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*Presented by:*

SC Web Accessibility Workgroup

Assistive Technology Advisory  
Committee (ATAC)

SC Assistive Technology Project



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# Accessibility

- Making your website easy to use by everyone.
- Approachable and functional for the widest range of visitors possible.
- Not just those who have perfect eyesight, a brand new PC, broadband, and a large monitor.



# Other Customers

- People with disabilities.
- Elderly people unused to computer interaction.
- People using PDAs and mobile phones to access the internet.
- People connecting to the internet via dial-up.
- People accessing the internet through their TV.
- People accessing the internet without the use of a mouse.



# Importance

- It is the right thing to do.
- Ensures your website will reach the largest audience possible.
- It is Federal Law
  - ❖ Rehabilitation Act of 1973
    - Section 508
    - Section 504
  - ❖ US Department of Justice Opinion
- It is State Policy



# SC Web Accessibility Policy

South Carolina state government Web sites shall be designed to be accessible, so that people with disabilities have access to online information, data, and services comparable to that accorded individuals who do not have disabilities.



# Guidelines

## ➤ Minimal Requirements

- ❖ Section 508
- ❖ [www.section508.gov](http://www.section508.gov)

## ➤ Best Practices

- ❖ World Wide Web Consortium's Web Accessibility Initiative (W3C-WAI) that are not addressed in Section 508.
- ❖ [www.w3.org/WAI/](http://www.w3.org/WAI/)



# Standards Include

- Ensure content is readable by a screen reader.
- Provide descriptive tags to identify graphics, frames, form elements.
- Include row and column headers for tables.
- Provide links to accessible applets or plug-ins required.
- Provide the option to skip repetitive navigation
- Ensure user has sufficient time to complete tasks.



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## Introduction to Screen Readers

Neal Ewers

Trace Research and Development Center

University of Wisconsin – Madison

<http://trace.wisc.edu>



# Benefits

## ➤ Easier to update

- ❖ By building a website in an accessible manner your website will be easier to manage and update.

## ➤ Quicker to download

- ❖ Your website will also be significantly smaller in file size as a result of cleaner markup, resulting in quicker download times and lower bandwidth needs.



# Benefits

## ➤ Future-proof

- ❖ A website built in this manner will also be compatible with emerging browsing technologies, such as PDA's, mobile phones and in-car browsers — a market that grows larger every year.

## ➤ Search engine success

- ❖ By making your website more accessible to humans, it also becomes more accessible to search engines.
- ❖ You'll be rewarded by accurate and high result rankings.



# The Future

## ➤ Where are we now?

- ❖ Nearly eight years since web content accessibility guidelines released (WCAG 1.0)
- ❖ The fact that you all are here now shows that it is on your radar.
- ❖ Google “Web Accessibility” = 149 million results
- ❖ Many large profile websites are now offering better and better accessibility.



# The Future

## ➤ Web 2.0 is the buzz word

- ❖ Refers to 'next generation' of websites and online applications.
- ❖ Will increase exponentially over the next few years.
- ❖ Characteristics
  - Asynchronous JavaScript and XML (AJAX)
  - User generated content
- ❖ Encountering never before seen accessibility issues.



# AJAX – Asynchronous JavaScript and XML

- Technique for using a number of existing technologies to create highly interactive web applications.
- Issues concern how JavaScript is used to create on the screen changes.
  - ❖ For instance, features causing automatic screen changes
  - ❖ Impossible for screen readers and keyboard only users to properly use.
- Solution: Provide separate accessible version or provide an alert mechanism.



# AJAX – Asynchronous JavaScript and XML

## ➤ Example

### ❖ AJAX Calculator Non Accessible

- Screen readers will not know the result using this page

### ❖ AJAX Calculator Accessible

- Inform user at top of the page that JavaScript is used.
- Inform user that information on the page is updated dynamically.
- Make it possible to receive an alert.
- Highlight area for a short amount of time.

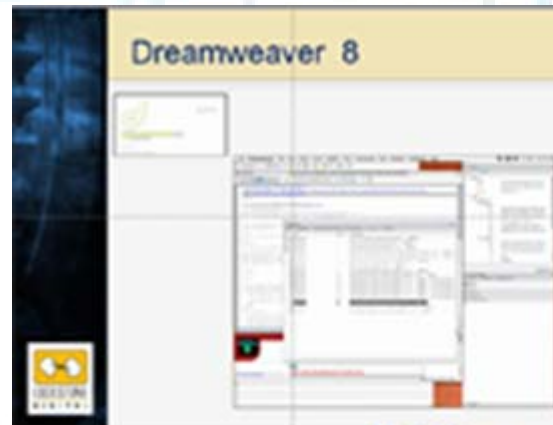


# No Longer Evil

- Development tools and assistive technology now support the accessibility of:
  - ❖ Flash
  - ❖ JavaScript
  - ❖ Adobe PDF
  - ❖ Audio and Video



# Cross Media Training



# Resources

- Visit the official web site with details of the standards and useful resources to assist with compliance.
- <http://www.access-sc.org>



# The Plan

- Working with IDEA Integration we have developed the following for agency use:
  - ❖ Model Transition Plan for Web Accessibility Standard Compliance
  - ❖ Sample Plan for you to use for guidance.

<http://www.access-sc.org/standards.shtml>

