Marketing Content Accessibility Check List

- **Public Facing Web content:** 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/osu/)
  - [http://www.3playmedia.com/get-started-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
  - BAD FONT
  - GOOD FONT
  - BAD FONT
  - OK 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/](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 WCAG 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/](https://wave.webaim.org/) browser extension that audits your website (high level).
- [https://www.w3.org/WAI/intro/wcag](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](http://accessibility.oregonstate.edu/ITpolicy) official Oregon State University Policy.
- [http://accessibility.oregonstate.edu/web](http://accessibility.oregonstate.edu/web) official Oregon State University web accessibility guidance.
- Additional in-depth checklist: [https://webaim.org/standards/wcag/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?