

Version: 2.1

NHS Wales Websites CMS

Best Practice & Accessibility for Web Content Managers



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Websites Content Guidelines

First impressions matter and often, this is done through the headline or page title. At NHS Wales, this might take the form of the page title, a news post title or a press release. It might be a Department welcome message, or information about a new policy.

The title sets expectations for readers and informs them as to what they can expect to find in the article or page. While simplicity is favourable, the title has to convey the purpose of your content.

Writing great page titles

- Think about what we learned around making bullet points scannable and apply this thinking to your page title
- Page titles will sometimes appear out of context. They may be auto populated as link titles or appear in Google or site search results. Users need to see the page title (often out of context) and still know what it means or refers to.

Tone of Voice

To open up information to anyone interested enough to find out about it, we need to follow these golden rules:

- **Be Specific** - avoid vague words, metaphors and words that are open to misinterpretation.
- **Be Concise** - keep content understandable, concise and relevant. It should be informative and clear.
- **Avoid Jargon** - Avoid unnecessary jargon, unexplained abbreviations or acronyms.

Breaking up text

Nothing surprises content writers more than learning how much time the average user spends on the pages their copy features on.

- In most cases, users might spend as little as 2 minutes on a page. On some NHS Wales sites, users spend as little as 1 minute on a page.
- Intermediary or portal pages (designed to direct a user to another more detailed page) can see users spend as little as 20 – 40 seconds on a page. Are the users reading the copy on the page?

Broken up text is likely to be most effective to support users scanning for -

- Times and dates, such as visiting or surgery times, or specific dates relating to their NHS Trust or Health Board services
- Names, telephone numbers and email addresses
- Key pieces of information related to their task, such as wait times, department names or links to other NHS Wales websites
- Bite-sized paragraphs explaining single concepts or services

Graphics and Images

Image Size

Creating the appropriate Image Size for web pages is important. The size and resolution of an image has a huge effect on its display within your site and download time. While images can make your site look polished and professional, having images that are squashed, stretched, blurred or too small looks unprofessional.

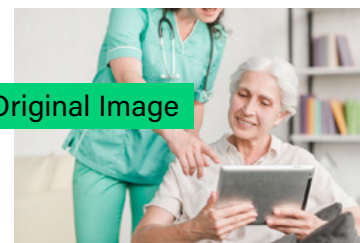
Therefore, ensure that the image you are uploading is the correct size for the purpose on your website. You will have the ability to Crop/Re-Crop any images within the CMS

Image Copyright

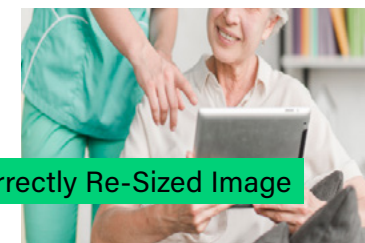
Copyright is the right of the owner to reproduce or permit someone else to reproduce copyrighted works. The most common types of copyright infringement on the web are images being used on web sites other than the owners.

If you use an image on your web site that you didn't create, you must get permission from the owner, this includes any images you've found on Google

Examples of image re-size distortion



Original Image



Incorrectly Re-Sized Image

Using Images as Links

Using images as links is perfectly acceptable, but they do need some special attention. A screen reader can identify images used as links, so they should be placed in the page in a way that this technology can access. This means they must have alt text and it must be relevant.

If you are using images as links especially if the image contains text and you are not using the images alt text, those links will not be available or accessible to those using non-graphical browsers (text only) or those with impaired sight who use screen readers. This is especially concerning if the images are linking to vital health information

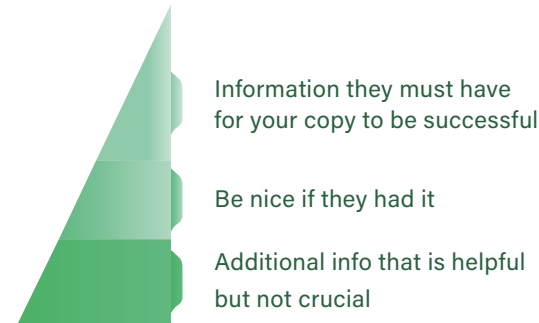
Regardless of which department or business unit you're in at NHS Wales, you're probably going to want to catch up with someone ultimately responsible for the content before writing your piece.

This may be a department head, consultant or administrating manager. You may well be the content or product owner yourself. Above all things, ensure clarity. If you're unsure why you're writing, what for, how long it should be or not sure about the objectives of the piece.

Before you write for the web:

- Think about your objectives
- Get your source materials together
- Know what an average page looks like in the section you are writing for
- Think about the user experience, your personas and content context
- Remember that what you are writing is important, and is likely to be viewed thousands and thousands of times over the coming months

Using the Pyramid Technique



The Pyramid Technique is a method of writing that works particularly well for web and online copy. This technique is nothing new – it can be dated back to use in journalism around 1900 – but adaptation of it for web copy isn't too old.

& Remember

- Crucial info must go at the beginning.
- They could stop reading at any time.

Essentially, the important parts of the copy have to come first. Extra information follows, with

any flourishes, supporting descriptions and any tangential content coming last, at the tip of the inverted pyramid. This lets users scan your content, reaching the critical parts first.

For parts of copy are less direct in nature - like NHS Wales PR or news stories- include them, but secondary; in the middle or towards the end of the pyramid for your copy.

The exceptions to this guideline are on long-form pieces, or 'About' content (where users might expect to encounter more corporate text over functional, to the point content).

Using the pyramid technique to write is easier when you're editing text but can be daunting if you're writing a new piece. A good approach is to list out your objectives, or write out your piece in a rough draft, then edit down.

Additional Advice & Tips

Keep It Short

Above all other advice, this is probably the most important point. Online writing needs to be much shorter than other writing. Research shows that people scan much more than reading every word. Therefore, you want to make it easy for your visitors to scan for information quickly.

Use White Space

Using white space allows you to reduce noise by visually separating information. As we saw in the previous NWIS Box UK project, information density is a common issue on NHS Wales pages. By using white space in your copy, you can help reduce this issue for users.

Use Plain English

Use plain English; don't use complicated or long words when easy or short ones will do. You should write content as simply as possible so that it is understandable by everyone. Write as if you were talking to your audience, as if you were talking to them one-to-one but with the authority of someone who can actively help.

Use Pronouns

The user is "you." NHS Wales are "we." This creates a cleaner sentence structure and more approachable content. Check your brand guidelines and any internal tone of voice guides if you feel this contradicts what you've been taught.

Read it Out Loud

The benefit of reading it out loud is that you learn first-hand if your users are going to feel bored or want to skip it. Do you feel breathless? Commas may be needed or breaking it up into further sentences. Is it waffly? Trim it down. Reading your copy out loud can be the most valuable tool.

Calls-To-Action & Microcopy

Good calls to action follow similar patterns to longer form content

- Action-orientated.
- Begin with a verb like 'Download', 'Get', 'Book' or 'Visit'.
- Make it scannable.
- Ideally start it with a keyword that relates to the purpose of the copy, or if a call to action, a verb.
- Keep it factual but inject NHS Wales tone of voice here possible/needed.
- Make calls to action try to influence user interaction if that's what you want the user to do. This works well for campaigns or important messages/notices.
- Short, unless at the end of a longer form piece of content, such as a blog post.

Good example

Delete page

Deleting a page will permanently remove it from your website.

No, Keep page Yes, Delete page

Bad example

Delete page

Deleting the page

No Yes



Introducing Microcopy

The Importance of Microcopy

Microcopy is important on a website, for the same reason it exists – it helps a user interact with your content, or to complete a task. However, microcopy often falls by the wayside as something that isn't considered important or might be done as an afterthought.

Make sure your microcopy, wherever it may be, is written with the same level of intent and objective as your main copy or text blocks. This not only helps the user experience, but helps the NHS Wales bottom line, especially with regards to usability and user satisfaction.

The Importance of Microcopy

- Brevity. Make it short. Always. It's the 'micro' in 'microcopy'.
- Make it scannable. Ideally start it with a keyword that relates to the purpose of the copy, or if a call to action, a verb. Everything we've already learnt but applied to those smallest pieces of text.
- To the point, but also with the NHS Wales tone of voice, where possible. Error messages are a great example of this or calls to action at the bottom of a blog post.

Examples of Microcopy

- Labels on forms instructing users on how to complete a field
- Button labels for calls to action, buy buttons, or to send a form into an NHS Wales team
- Error messages
- Text in your footer or header
- Subheadings
- Image captions or image ALT title text
- Help text
- Small print

An Introduction to Web Accessibility

It is a legal requirement under the Disability Discrimination Act (DDA) to ensure that websites are accessible to blind and disabled users. e.g. 4.7 (p39).

If someone with a disability, such as sight loss, can't access the information on your website then it could be seen as discrimination.

... A service provider has to take reasonable steps to change a practice which makes it unreasonable or difficult for disabled people to make use of its services.

The **Web Content Accessibility Guidelines (WCAG)** are a series of guidelines published by the Web Accessibility Initiative (WAI) of the World Wide Web Consortium (W3C), the main international standards organization for the Internet. These feature four foundational principles for web accessibility:

- **Perceivable** - information and user interface components must be presentable to users in ways they can perceive
- **Operable** - users must be able to operate the interface
- **Understandable** - users must be able to understand the information as well as the operation of the user interface
- **Robust** - content must be robust enough that it can be interpreted reliably by a wide variety of user agents (web browsers), including assistive technologies

The guidelines are structured into three levels of conformance:

- **Level A** - offering a basic level of accessibility features.
- **Level AA** - addresses bigger and more common issues encountered by disabled users.
- **Level AAA** - most complete level of web accessibility.

We recognize that each of the major categories of disabilities (visual, hearing, motor, and cognitive) require certain types of modifications when designing web content.



An Introduction to Web Accessibility

To meet government accessibility requirements, digital services must: meet level AA of the Web Content Accessibility Guidelines (WCAG 2.1)

As a minimum and work on the most commonly used assistive technologies - including screen magnifiers, screen readers and speech recognition tools.

Web accessibility is about providing online access for all regardless of disabilities and constraints. Constraints could include limited expertise, browser type etc. If someone with a disability, such as sight loss, can't access the information on your website then it could be seen as discrimination.

The Equality Act came into force in October 2010, replacing the Disability Discrimination Act (DDA) in England, Scotland and Wales. Like the DDA, the Equality Act was introduced with the intention of comprehensively tackling the discrimination which many disabled people face.

The Act is 'anticipatory', which means you cannot wait until a disabled person wants to use your services. You must think in advance (and on an ongoing basis) about what disabled people with a range of impairments (sight loss, hearing loss, mobility and cognitive impairments) might reasonably need

It may be unlawful for a website to:

- Have links on that are not accessible to a screen reader
- Use application forms in a PDF format that cannot be read by a screen reader
- Display core service information that is not in a format accessible to screen readers.
- Use text, colour contrasting and formatting that make the website inaccessible to a partially sighted service user



An Introduction to Web Accessibility

The Public Sector Bodies (Websites and Mobile Applications) Accessibility Regulations 2018 came into force on 23 September 2018 which say that all public sector websites or mobile apps must:

- Meet accessibility standards
- Publish an accessibility statement
- The accessibility regulations build on your existing obligations to people who have a disability under the Equality Act 2010 (or the Disability Discrimination Act 1995 in Northern Ireland). These say that all UK service providers must consider 'reasonable adjustments' for disabled people.

The best way to do this is:

- Check your website or mobile app for accessibility problems.
- Make a plan to fix any accessibility problems you find, within reason.
- Publish your accessibility statement.
- Make sure new features are accessible.
- If you created a new public sector website on or after 23 September 2018, you must now meet accessibility standards and publish an accessibility statement. You need to review and update your statement regularly. A website would be considered new if you make substantial changes to the code, create new features, or create a subdomain with its own distinct codebase. Mobile apps need to be accessible by 23 June 2021.

Accessibility Statements

The Accessibility Regulations for Public Sector Bodies came into force on 23 September 2018. They say you must make your website or mobile app more accessible by making it 'perceivable, operable, understandable and robust'. You need to include and update an Accessibility Statement on your website.

The accessibility regulations build on your existing obligations to people who have a disability under the Equality Act 2010 (or the Disability Discrimination Act 1995 in Northern Ireland). These say that all UK service providers must consider 'reasonable adjustments' for disabled people.

The deadline for meeting the requirements and the steps you need to take depend on whether you have:

- A new website (published on or after 23 September 2018)
- An existing website
- Intranet and extranet websites
- A mobile app

All public sector bodies have to meet the 2018 requirements, unless they are exempt.

Public sector bodies include:

- Central government and local government organisations
- Some charities and other non-government organisations

Your team does not need to fix the following types of content because they're exempt from the accessibility regulations:

- Pre-recorded audio and video published before 23 September 2020
- Live audio and video
- Heritage collections like scanned manuscripts
- PDFs or other documents published before 23 September 2018 - unless users need them to use a service, for example, a form that lets you request school meal preferences
- Maps - but you'll need to provide essential information in an accessible format like an address
- Third party content that's under someone else's control if you did not pay for it or develop it yourself - for example, social media 'like' buttons
- Content on intranets or extranets published before 23 September 2019 (unless you make a major revision after that date)
- Archived websites if they're not needed for services your organisation provides and they are not updated

You'll need to explain in your accessibility statement that you've not made things like this accessible because they are exempt.



Accessibility Statements

Accessibility Regulations: <https://www.legislation.gov.uk/uksi/2018/852/contents/mad>

Accessibility Guidance: <https://www.gov.uk/guidance/make-your-website-or-app-accessible-and-publish-an-accessibility-statement>

Conduct a Basic Accessibility Check: <https://www.gov.uk/government/publications/doing-a-basic-accessibility-check-if-you-cant-do-a-detailed-one>

Accessibility Requirements for Public Sector Bodies: <https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps>

Sample Accessibility Policy: <https://www.gov.uk/government/publications/sample-accessibility-statement>

Heading Tags

Headings communicate the organization of the content on the page. Web browsers, plug-ins, and assistive technologies can use them to provide in-page navigation. Heading Tags are used to define the headings in your page. There are 6 available, h1 set of heading tags being the biggest and boldest and the h6 set being the smallest.

Considerations when using Header Tags

- Those who use text readers to read your site will become confused if you do not use Heading Tags in descending order as they were intended.
- All browsers support Heading Tags and each displays the headings in slightly different sizes.
- A visitor may have changed the default fonts of their browser and chosen to override your stylesheet so the sizes and font may differ than you intended.

Heading Structure

- Heading Tags should be used for Headings Only
 - Check that Heading Tags have only been used for Headings and not as a way to format other content.
 - If used incorrectly, remove the Headings Tags from areas that are not actual Headings and use classes to format these areas.
- Check the structure of your headings
 - First heading of the page is Heading 1
 - Subsequent headings are in descending order
 - Sub-subsequent headings are in descending order

```

<h1> Main Header </h1>
  <h2> Header 2 </h2>
    <h3> Header 3 </h3>
    <h2> Header 2 </h2>
      <h3> Header 3 </h3>
      <h3> Header 3 </h3>
        <h4> Header 4 </h4>

```




Content managers can make a table more accessible by giving it both a Caption and Summary. These two elements exist to give readers an overview of the table contents. The Caption tag, which will appear on the screen is used to give the title of the table, while the Summary attribute gives the user a description of the table's purpose. Therefore, a non-visual browser can read the Summary information without having to go through the actual table cells to find out what the table is for.

When a Table is read by a screen reader (cell by cell) it can often be difficult to see the connections between the cells data, the Table Header tag can be used to create these connections and help avoid confusion.

A Table Header is typically a row at the top of the table that helps identify the rows below each of the headers. For example, in the below table there are two columns with a Hospital Wards and Contact Telephone Number.

A Table Header is typically a row at the top of the table that helps identify the rows below each of the headers. For example, in the below table there are two columns with a Hospital Wards and Contact Telephone Number.

Hospital Wards	Contact Telephone Number
Ward A	02920 *****
Ward B	02920 *****
Ward C	02920 *****

Tables

Table HTML

For this simple example table your HTML code for Summary, Caption and Header Row will look like this:

```

5 * <table class="table table-bordered" summary="This table contains a list of the
6 * hospitals wards and a contact numbers for each">
7 *   <caption>Ward Contact Details</caption>
8 *   <thead>
9 *     <tr>
10 *       <th scope="col">Hospital Wards</th>
11 *       <th scope="col">Contact Telephone Number</th>
12 *     </tr>
13 *   </thead>
14 *   <tbody>
15 *     <tr>
16 *       <td>Ward A</td>
17 *       <td>02920 *****</td>
18 *     </tr>
19 *     <tr>
20 *       <td>Ward B</td>
21 *       <td>02920 *****</td>
22 *     </tr>
23 *     <tr>
24 *       <td>Ward C</td>
25 *       <td>02920 *****</td>
26 *     </tr>
27 *   </tbody>
28 * </table>

```

Table Properties

Within the CMS Content Managers can add and edit the Summary/Caption/Headers etc. by right clicking on the Table and selecting Table Properties

Table Properties

Table Properties

Advanced

Rows

4

Width

Columns

2

Height

Headers

First Row ▼

Alignment

<not set> ▼

Caption

Ward Contact Details

Summary

This table contains a list of the hospitals wards and a contact numbers for each

OK

Cancel

Alt Text

Alternative text (Alt Text) is used by accessibility tools such as screen readers to help anyone who may have difficulties when browsing your site, this will add a text description to an Image on a Web page.

Some of your visitors may not be able to see images, be they blind, colour-blind, low-sighted; the alt attribute is of great help for those people that can rely on it to have a good idea of what's on your page.

This functionality should be utilized on all Images on your site; as Images now require alternative text in order to comply with Accessibility regulations.

Adding Alt Text as you upload

Within the CMS Alt text can be added to the Image at the point of upload, by filling out the available fields.

Writing Alt Text

For this simple example table your HTML code for Summary, Caption and Header Row will look like this:

- Use text that fulfils the same function as the image.
- If the Image is simply decorated text , put the text in the alt attribute
- If the Image is used to create bullets in a list, a horizontal line, or other similar decoration, it is fine to have an empty alt attribute (e.g., alt=""), but it is better to use things like list-style-image in CSS

	File name	onWard-01.jpg
	Title	Working on the Ward
	Summary/Caption	Patient care on Ward A
	Credits	Ward A
	Alt Text	Working on the Ward

Alt Text

Good Alt Text Vs Bad Alt Text

Its primary purpose is to describe images to visitors who are unable to see them. This includes screen readers and browsers that block images, but it also includes users who are sight-impaired or otherwise unable to visually identify an image. The more descriptive the Alt Text; the better this is for a visually impaired user e.g.

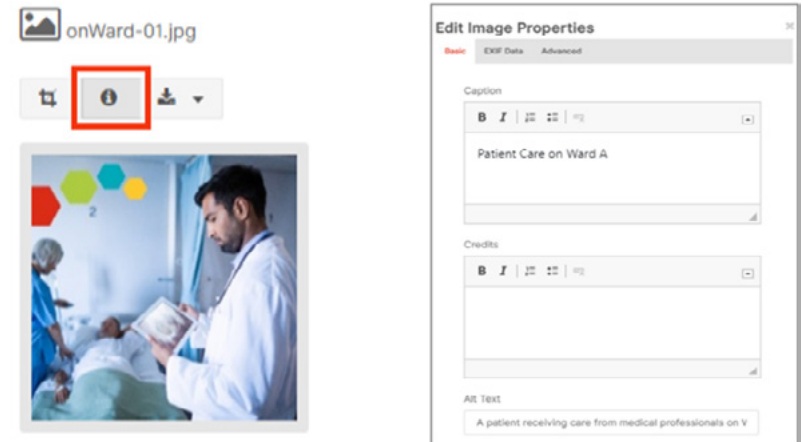
- **Good ALT Text** – A patient receiving care from medical professionals on Ward A
- **Bad ALT Text** - 2019.07.02-16-41-52.jpg



A patient receiving care from medical professionals on Ward A

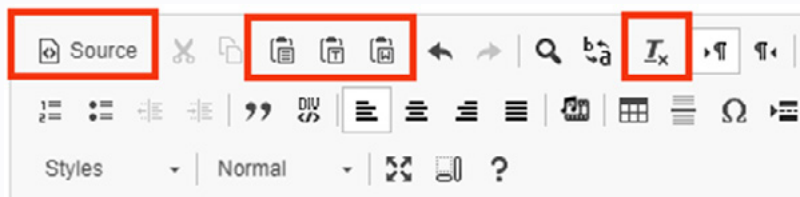
Adding Alt Text after you upload

Alt text can be added to the Image after the Image has been uploaded. This can be done by selecting the 'i' Information Key, This will then open up the Image properties that you can now amend as you wish.



Pasting Tools

When cutting and pasting content into the Rich Text Editor (RTE) sometimes errant code can be drawn in behind the scenes, this can confuse users with screen readers. To aid you in cleaning this code up we have created the following keys on the RTE toolbar.



- Source Key - As the CMS is open source you have access to the Source Code and so you can manually delete any errant code
- Word Keys - Select your text to copy then select one of the 3 paste keys. Your text will now be stripped of formatting at the point of upload
- Remove Format - Select the Text you wish to clean up and then select the 'T' key and errant formatting will be removed



Link Labels

Link text is basically any text words, numbers, or symbols on a digital document that provides a hyperlink to some other document, webpage, or Internet site.

Descriptive Links

In order to meet accessibility guidelines your Link text will need to be meaningful and descriptive. The purpose of descriptive links is to provide users with the proper context of where clicking the link will take them. Screen readers will often navigate websites going from link to link, so providing links that make sense is important and necessary. In this instance 'Click Here' or 'More' will tell the user nothing at all about the destination of the link.

Downloading Documents

When your link is inviting people to download a file, it's essential that you let them know exactly what they are about to get. The files you offer may not be in a format the user can read, or may be larger than they have time to download. So give full information, but still as briefly as possible.

Non Descriptive Links

To view our Board Papers
Click Here

For further information on our
Physiotherapist go to this **page**

More

Descriptive Links

View our Board Papers

For further information check out
our **Physiotherapist page**

Read More News

Non Effective Document Links

**Complete this form to sign up to
our News Letter**

Download Our Annual Reports

These documents are available in
Welsh here **<https://cmssupport.nhs.wales/best-practice/accessibility/link-labels/>**

Effective Document Links

**Complete this form to sign up to
our News Letter**

**Our Report and Accounts 2018:
PDF 180kb**

To **view these Documents in Welsh**

Link Labels

Avoid Jargon

Jargon and acronyms need to be avoided because links may well be read out of context, and you can't assume that people will know what you mean simply because you have mentioned an uncommon term or abbreviation somewhere else on the page.

Link Labels in Layout Plugins

When using the Layout Plugins you have the ability to add in multiple Link Labels, this is controlled through the View All Label field within the settings menus.

View All Label: This will be the text shown on the display's buttons, if you leave this field empty then it defaults to 'More'. You can add a separate label for each text field by adding a comma delimiter, so that each sections link can be editable to give it a more meaningful description to aid accessibility. E.g. More on Jobs, More on Working for Us, More on Volunteering; these labels will then appear in boxes 1, 2, 3 respectively

Non User Friendly Links

Get your MCM News Letter

FOIA

User Friendly Links

Get your NHS Wales Websites CMS Content Managers News Letter

Freedom of Information Act

The screenshot displays a website layout with two main sections. The 'Jobs' section on the left includes a header with the GIG logo and NHS Wales text, a main image of a woman holding a clipboard, and a 'Continue reading >' button. Below the image is a 'Jobs' sub-header and a text field for 'Add your local information regarding 'Jobs''. The 'Working For Us' section on the right has a header with the Cymru Wales logo, a sub-header 'Working For Us', and a text field for 'Add your local content regarding 'Working for Us''. Below this is a 'Find out More >' button. A third section, 'Volunteering for Us', is partially visible at the bottom right, with a sub-header and a text field for 'Add your local information regarding 'Volunteering for Us'', followed by a 'More >' button.

Opening Links Externally

Links may have a target attribute which controls what happens when that link is clicked. One of the possible values of that attribute is **_blank**, which tells the browser to open a New Window/Tab when that link is clicked.

This option is available to via the back end of the content item, by default this is unchecked. If you would like the content to open in a New Browser, simply select the tick box.

Search Settings

Basic

Summary

Image

Publishing

Feature
No

Release Date
14/01/2022 9 44

☒ Include in Site Navigation

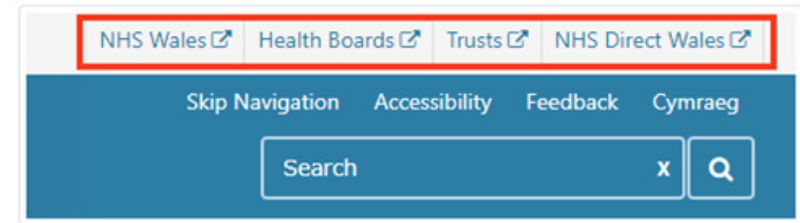
☐ **Open in New Browser Window**

☐ Exclude from Site Search

☐ Use as New Content Template

☐ Lock Node

☐ Restrict Access to Specific Group(s)?



When this check box is selected an External Indicator Tab will be added to your Link

Opening New Windows and Tabs from a Link Only When Necessary

Although you have the option of setting an External Link to open in a new browser window, we would advise not to use this option excessively across your site as this can be disorienting for your users. Users may not understand that by selecting these links they are now either leaving your site or opening a new window within their browser.

- This overrules the user's ability to control the view in their own browser
- It's not user friendly to cause excessive windows/tab to open for you user
- This disables the 'back' button so the user cannot easily return to their previous position.
- Are you happy to send your users away from your site and to another site?

Colour Contrast

Colour contrast between text and background is important on web pages. It affects some people's ability to perceive the information. Colour is not to be used as the only visual means of conveying information, indicating an action, prompting a response, or distinguishing a visual element. Instructions provided for understanding and operating content must not rely solely on sensory characteristics of components such as shape, size, visual location, orientation, or sound.

Contrast Issues

- Anything that is indicated by colour needs to have a secondary way for it to be distinguished - for example it is not sufficient to say "select either the green or red button" by itself.
- For text to be readable or other elements to be distinguishable they need to have sufficient colour contrast against the background.

Exceptions to the Rule

- Large Text:** Large-scale text and images of large-scale text have a contrast ratio of at least 3:1;
- Incidental:** Text or images of text that are part of an inactive user interface component, that are pure decoration, that are not visible to anyone, or that are part of a picture that contains significant other visual content, have no contrast requirement.
- Logotypes:** Text that is part of a logo or brand name has no minimum contrast requirement.

<p>✗ Don't do this</p> <p>Bad contrast 1.6:1</p>	<p>✗ Don't do this</p> <p>Bad contrast 1.5:1</p>	<p>✗ Don't do this</p> <p>Bad contrast 1.5:1</p>
<p>✓ Do this</p> <p>Good contrast 12.6:1</p>	<p>✓ Do this</p> <p>Good contrast 7.8:1</p>	<p>✓ Do this</p> <p>Good contrast 5.1:1</p>
<p>✗ Don't do this</p> <p>Bad contrast 1.6:1</p>	<p>✗ Don't do this</p> <p>Bad contrast 1.5:1</p>	<p>✗ Don't do this</p> <p>Bad contrast 1.5:1</p>
<p>✓ Do this</p> <p>Good contrast 5.6:1</p>	<p>✓ Do this</p> <p>Good contrast 5.3:1</p>	<p>✓ Do this</p> <p>Good contrast 5.1:1</p>

Moving Images

Animated interfaces can cause headaches, nausea, dizziness, and other health problems for many people. The most affected groups are people with epilepsy, migraine sensitivities and vestibular disorders. However, anyone can experience similar issues if subjected to excessive motion on the screen for a longer period of time.

When someone has difficulties with reading or concentration, anything moving on the screen can cause distractions. These distractions can prevent them from completing tasks or simply getting the information needed from a website.

The size of the motion

Small animated elements such as a button that slightly changes colour on hover won't be much of a problem. When designing an animation always think about the relative size of movement to the screen.

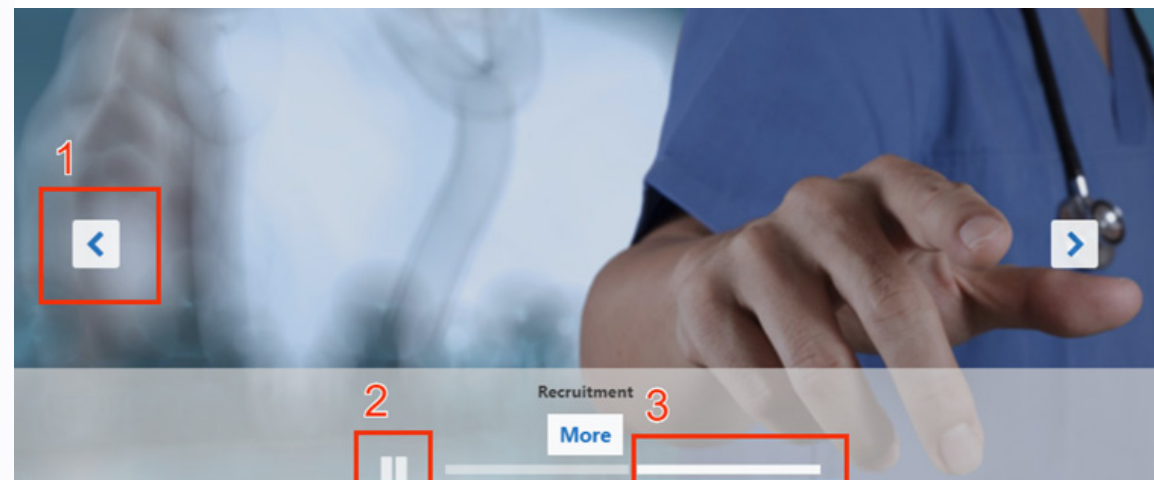
Control of Carousels

Carousels without play, stop, and pause controls present a problem. Even if people are uninterested in the information

within your Carousel, the constantly moving slides on your page can still cause dizziness and nausea. Also, avoid animated effects on the slides. Animations inside animations are disturbing for user experience and harm accessibility.

Always provide more than one ways for users to stop, pause, and restart your slider or carousel. There are a number of techniques you can use, such as:

- 1 | Left and right arrows icons to let the user move the slides.
- 2 | Traditional play, stop, and pause icons below the Carousel, similar to the ones used in media players.
- 3 | Icons — one for each slide



Media Players

Videos should be produced and delivered in ways that ensure that all members of the audience can access their content. An accessible video can include captions, audio description and a video transcript and is delivered in an accessible media player. You will need to consider that people who are blind can hear the audio, but not see what is happening. People who are deaf can see what's happening but not hear the audio. The video itself may be too fast-paced for people with cognitive impairments.

Videos that play automatically as soon as the page loads can be extremely disorienting to a number of groups of users. It is especially problematic for people with vision impairments that use a screen reader, as they often cannot hear their screen reader over the video.

No Flashing Content

It is well-documented that flashing or strobing content can trigger epilepsy and migraines in susceptible individuals. Even if users are just following the subtitles of your video, flashing or strobing on the page can still cause dizziness and nausea.

Captions / Subtitles

Are a text version of the speech and sound on the video. These are displayed over the video, typically at the bottom, and are toggled on and off by the viewer through the video player. They let deaf and hard-of-hearing users follow the dialogue.

Video Transcript

This is more than just the script of what is spoken in the video. It should also contain descriptions of the action or information on-screen. It should be provided in text, HTML or Word and must be immediately after the video or linked immediately after the video. If you are hosting your videos on a platform such as YouTube the video transcript can be downloaded from the subtitles (as shown below)

The screenshot shows the YouTube video player interface. At the top, there are tabs for 'Info & Settings', 'Enhancements', 'Audio', 'End screen', 'Cards', and 'Subtitles/CC'. The 'Subtitles/CC' tab is selected. Below the tabs, it says 'View published subtitles and CC: English' and 'Subtitles/CC source: CMS Support'. There are 'Edit' and 'Unpublish' buttons. A dropdown menu for 'Actions' is open, showing options: 'Rename', 'Delete', 'Download', 'Original format', '.vtt', '.srt', and '.sbv'. Below the menu, a transcript is visible with timecodes and text. On the right, a video player is shown with a subtitle overlay that reads: 'the page that you would like to add your carousel to if you go to the pencil icon'.

Text Font

Font style is an important consideration of accessible website design. Although screen readers can be a great help in deciphering text for visually impaired users, choosing fonts that are easily legible will benefit more users from the outset.

The CMS uses a native font stack that selects the best font-family for each Operating System (OS) and device. These fonts are used as they draw clearer lines between the content and user interface and for optimum text rendering on every device and OS.

Depending on device and browser, the font on the website will default to the most suitable font for that device. For example, the rich text editor in the admin mode of the application uses 'Segoe UI', when using a Windows device. The font-family property should hold several font names as a "fall back" system, to ensure maximum compatibility between browsers/operating systems. If the browser does not support the first font, it tries the next font.

Above all, avoid decorative or overly stylized fonts, which are often difficult to read even for users without visual impairments or reading disabilities.

Considerations for Fonts

- Whenever possible, the text of a website should be written as text, rather than as part of an image or other graphic.
- To make text more readable for colour-blind users, limit the use of reds and greens, and make sure that the text colour has a high contrast with the background colour.
- To improve accessibility and legibility and avoid confusion use as few fonts as possible.
- Avoid using the appearance of a font to convey meaning. Bold and italic text should be used only when necessary, as not all screen readers inform users when text is bolded or italicized.

Operating System/Browser	Font
Safari for OS X and iOS	San Francisco,-apple-system
Chrome <56 for OS X	San Francisco, BlinkMacSystemFont
Windows	Segoe UI
Android	Roboto
Basic web fallback	Helvetica Neue", Arial, sans-serif
Emoji fonts	Apple Color Emoji", "Segoe UI Emoji", "Segoe UI Symbol



Documents

The text in your documents should be readable in the high contrast mode so that everyone, including people with visual disabilities, can see it well. Use accessible text colour a larger font size (18pt or larger), sans-serif fonts, and sufficient white space.

Word Documents

- Include Alt text with Images and tables
- Add meaningful hyperlink text
- Ensure that colour is not the only means of conveying information
- Use sufficient contrast for text and background colours
- Use built-in headings and styles
- Specify header columns in tables

PDF Documents

- Add in fillable form fields and descriptions, and set the tab order
- Add other accessibility features to the PDF
- Tag the PDF
- Evaluate the PDF and repair any tagging problems