
  - Avoid discriminatory, for profit, commercial, political sites.
  - Open in the same window to avoid disabling the functionality of the Back button.

Content Guidelines (3/4)

- Images
  - Only use if they support page content.
  - Add the alt text.
  - Optimize for the web using a photo editor like Pixlr.com
  - Do not violate copyright. Search 1,000s of copyright free images at CreativeCommons.org & Pixabay.com.

Content Guidelines 4/4

- File Names
  - Short but descriptive. Use keywords.
  - Use lowercase letters, numbers.
  - No spaces.
  - Avoid using dates. Overwrite old files.
  - Employ techniques that allow automatic sorting in the file management system.
  - If dates used for sorting, use format: yyyy_mm_dd to keep them in order. Best if archiving.

Copyright

- "Copyright" literally means the right to copy but has come to mean that body of exclusive rights granted by law to copyright owners for protection of their work.

- Most common type of copyright infringement is copying images and using them on a website.

Fair Use

- The legal right to use copyrighted images (or other works of authorship) as long as the images are used for educational, research, or personal use, for as long as the image benefits the public good in some way.

Creative Commons

- Images that are copyrighted but that the creator has put provisions on their use. A creative commons license might stipulate, for example, that an image can be used as long as it is not modified in any way.

Public Domain

- Images that no longer have copyright restrictions either because the creator willingly relinquished their copyright or because the creator is dead and no one owns the copyright.

Social Media Images

- Unethical to re-distribute an image that the poster did not intend to go public.

- Plagiarism to post an image (or other work of authorship) without citing the source.

- Best practice to link back to the source.

You Can Use an Image If…

1. You own the copyright.

2. It falls under fair use.

3. It has a creative commons license.

4. It's in the public domain.

You Own the Copyright

- You took the created the work yourself.
- You asked for and were granted permission to use the work.
- You purchased the rights to use the work.

Image Is Under Fair Use

- Used to teach, analyze, or parody.

- Published for the public good.

- Used the work sparingly.

- Did not profit from using the work.

Image Has A Creative Commons License

- Attribution should be given to the creator.

- Abide by the creator's license agreement.

- CreativeCommons.org – search Google, Pixabay and CC0 images.

It's In The Public Domain

- Over 120 years old.
- Owner relinquished ownership.
- Owner has been dead for more than 70 years.

Copyright Resource & More Info

- [The Visual Communication Guy, Can I Use That Picture?](#)
- [U.S. Copyright Office](#)

Copyright Free Images

- [CreativeCommons.org Search](CreativeCommons.org)

- Pexels.com

- Pixabay.com

- WikimediaCommons.org

AP Style Guide–A

- **ABCs**—But single-letter grades get apostrophes: an A, two B's and three C's.

- **academic degrees**—Spell out and capitalize with no apostrophe formal degrees Bachelor of Arts, Bachelor of Science, Master of Arts, and Master of Science. But bachelor's and master's should appear with an apostrophe. An associate degree should not have an apostrophe.

- **acronyms**—Should be fully spelled out on first reference. The acronym should appear in parentheses on first reference and appear without parentheses thereafter. *Ex. Students will participate in multiple Advanced Placement (AP) courses.*

AP Style Guide–B

- **back-to-school** (adj.)—He bought back-to-school supplies. But she went back to school.
- **Board Meetings**—Always capitalize formal meetings of the Board of Trustees, including Business Meeting, Work Session, Special Called Business Meeting and all committee meetings.
- **Board Members**—Each elected member of the SCBE is referred to as a Board Member. Board is always capitalized.
- **book titles**—Capitalize and enclose in quotes the names of books, poems, plays, films and songs. Capitalize without quotes books that are primarily references.
- **bus, buses**—Not busses.

AP Style Guide–C/D

- **classroom**—One word.

- **courses**—Capitalize proper noun elements or numbered courses: American history, English, Algebra 1, world history.

- **courtesy titles**—Do not use courtesy titles, such as Mr., Mrs., Miss or Ms unless quoted. Do use Dr.

- **days, months, years**—Capitalize them. Spell out. Use the days of the week, not *today* or *tonight*, in print copy. Abbreviate in three-letter format days and months in tables.

- **District**—Capitalize District when it is used as a formal replacement for Jackson Public Schools.

- **dropout** (n.), **drop out** (v.)

AP Style Guide–E

- **e-book**—electronic version of a book or publication.

- **e-reader**—Also e-book reader. Device used to display electronic books or other digital publications.

- **email**—Electronic mail

- **enroll**, **enrolled**, **enrolling**

- **events**—Titles of special events, such as school fundraisers, are capitalized and enclosed in quotes.

AP Style Guide–G

- **GPA**—Acceptable in all references for grade-point average.
- **grade**, **grader**— Use figures for grades 10 and above. Spell out one through nine, such as ninth grade. Exceptions apply for data in tables. Use figures for all grades in tables.
- Hyphenate first-grader, seventh-grader, 10th-grader; also, first-grade student, 11th-grade classes are hyphenated as combining forms. But: She is in the fifth grade.
- **graduate** (v.)—Graduate is correctly used in the active voice: She graduated from high school. It is correct, but unnecessary, to use the passive voice: He was graduated from high school. Do not, however, drop from: John Adams graduated from Harvard. Not: John Adams graduated Harvard.

AP Style Guide–Holidays

- Capitalize.
- New Year's Eve/New Year's Day (Dec. 31 & Jan. 1)
- Martin Luther King Jr. Day (third Monday in January)
- Easter (Dates vary based on March equinox)
- Good Friday (Dates vary based on Easter)
- Memorial Day (last Monday in May)
- Independence Day (July 4)
- Labor Day (first Monday in September)
- Veterans Day (Nov. 11)
- Thanksgiving (fourth Thursday in November)
- Christmas (Dec. 25)

AP Style Guide–J/K

- **job titles**—Only Superintendent and executive-level positions should be capitalized when referring to a specific person. Principal is capitalized when used as a formal title for a specific individual. Do not capitalize any job titles in general references. *Ex. Superintendent John Smith; John Smith* was the superintendent.

- **JPS**—Abbreviation for Jackson Public Schools or the Jackson Public School District.

- **K-12**—The years of schooling from kindergarten through 12th grade graduation. But pre-K through grade 12.

- **kindergarten**, **kindergartners**

AP Style Guide–Military Titles

- **general**–Gen.
- **lieutenant general**–Lt. Gen.
- **major general**–Maj. Gen.
- **brigadier general**–Brig. Gen.
- **colonel**–Col.
- **lieutenant colonel**–Lt. Col.
- **major**–Maj.
- **captain**–Capt.
- **first lieutenant**–1st Lt.
- **second lieutenant**–2nd Lt.

AP Style Guide–N/P/R

- **No.**—Use as the abbreviation for *number* in conjunction with a figure to indicate position or rank: *No. 1 man, No. 3 choice*.

- **parent-teacher conferences**—Hyphenate.

- **PTA**—Acceptable in all references for Parent Teacher Association

- **public schools**—Use a figure and capitalize when numbered: Public School 3. If a school has a commemorative name, capitalize it: Benjamin Franklin School.

- **phone numbers**—We use parentheses around area codes on the website for consistency. *Ex. (601) 960-8700.* AP now uses the hyphenated format.

- **room numbers**—Use figures and capitalize room when used with a figure: Room 2, Room 211.

AP Style Guide–S/Teacher

- **school day**—Two words for any day that school is in session.

- **school year**—The 2017-18 school year begins soon. 2017-2018 is also acceptable.

- **schoolwork**—One word.

- **spring break**—Lowercase unless used as a title.

- **teacher**—One word for schoolteacher; others are three words without hyphens: grade school teacher, high school teacher

AP Style Guide–Times

- Do not use PM, pm, or :00 when writing times on the hour.
- Use a colon to separate hours from minutes:
11 a.m., 1 p.m., 3:30 p.m., 9-11 a.m., 9 a.m. to 5 p.m.
- Use figures.
- AP accepts 12 p.m. for noon and 12 a.m. for midnight.

AP Style Guide–Voicemail/Web

- **voicemail**—one word
- **web**—Short for World Wide Web. Also **website**, webcam, webcast, webfeed, webmaster, **webpage**.
web address and web browser.

AP Writing Helps

- CapitalizeMyTitle.com
- Merriam-Webster.com