

Digital Accessibility Series

Print and Design Teams

Bill Casson
IT- Digital Accessibility Specialist

Alex Martinez
IT – Academic Tech Specialist

Joshua Kaufmann
ADA Coordinator



About Bill

- At DU since 2020
- Bill has his undergrad degree from Lewis & Clark College in physics and math/computer science.
- He has been doing digital accessibility for about 4 years.
- Hobbies: para-climber, hiking, cycling, skiing



About Alex

- At DU since 2002
- Academic Technologist, Instructional Designer, Web Developer, Kaltura Video Administrator, Digital Accessibility and MLIS Instructor
- Hobbies include biking, camping and home construction projects



About Joshua

- At DU since 2017
- Masters in Counseling, worked in disability services for 22+ years. First 5 years at DU as Director of the Disability Services Program (DSP).
- Former professional kayaker, recently completed a home remodel and is excited to spend more time exploring Colorado.



Agenda



1. Accessibility team updates?
2. What does this team work on?
3. What are some accessibility questions you have?
4. Color contrast
5. Fonts
6. QR codes – how they improve your brand and accessibility
7. DU Magazine
8. Discussion
9. Next steps

The DU
Design
Team

What type of
projects are you
working on?

What accessibility
questions have
come up?

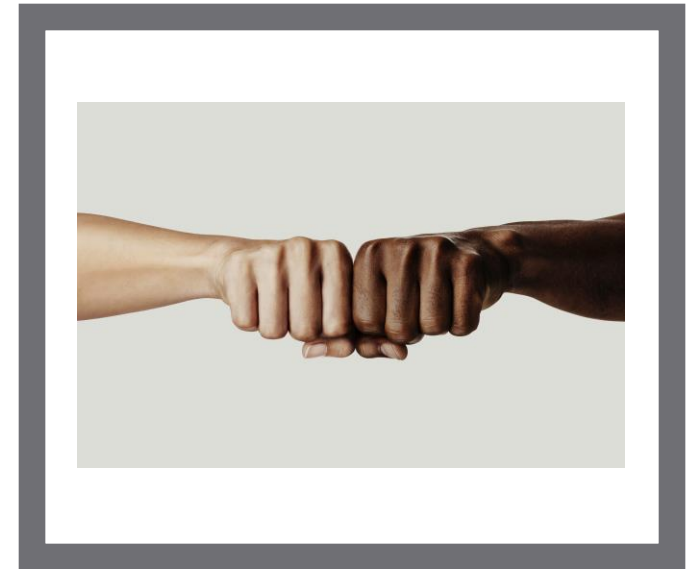
Disability Prevalence at DU

- Hard of hearing DU Students: 8 Graduates, 3 Law School, 15 Undergraduates - 26 total at DU
- Blind or low vision DU Students: 10 - 12 legally blind and 20 - 30 low vision diagnosis
- About 19% of students enrolled at DU work with the Disability Services Office
- About 1 in 12 men are color blind

Accessibility Updates
Achievements



Accessibility Updates
Achievements



Contrast and Color Accessibility

The visual presentation of text and images of text has a contrast ratio of at least 4.5:1, except for the following:

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 contrast requirement.

[Accessible Web, Color Contrast Checker](#) is user friendly.

Reference:

- [WebAIM Color Contrast](#)

Fonts and Design Elements

- Research suggests serif and san-serif fonts work for different groups of people. It's a common myth that **all serif** fonts are inaccessible.
- Keep it simple, large and clear.
- Avoid sub-scripts

NOTE

AS WE
AGE WE
BECOME
FARSIGHTED

WHICH MAKES READING
A MUCH MORE CHALLENGING TASK
SO TRY AND SET TEXT TO BE SENIOR-FRIENDLY



Font Check: Each character looks distinct from one another. Check for 1LI0O.

Fonts

DU's institutional fonts are a core piece of the brand. Use these when identifying the University and its divisions.

Neue Haas Unica: Clarity Check 1LI00

DU's primary font, Neue Haas Unica (Clarity Check 1LI00) should be used as the foundational font in all communications and marketing materials. Available in a variety of font weights and offering flexibility, it should be used to convey the University's confidence and focus on creating a better future today.

Font Guidelines - part 1

- **Typestyle:** Use simple, easy-to-read typefaces; avoid scripts and decorative typestyles. Keep the number of fonts per page to a minimum.
- **Type Size:** Choose your text size generously, with extra leading to increase readability. A minimum of 12 point text on 14 points of leading is a good rule of thumb, although exact sizes may vary depending on the typeface that you choose.
- **Text Length:** Avoid long blocks of text by breaking copy into chunks wherever possible. Consider using subheads, bulleted lists and boxes to organize content.

Font Guidelines - part 2

- Use a limited number of typefaces, fonts, and font variations.
- Consider spacing and weight
- Ensure sufficient, but not too much, contrast between the text and the background.
- Avoid small font sizes and other anti-patterns.

Source: [WebAIM: Typefaces and Fonts](#)



Visit our [DU Accessibility website](#)

QR Codes can
help your
brand and
accessibility

QR Codes can help your brand and accessibility

- **Size your QR code appropriately.** Consider how far users will be from the QR code when they scan it. The farther away, the larger your code should be.
- **Include clear call-to-action (CTA) language.** Always indicate where a QR code will take someone if they choose to scan.
- **QR codes multilanguage readers.** 67.3 million Americans speak a language other than English at home as of 2018

Screen Reader Demo

Bill Casson will demo how he experiences email messages



Print Accessibility Checklist

- Larger fonts for easy reading
- High color contrast
- Spacing between letters, words and paragraphs
- Font characters should look distinct from one another
- Avoid long blocks of text. Consider using subheads, bulleted lists and boxes to organize content



Next
Steps

Thank You!

Special thanks to:

You all

Adina Raizen

Got Questions? Contact us!

Joshua Kaufman, ADA Coordinator 303-871-3941, ADA.Coordinator@du.edu

Bill Casson, Bill.Casson@du.edu

Alex Martinez, Alex.Martinez@du.edu

Additional Resources

- [Office for Civil Rights Digital Accessibility Video Series](#)
- [American Foundation for the Blind - Social Media Accessibility Guidelines](#)
 - Also includes additional digital accessibility resources
- [Federal Social Media Accessibility Toolkit Hackpad](#)
- [An alt text Decision Tree](#)
- [Accessible Web, Color Contrast Checker](#)

More Resources

- [Metro State University - Best Practices Accessible Social Media](#)
- [Yale - Usability & Web Accessibility](#)
- [UNC @ Chapel Hill Digital Accessibility Office](#)
- [Cal State U @ San Marcos Social Media Accessibility](#)
- [UC Davis - Best Practices Accessible Social Media](#)

