

Accessible Content Design for Learner Variability



Visuals

E.g. Images, photos, figures, charts, diagrams, graphic organisers, maps, infographics, tables etc.

✓ Always...

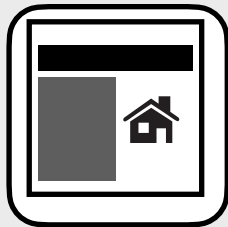
- Add descriptive and specific alternative text (alt text) to all images and visual content



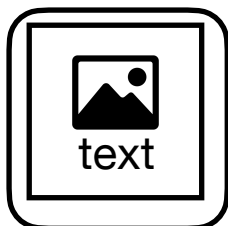
- Use high quality and clear visuals



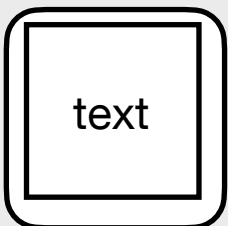
- Use logical layouts for the information presented in the visual, being conscious of structure, visual hierarchy and reading order



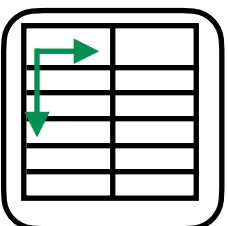
- Use Sans Serif fonts (with a minimum size of pt12) when adding text and use the same font (or font family) throughout a document/image



- Use high colour contrast schemes and themes for text and background colour and check colour contrast ratio. (e.g. use dark text on a white or pale backgrounds)



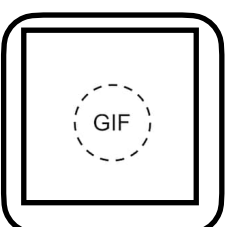
- For tables use logical layouts, read from left to right, top to bottom with 1.5 line spacing and left aligned text



- Ensure a text or audio alternative is provided for a detailed visual (e.g. an infographic)



- Check that animated images do not flash for more than 3 times per second or strobe, potentially causing seizures

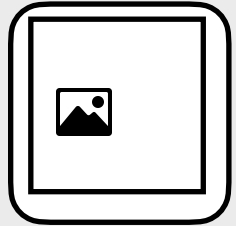


- Use built-in Accessibility Checker tools to highlight potential issues in your visual

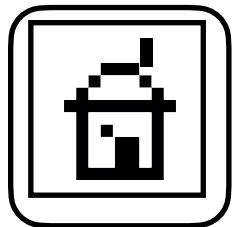


✗ Avoid...

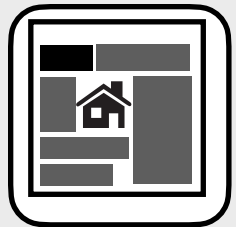
- Including an image or any visual content without a text alternative (unless it's for decorative purposes only)



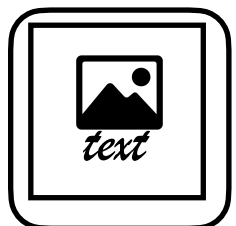
- Out of focus, blurred, pixelated or scanned images (where possible)



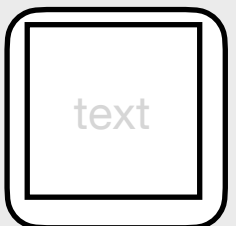
- Using complicated layouts, where structure, visual hierarchy and reading order can be unclear



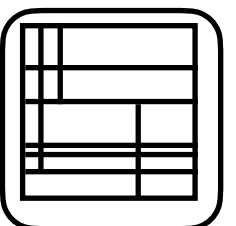
- Using overly decorative or Serif fonts with small font sizes leading to poor readability



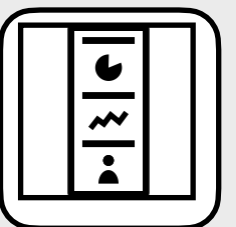
- Colours for text or other visual elements where the background colour is similar in contrast making it difficult to read (e.g. green and red)



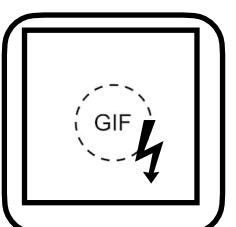
- A complex layout with cluttered text and single line spacing with right, centred or justified text



- Using a visual on its own to present detailed information



- Creating or using any flashing or strobing animated gifs



- Creating or using a visual with no consideration of Accessibility whatsoever

