



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

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FOR ACCESSIBLE DESIGN (Consult [WebAIM](#) for more information):

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. **HEADERS and NAVIGATION** - Format using a standard page template with headers and landmarks to make pages and tables easily navigable. Visitors should always know where they are on the site and be able to easily retrace their steps or return to the home page.
3. **LINKS** - Never title a link "click here" or "more". 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](#).
5. **FONT** - Use the default or common fonts that work well for web display such as sans serif, Arial or Verdana.
6. **COLOR** – Do not use color alone to convey information. Insure good contrast. More about color and contrast on [WebAIM](#).
7. **LMS ACCESSIBILITY** – For information, contact CETL's Learning Technology Commons, [lrc@uwm.edu](mailto:lrc@uwm.edu).
8. **TEST WITH [WAVE](#)** - An accessibility evaluation tool that provides embedded feedback.

### FOR VIDEOS/AUDIO

1. **CAPTIONS** - For web video, both captions and a text transcript should be provided. For audio only, a transcript is sufficient. Automatic caption services (e.g. YouTube) are not acceptable. 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](#).
3. **AUDIO DESCRIPTION** - allows video content to be accessible to those with visual disabilities by providing additional information about what is on the screen.

### FOR CLASSROOM TIPS

[Top Tips for Universal Design in the Classroom & Online Course](#)