



CENTER FOR DEVELOPMENT,  
DESIGN, & DELIVERY  
TEXAS WOMAN'S UNIVERSITY

# Simplifying WCAG for Digital Accessibility

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# What is WCAG?

- Web Content Accessibility Guidelines [wuh-kag]
- Ensure digital content is accessible to people with disabilities.
- WCAG provides a common definition for accessible content, a benchmark.

# WCAG



Text



Images



Forms



Other media

# WCAG in Accessibility Compliance

- The U.S. Rehabilitation Act of 1973 [Revised Section 508 Standards](#) incorporate WCAG for accessibility
- WCAG can help us reach more students and improve compliance with the Americans with Disabilities Act (ADA) and other laws.

# WCAG Success Criteria

Level  
A

Includes the most essential (and least strict) requirements.

Level  
AA

Includes additional criteria. Most digital content should aim for Level AA conformance.

Level  
AAA

Includes the strictest requirements. Some types of content may not be able to meet all Level AA success criteria.

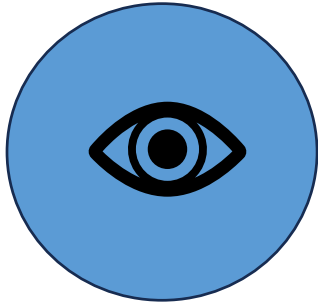
# Level AA

- Success criteria used by most higher education institutions
- WCAG 2.1 contains 50 success criteria in Level AA
- Common level specified in lawsuits, settlements, and agreements

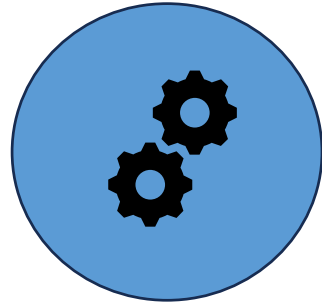
Level  
AA

Includes additional criteria. Most digital content should aim for Level AA conformance.

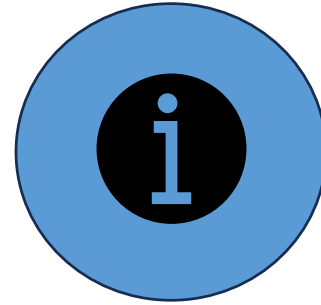
# 4 Core Principles of WCAG



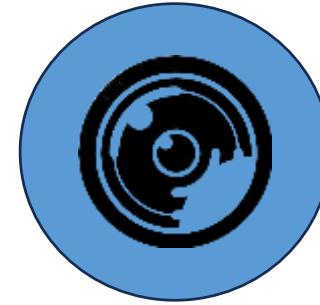
Perceivable



Operable

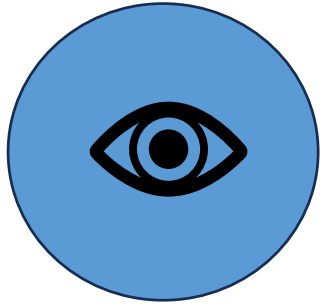


Understandable



Robust

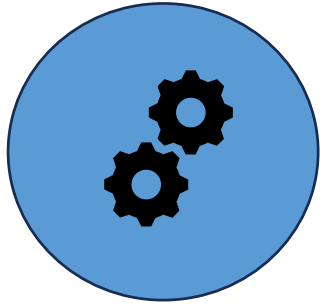
If any of these are not met, students with disabilities will be unable to use a site, application, online course content.



# Perceivable

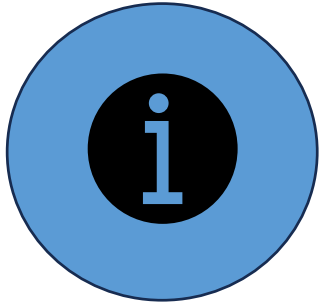
- Information and components must be presented to students in ways they can perceive.
- For example,
  - ✓ include alt text
  - ✓ include a transcript and captions
  - ✓ easy to read fonts
  - ✓ Descriptive hyperlink text.
  - ✓ contrasting colors to improve readability





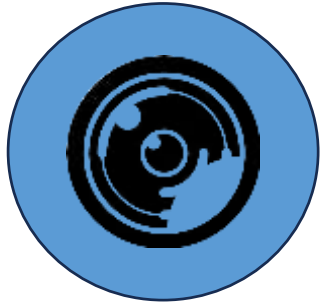
# Operable

- Navigation and components must be operable.
- For example,
  - ✓ easy to navigate and find content
  - ✓ all tasks can be performed with a keyboard instead of a mouse
  - ✓ enough time to perform tasks
  - ✓ no exposure to content that flashes or flickers



# Understandable

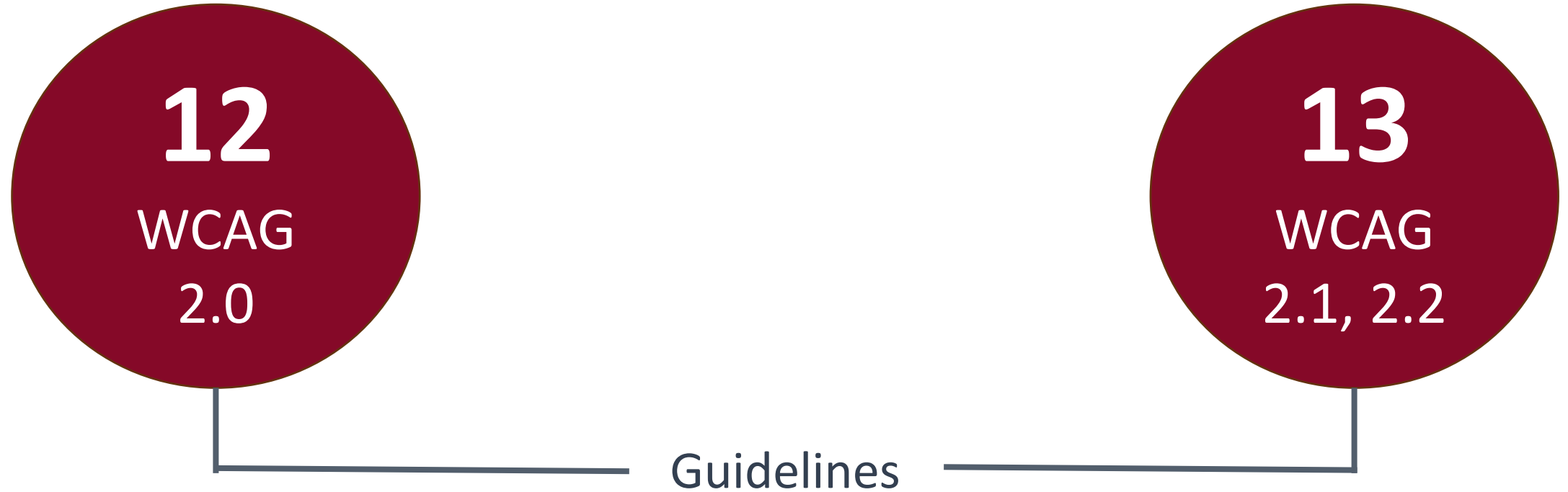
- Information and the operation of the course interface must be understandable.
- Examples:
  - ✓ unfamiliar words or abbreviations
  - ✓ overly complex instructions
  - ✓ messages that tell students that they made a mistake but fail to explain how to fix it



# Robust

- Content should be robust enough that it can be reliably interpreted by various technologies (phones, tablets, etc.), including assistive technologies.
- For example,
  - ✓ Content can be read using assistive technologies
  - ✓ Videos play regardless of the browser or device being used

# Corresponding Set of Guidelines

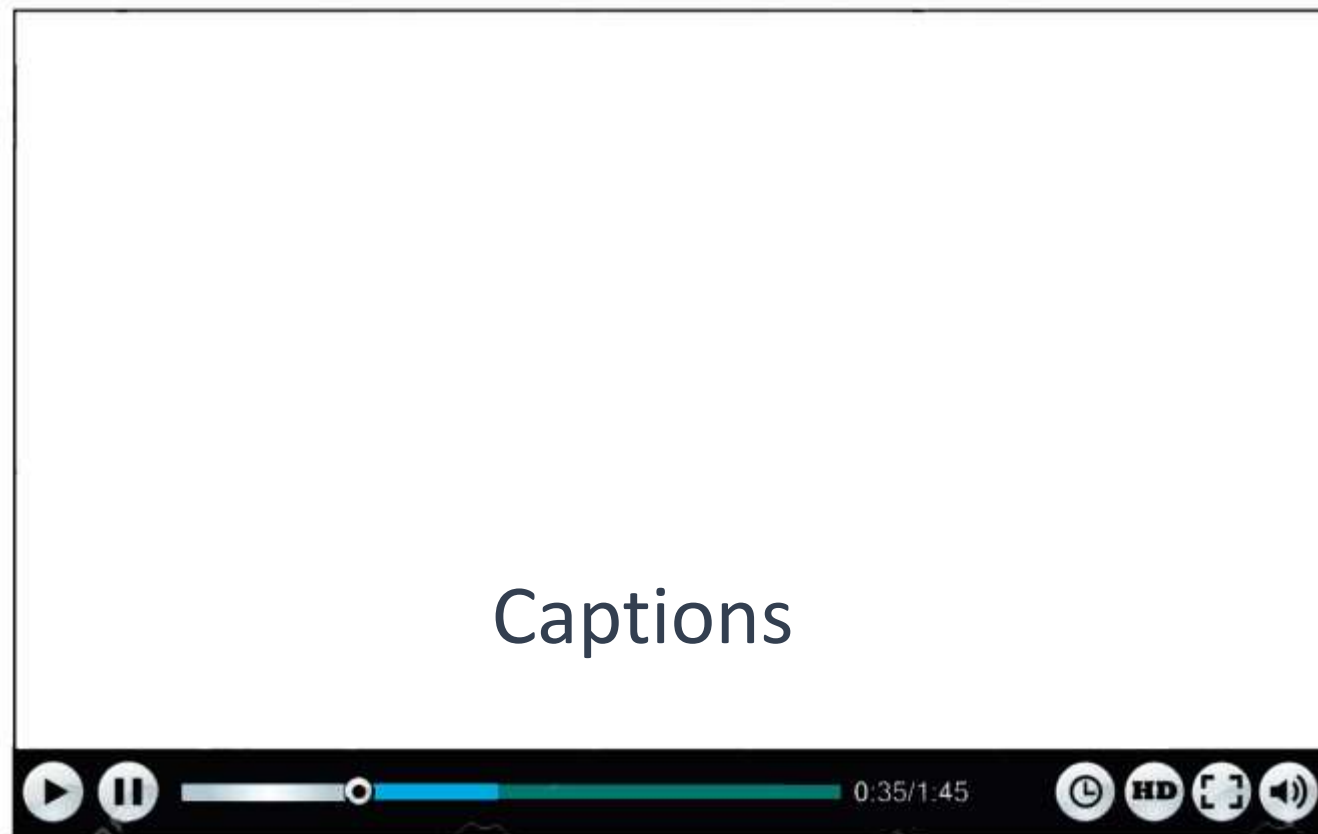


# Text alternatives

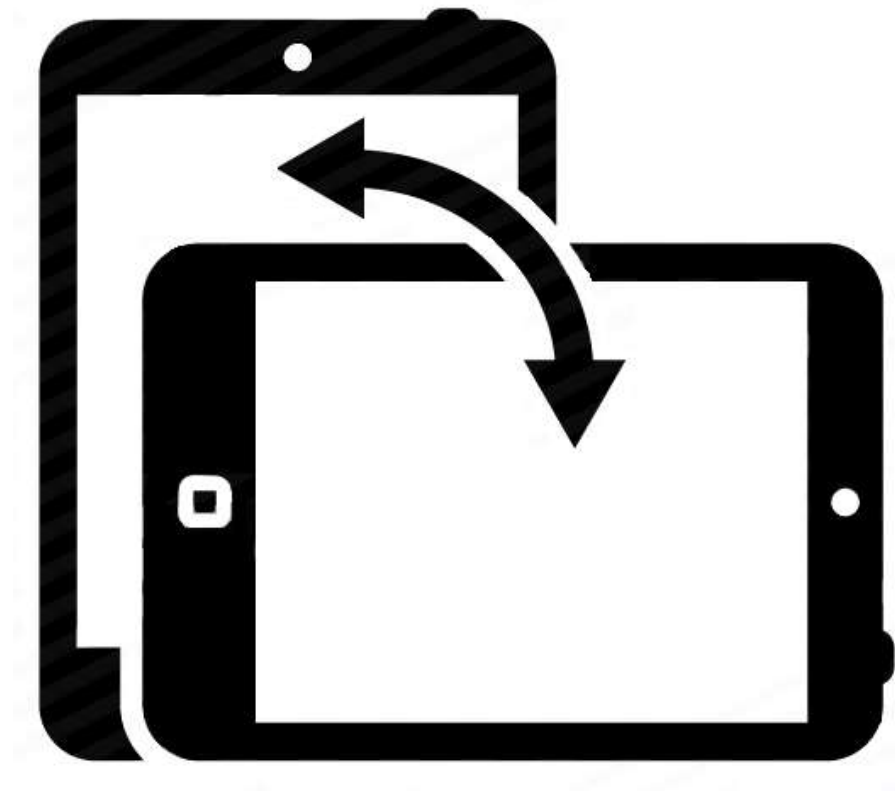


alt = Move to trash

# Time-based media



# Adaptable

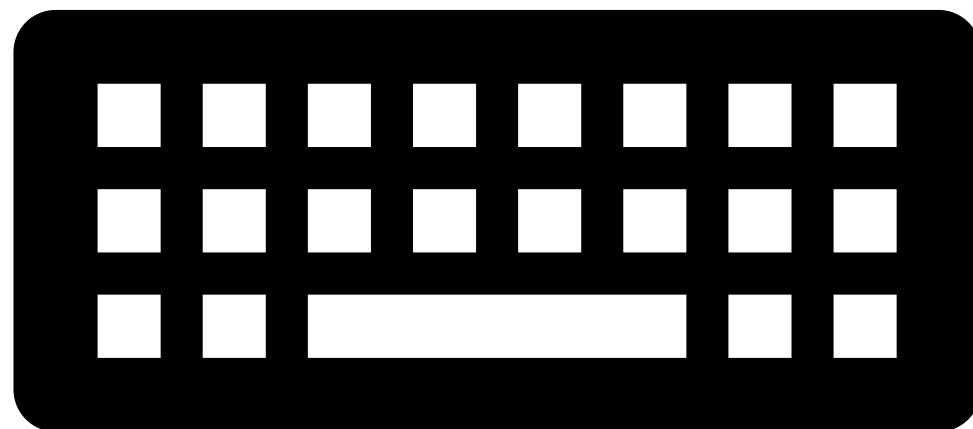


# Distinguishable

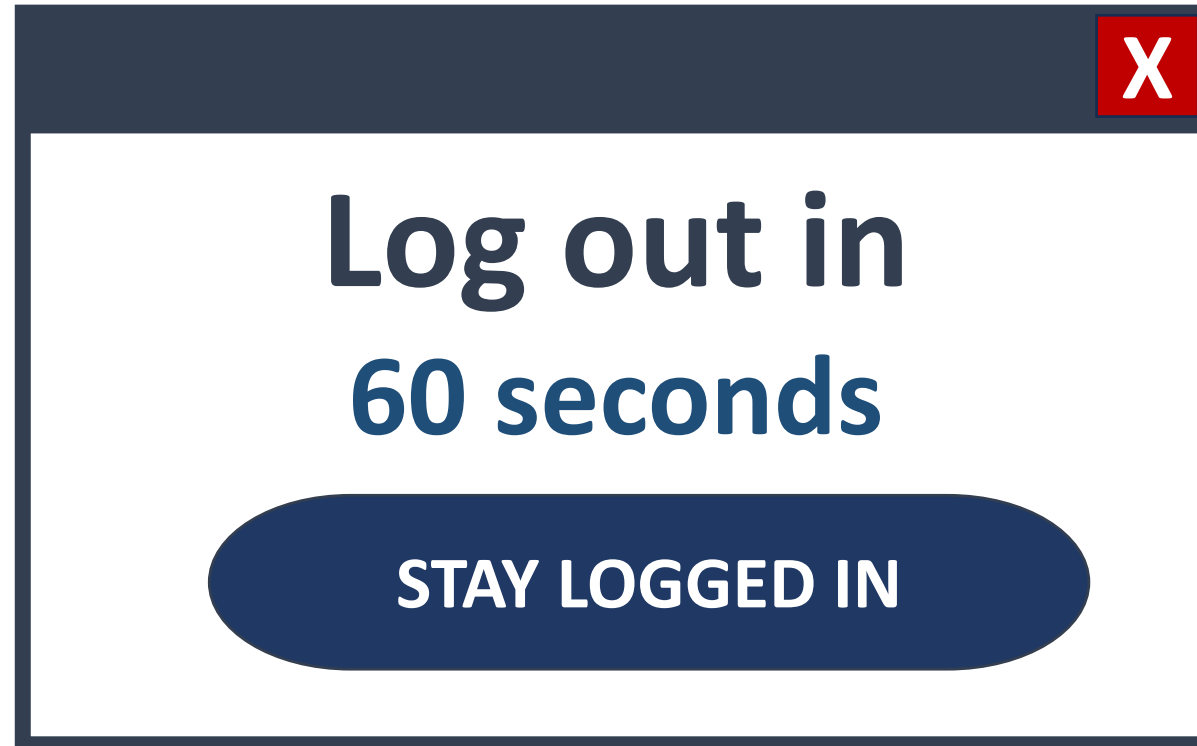




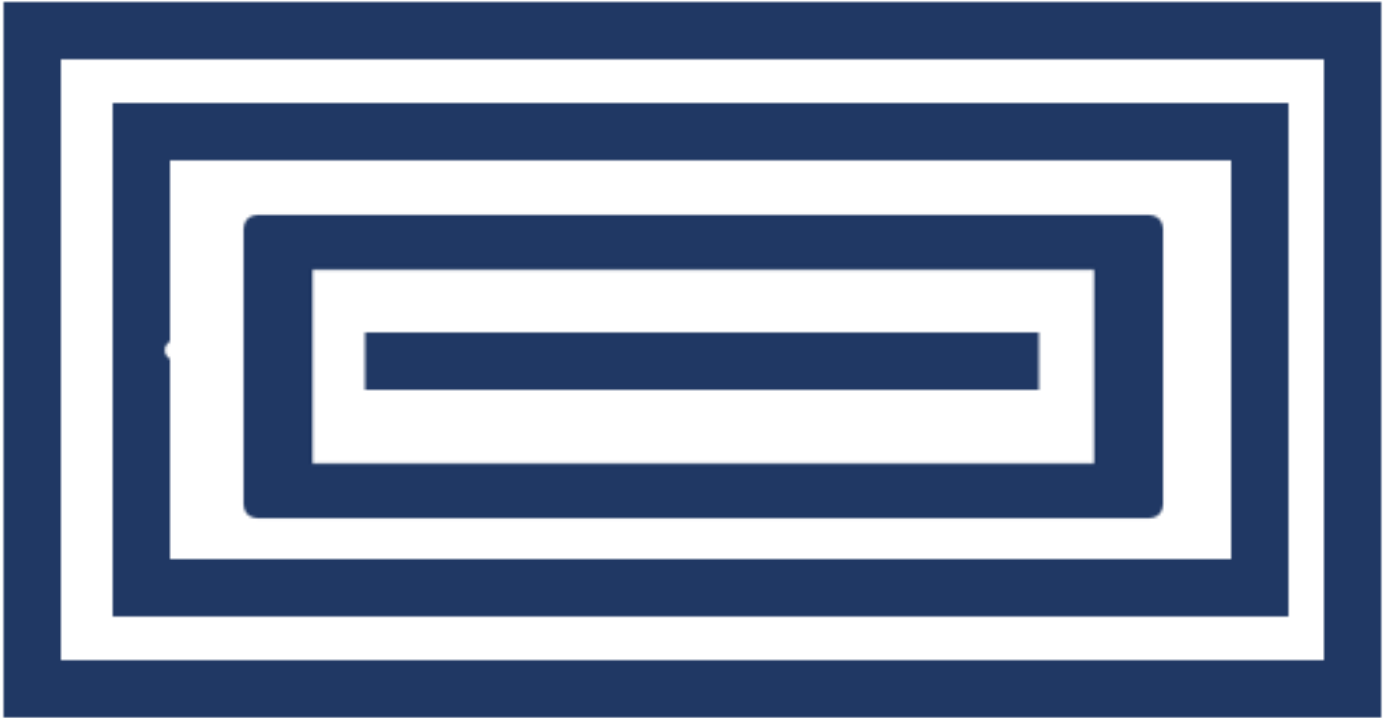
# Keyboard accessible



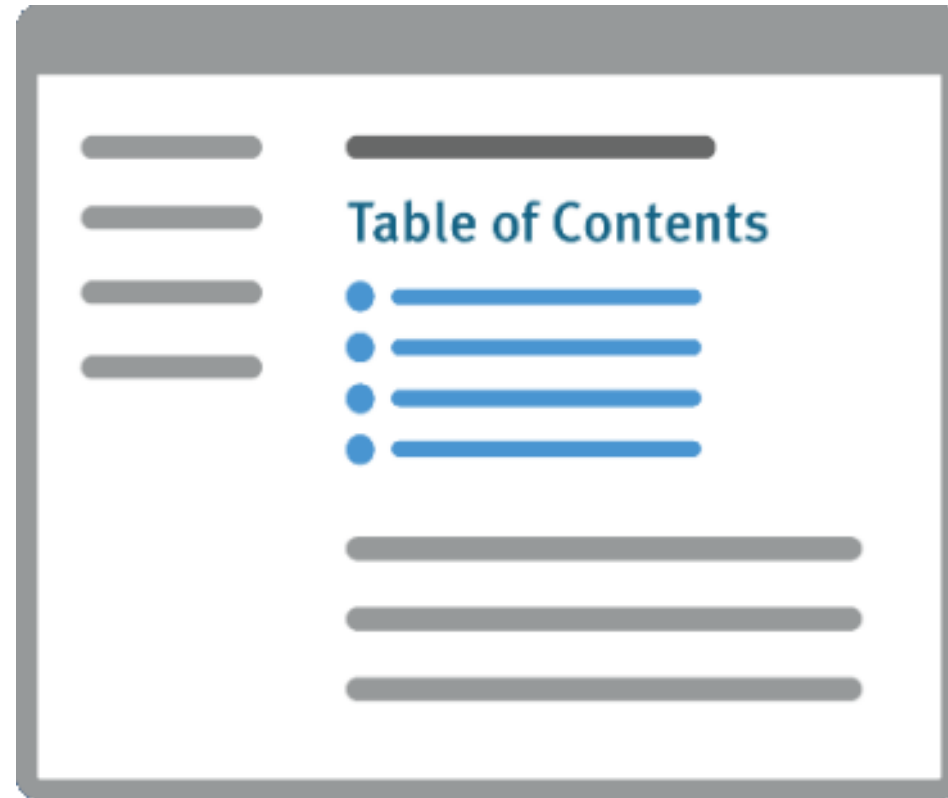
# Enough Time



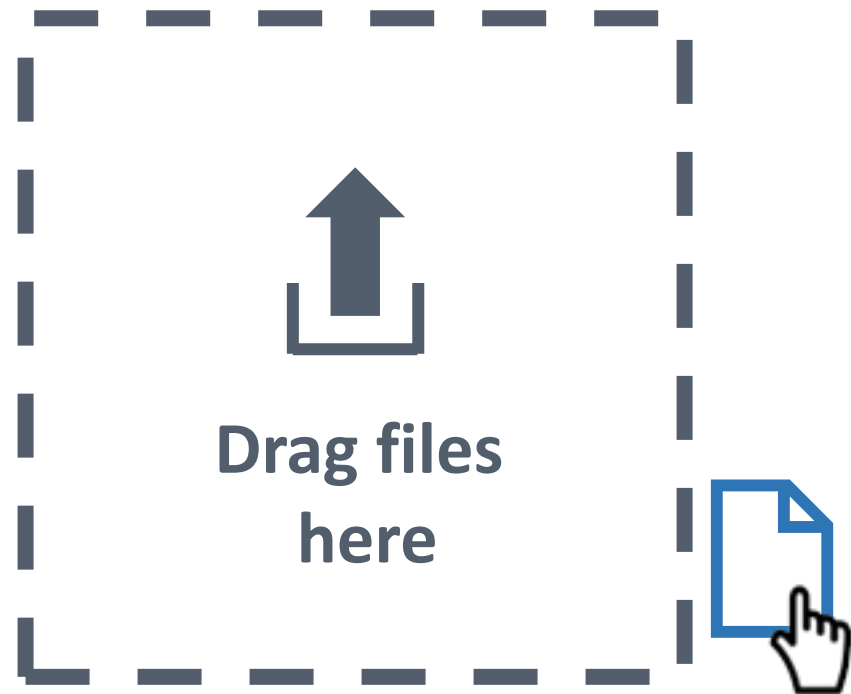
# Seizures



# Easy to Navigate



# Input modalities



Or



# Readable

- Clear language
- Readable fonts
- Avoid jargon
- Logical structure



# Predictable



- Provide consistency
  - ✓ Page navigation
  - ✓ Page structure
- Avoid using features that trigger unpredictable events
  - ✗ Links that open in new windows
  - ✗ Underlining text (underlined text is usually a hyperlink)

# Input assistance

Commission Amount %

Start Date

End Date



# Compatibility

Image only PDFs

Untagged PDFs

True PDFs

Tagged PDFs



# 13 Guidelines

**Text alternative**

**Adaptable**

**Keyboard accessible**

**Seizures**

**Input modalities**

**Predictable**

**Compatibility**

**Time-based media**

**Distinguishable**

**Enough time**

**Navigable**

**Readable**

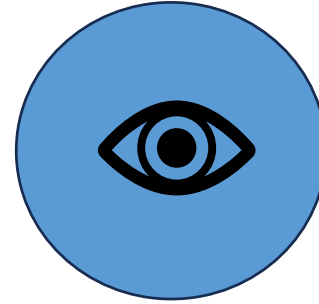
**Input assistance**

# Summary

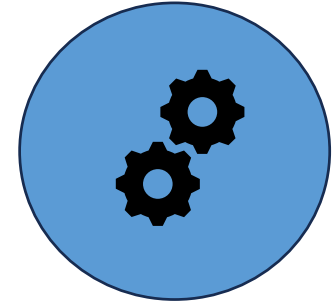
WCAG is a standard that defines how to make digital content accessible.



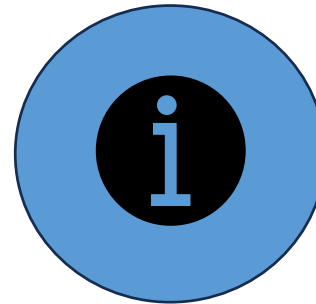
# Four Principles (POUR)



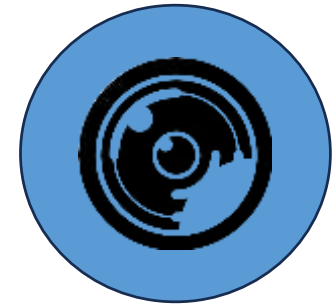
Perceivable



Operable



Understandable



Robust

# Success Criteria



# Higher education



# Resources

[Understanding Web Accessibility](#) - Dive deeper into the meaning of POUR with explanations, guidelines, barriers, success criteria, techniques, and practice exercises.

[WCAG Master Guide](#) - Success criteria guide for WCAG 2.1 with explanations, best practices, and examples.

[Your Complete Guide to Web Accessibility \[videos\]](#) - A comprehensive video playlist that provides a deep dive into the 13 guidelines in WCAG 2.1.



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**Congratulations!**



# Presentation & Additional Resources

## Simplifying WCAG PowerPoint



[https://bit.ly/simplifying\\_wcag](https://bit.ly/simplifying_wcag)

## Accompanying Google Site



<https://bit.ly/3xkqkOL>

# Questions & Discussion

