Marketing Content Accessibility Check List

- **<u>Public Facing Web content:</u> 2.0** AA is an OSU IT Accessibility Policy **minimum** requirement!

Images
- Include alt tags for all images. Images used for specific purposes need to be [adequately described](#), images used only for decorative purposes should have null <alt=""> tags.
- Ensure [contrast on overlapping text](#) causes no contrast issues on images.
- Remove overlapping text that may cause images to be too bunched together or cluttered.

Videos
- All public facing videos must be professionally closed captioned.
- Transcripts should be made for all videos.
- Procedures for producers to ensure captions will be added prior to publishing videos.
- Ensure procedures are in place to quickly create captions upon requests.
- Ensure procedures are in place to quickly generate audio description upon request.
- Set up a departmental account with preferred captioning vendor:
  - http://www.3playmedia.com/osu/
  - http://www.3playmedia.com/get-started-osu/
  - Pay as you go – No minimum commitment required. (Contact DAS with contract questions)

Fonts (also applies to print material)
- Make sure [font sets are acceptable for individuals with print disabilities](#) i.e. sans-serif font with clearly defined lines.
- Examples of fonts:

  - **GOOD FONT**
  - **GOOD FONT**
  - **OK FONT**

  - **BAD FONT**
  - **BAD FONT**
  - **BAD FONT**

Using Color
- [Ensure color is used properly](#) when conveying information in addition to contrast requirements.
- Ensure adequate [contrast ratios](#) (minimum 4.5:1, large-scale text 3:1).

Headings and Content
- Ensure [proper and logical headings](#) on websites (linear hierarchy i.e. top to bottom).
- Ensure content and menu items are presented in a logical and linear order.
- Non-relevant content (invisible frames, etc.) must be hidden from screen readers.
- Install: https://www.nvaccess.org/download/ free screen reader to check for issues. Ex:Frames or other objects that may be invisible to the eye but picked up by screen reader (Mac Users: Turn on VoiceOver)
- If there are warning indicators (expiring session, etc.) on website that draw the attention of a user, ensure they are coded to be picked up by a screen reader. Please see <u>WCAG</u> link below for guidelines.
- Ensure Drupal or other CMS themes are properly vetted and tested for accessibility, from the beginning of the design process. DAS and EOA are always available as resources for testing.

Resources and tools on how to develop, and audit your website:
- https://wave.webaim.org/ browser extension that audits your website (high level).
- https://www.w3.org/WAI/intro/wcag guidelines and checks on web accessibility. **2.0** AA is an OSU IT Accessibility Policy **minimum** requirement!
- http://accessibility.oregonstate.edu/ITpolicy official Oregon State University Policy. http://accessibility.oregonstate.edu/web official Oregon State University web accessibility guidance.
- Additional in-depth checklist: https://webaim.org/standards/wcag/checklist

General Accessibility Checklist

Additional information can be found at: http://oregonstate.edu/accessibility/events.
A more comprehensive university specific guide can be found at: http://sudcc.syr.edu.

General Facility Access

➢ How would someone get to the building (close ADA parking and/or transit stops)? Is there appropriate signage?
➢ How does someone access the room/location (ramp, accessible entrance, elevator, sidewalks, landscaping/ground)?
➢ Are sidewalks/hallways/aisles safe (no wires, cables, plants, protruding objects)?
➢ Is at least one accessible entry/door 32" wide?
➢ Is there adequate lighting throughout the space?
➢ Where is the location of the closest accessible restroom (men/women or gender inclusive)?

Event Set-Up

➢ How are temporary structures arranged to allow for access (tents, booths, stages, tables, food, displays, activities, etc.)?
➢ Is at least one aisle leading to accessible seating 36" wide?
➢ Are there accessible seating locations (either clear floor space for a wheelchair user and/or tables on an accessible route)?
➢ If no accessible seating exists, or you are arranging for seating, how do you ensure accessible locations?
➢ Are walkways safe (no wires, cables, plants, protruding objects)?
➢ How does someone know how to get to the event/signage and accessibility options?

Communication Access

➢ How will you orient all to the event site/layout/navigation?
➢ How will you provide accessible communication systems if needed (FM or loop system)?
➢ Are all videos captioned (including what is pulled from the internet)?
➢ Do you have front row seating for deaf and hard of hearing individuals?
➢ Do you know how to request interpreters or transcribers in advance?
➢ Where will interpreters be located (near presenter(s)/participants with appropriate lighting)?
➢ Are advance copies of information available to interpreters (scripts, songs, poetry, speeches, jokes, etc.)?
➢ Where is seating provided for transcribers/interpreters (close to speaker)?

Print and Advertising Access

➢ Are handouts sans-serif fonts, are large print handouts available?
➢ Are posted advertisements legible from a distance (too many words can make it difficult)? Is there enough color contrast for those who are low-vision/colorblind?
➢ How does someone who is blind or low-vision access the advertisements in accessible ways?
➢ Does advertising include the required OSU statement indicating how to request accommodations or accessible formats for the event?
➢ How accessible are your social media advertisements, videos, images?