



## Essential **Accessibility** Considerations (& Resources) for Instructional Materials

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### FOR TEXT DOCUMENTS:

1. **ACCESSIBLE PDF** - Provide accessible PDF's only. If a PDF cannot be highlighted, it is not accessible! Check out WebAIM's tutorial on [PDF Accessibility](#) and the [automatic OCR software](#) in Adobe Creative Cloud, [free](#) to UWM staff. For assistance with acquiring journal articles, use the UWM Libraries' [Interlibrary Loan Service](#).
2. **HEADINGS** - Use headings and landmarks to make pages easily navigable.
3. **NAVIGATION** - Visually impaired people often navigate a page by moving from link to link. Never title a link "click here." The link's title should briefly explain itself.
4. **ALTERNATIVE TEXT** - Provide alternative text for images, menu items, and buttons. WebAIM offers [Alternative Text Basics](#).

### FOR ACCESSIBLE WEB DESIGN:

1. **FORMAT** using a standard page template. Visitors should always know where they are on the site and be able to easily retrace their steps or return to the home page.
2. **FONT** - Use the default or common fonts that work well for web display such as Arial or Verdana.
3. **MORE** about color images, tables, links, and testing your website, at [WebAIM](#)
4. **LMS ACCESSIBILITY** – For information, contact CETL's Learning Technology Commons, [lrc@uwm.edu](mailto:lrc@uwm.edu).

### FOR VIDEOS/AUDIO

1. **CAPTIONS** - For web video, both captions and a text transcript should be provided. For content that is audio only, a transcript is sufficient. Automatic captions are not acceptable and transcripts must follow [DCMP guidelines](#).
2. **MAKING CAPTION REQUESTS** - UWM's Accessibility Resource Center now has [Centralized Campus Interpreting and Captioning Services](#) (fee based) and instructors can request captioning (speech to text services) for students using the [ARC Request Form](#).

### FOR CLASSROOM TIPS

1. [Top 10 Tips for Universal Design in the Classroom](#) - [access-ed.r2d2.uwm.edu](http://access-ed.r2d2.uwm.edu)