



Intro to Web Accessibility: Practical Tips for Daily Life

Adrian Wille, Digital Marketing Manager



Agenda

1. Intro to WCAG

2. Practical Tips

2.1 Color Contrast

2.2 Image Alt Text

2.3 Structure

3. WCAG at Moraine Park



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1. Intro to WCAG

Web Content Accessibility Guidelines:

- Ensure that information is accessible to the widest audience possible.
- Deadline: April 2026.

> Content should be accessible no matter where it lives (web, social, MS Office, posters, emails, etc).

> Accessibility is a best practice because it benefits everyone.



2.1 Color Contrast

A vivid contrast in colors improves the clarity of text and images alike.



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2.1 Color Contrast - Example

A vivid contrast in colors improves the clarity of text and images alike.

Before



After



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2.1 Color Contrast – Contrast Checker

Text and images containing text should maintain a contrast ratio of no less than **4.5:1**.

For large text and images of large text, the minimum contrast ratio should be **3:1**.

We aim for compliance with **WCAG AA** standards!

Example 1: low contrast ratio overall

Foreground
Hex Value: #00B2B0
Color Picker
Lightness

Background
Hex Value: #FFFFFF
Color Picker
Lightness

Contrast Ratio
2.62:1

[permalink](#)

Normal Text
WCAG AA: **Fail**
WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Example 2: low ratio for normal text

Foreground
Hex Value: #008F8C
Color Picker
Lightness

Background
Hex Value: #FFFFFF
Color Picker
Lightness

Contrast Ratio
3.95:1

[permalink](#)

Normal Text
WCAG AA: **Fail**
WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Example 3: sufficient contrast ratio

Foreground
Hex Value: #007A78
Color Picker
Lightness

Background
Hex Value: #FFFFFF
Color Picker
Lightness

Contrast Ratio
5.17:1

[permalink](#)

Normal Text
WCAG AA: **Pass**
WCAG AAA: **Fail**

The five boxing wizards jump quickly.

2.1 Color Contrast – Convey Meaning

Use a combination of colors, shapes and text instead of using color or shapes only to convey meaning.

Example 1: MPTC Scorecard

Before: *Color code: Green = meets or exceeds targets; Yellow = near target; Red = far below target*

After:

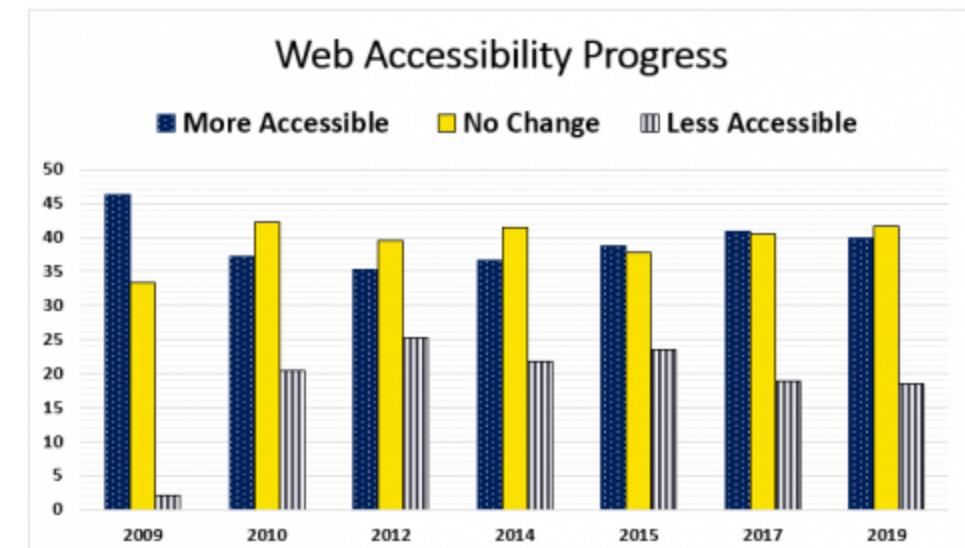
Far below target ▼ Near target ▶ Meets or exceeds target ▲

Metric	2018-19 Actual	2019-20 Actual	2020-21 Actual	2021-22 Actual	2022-23 Actual
Unduplicated MPTC Headcount - excluding dual credit	13,525	12,062	10,070	11,058	
1.2a Undergraduate Students	11,196 mid-year	11,052 mid-year	7,970 mid-year	8,767 mid-year	8,590 ▼ mid-year
1.2b Adult Education Students	4,923 mid-year	5,075 mid-year	4,515 mid-year	4,102 mid-year	3,881 ▼ mid-year
1.2c Non-credit Students	2,222 mid-year	2,271 mid-year	1,185 mid-year	1,360 mid-year	1,501 ▲ mid-year
1.2d Dual Credit HS Students (Transcribed Credit)	5,154 mid-year	4,780 mid-year	3,164 mid-year	4,076 mid-year	3,818 ▶ mid-year
	1,506 mid-year	2,036 mid-year	1,729 mid-year	1,806 mid-year	1,926 ▲ mid-year

Example 2: Pain Measurement Scale



Example 3: Charts



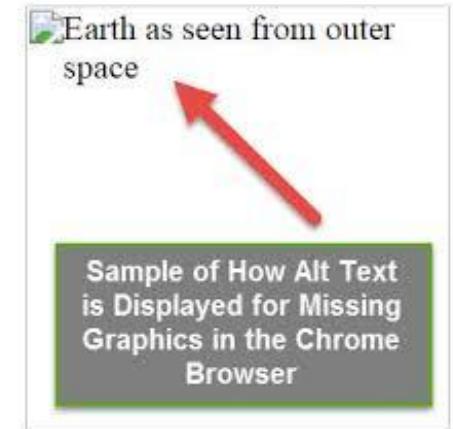
2.2 Image Alt Text

Image alt(ernative) text is text to describe an image.

The text needs to convey the same meaning as the image. That is, if someone cannot see the image, they get the important information from the image in the alternative text.

Benefits

- Readable by screen readers and compliance with WCAG.
- Accessible for people without fast internet access.
- Beneficial for Search Engine Optimization (image searches).



Recite Me Screen Reader:

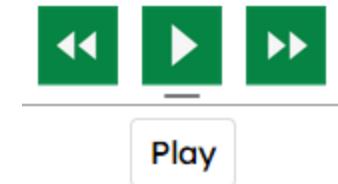


Where is alt text used?

- Websites and social media
- MS Office and Emails
- PDFs

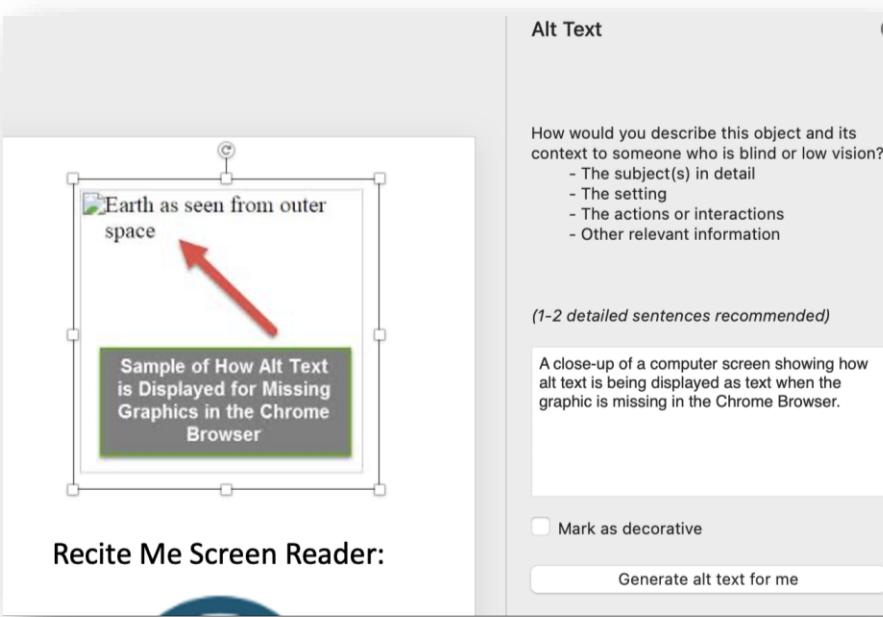
Guidance

- Keep it short and limit text to one or two sentences.
- Place the most important information at the beginning.
- Use punctuation.



2.2 Image Alt Text – PPT and Excel

CultivateU training is available for a variety of document types and platforms.



How would you describe this object and its context to someone who is blind or low vision?

- The subject(s) in detail
- The setting
- The actions or interactions
- Other relevant information

(1-2 detailed sentences recommended)

Moraine Park student in full graduation gear standing in a body shop with cars in the background.

Mark as decorative



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2.2 Image Alt Text – Emails and MS Word

Send ▾

To: Adrian Vander Wille X

Cc: _____

Add a subject

START YOUR CAREER
at our new location in Aptos



HOR 11

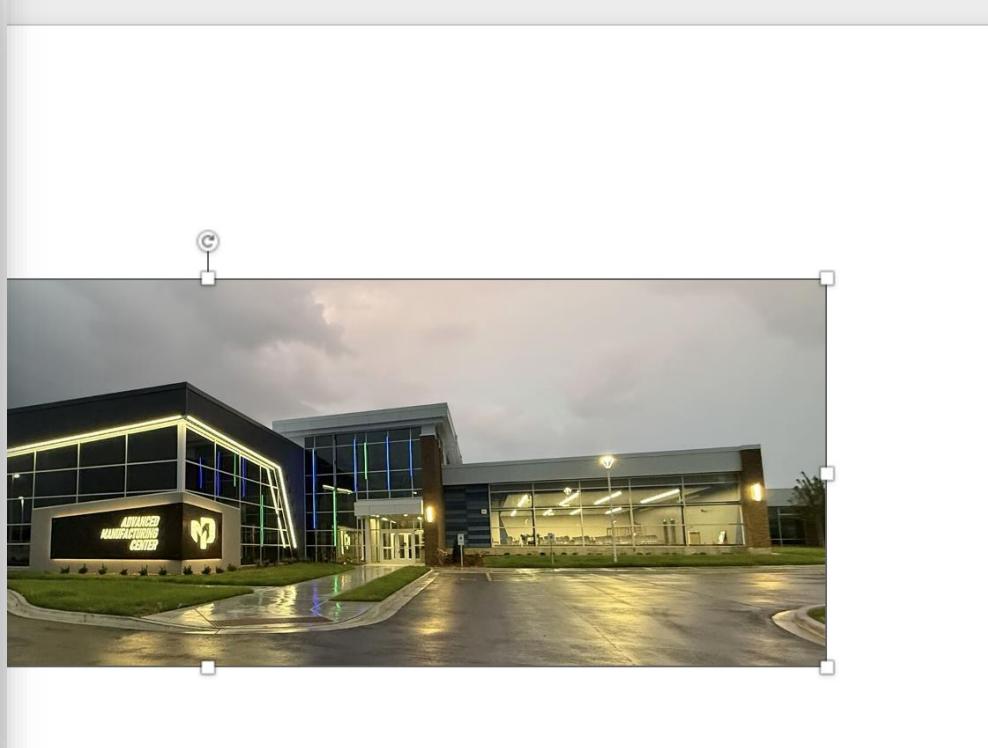
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Awille7@morainepark.edu
Phone: 920.924.3444

Remove picture

imagine what's next



Alt Text

How would you describe this object and its context to someone who is blind or low vision?

- The subject(s) in detail
- The setting
- The actions or interactions
- Other relevant information

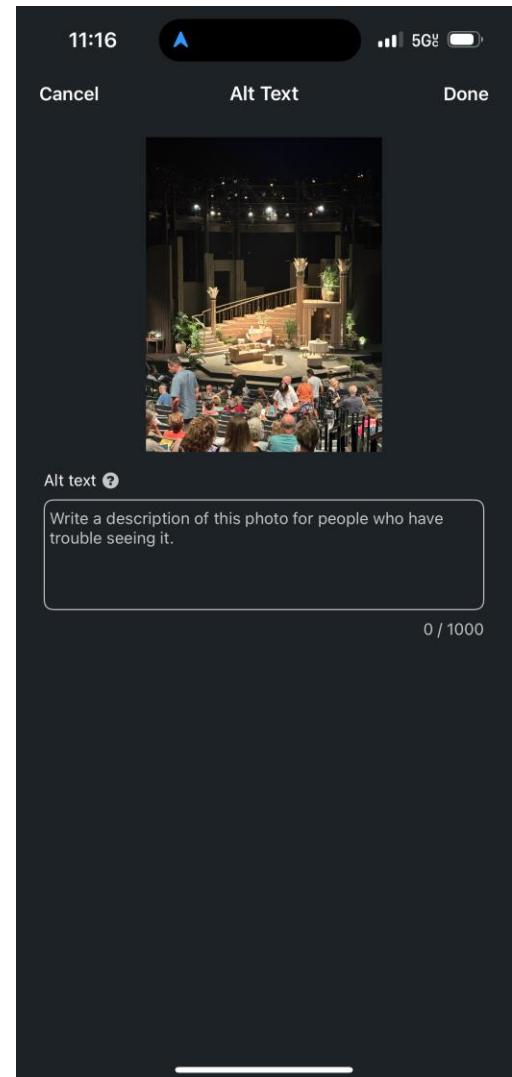
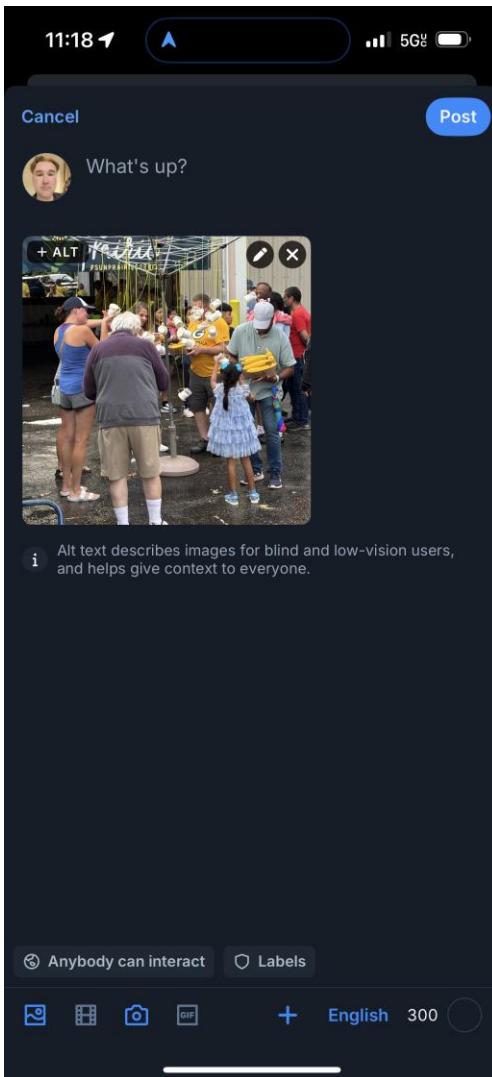
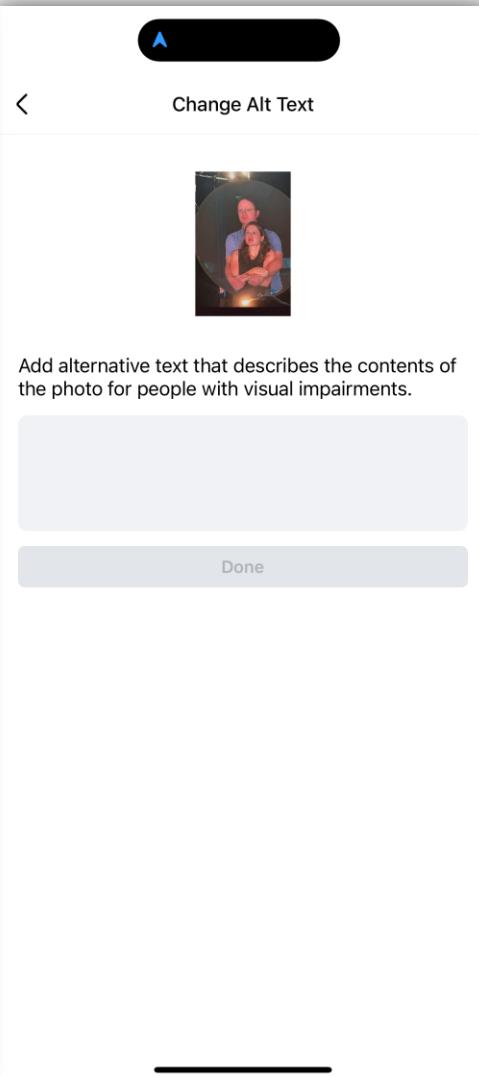
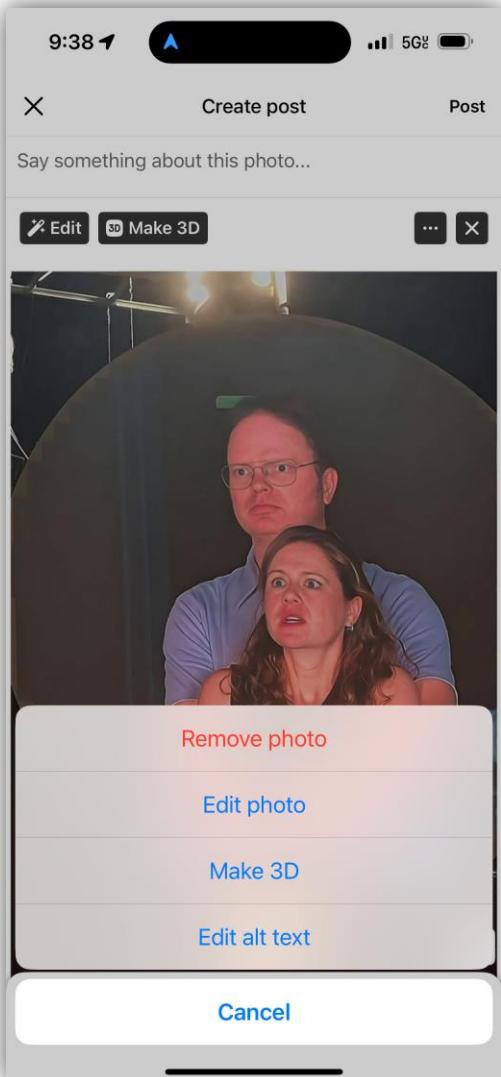
(1-2 detailed sentences recommended)

Illuminated Moraine Park Technical College Automated Manufacturing Center during a dark and stormy night.

Mark as decorative

Generate alt text for me

2.2 Image Alt Text – Social Media



2.2 Image Alt Text - Posters



Poster stating that the Welding Competition will take place on November 13, 2024. Moraine Park and the American Welding Society invite high school students and welding devotees to the 2024 welding competition [....].

Announcements

▼ Student Events

▲ 2025-2026 FAFSA Information!

Spring is the Season to Bloom – Shine Some Sunlight on Your Future with FAFSA!

Free Application for Federal Student Aid
Complete your 2025-2026 FAFSA for the August 2025 – July 2026 school year.



1. Scan the QR Code
2. If new to filing a FAFSA, start by creating your FSA ID
3. Wait 3 days for verification
4. Log in & Apply!

Need assistance?
Scan the QR code to schedule a 1:1 appointment with us.



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2.3 Structure

Best Practices

- Ensure content is **easy to skim** for quick access. This is also beneficial for Search/AI crawlers.
- Opt for a **straightforward, linear layout** rather than intricate designs and menus.
- **Break up content** using bullets, quotes, subheadings, images, and videos to prevent users from having to read lengthy paragraphs.
- Publish all necessary information **directly on web pages** instead of requiring document downloads.

MANUFACTURING BOOT CAMPS

Combat the Skilled Worker Shortage

At Moraine Park, we understand that skill development is crucial for any industry. That's why we provide top-notch boot camps to help you and your workforce stay competitive.

Our Manufacturing Skills Academies will equip your team with the skills needed to adapt to technological changes with ease. We have an extensive list of boot camps available for you to choose from. Browse through them, and get in touch with us to explore your options. We are confident that you won't regret partnering with us.



Entry Level Boot Camps

CNC and Welding boot camps are open to all students and are free of charge. For more information, call 920-424-3224, TTY/VP: Use Relay/VRs or email bootcamps@morainepark.edu.

▼ CNC (Computer Numerical Control) Boot Camp

▼ Welding Boot Camp



Incumbent Worker/Company Sponsored Boot Camps

The following boot camps are company-sponsored for incumbent workers. For more information, call 920-424-3224, TTY/VP: Use Relay/VRs or email community@morainepark.edu.

▼ Programmable Logic Controller (PLC) Boot Camp

▼ Industrial Maintenance Boot Camp

▼ Robotic Welding Boot Camp

▼ Production Assembly Boot Camp



2.3 Structure - Emails and Social Media



Adrian Vander Wille 9/20/24 3:28 PM Edited

Digital Accessibility Certificate

There are only a few more spots left to take the Digital Accessibility Certificate. Curious? I added column D to the [web content publisher list](#) so you can reach out to people who have already taken it. 😊

Basic Track (\$200 Stipend):

- Accessibility Fundamentals: Disabilities, Guidelines, and Laws (90 mins)
- Designing an Accessible User Experience (135 mins)
- Basic Web and Document Accessibility for Content Contributors (90 mins)
- TWO additional online courses of choice [MAY BE COVERED BY RECENT WEB CONTENT PUBLISHER TRAINING]
- ONE application project

Advanced Track (\$250 Stipend):

- Complete all Basic Track requirements
- One more additional online course of your choice (3 total)
- One more application project (2 total) or an approved project of your choice

How to Enroll

[Submit this form.](#)



see less



Moraine Park Technical College

★ Favorites · January 7 at 10:01AM ·

...

Ready to take the next step toward your future? 🌟 Earn your GED/HSED in just **4 days** with Moraine Park's Fast Track Session!

Work with our dedicated instructors to create a personalized plan and achieve your goals—quickly and efficiently.

📅 January 28 & 30, February 4 & 6

🕒 5:30-9 p.m.

📍 MPTC West Bend Campus, Room W137

📞 Questions? Call 262-335-5783.

Registration is due by **January 20**.

<https://www.morainepark.edu/.../ged-and-adult.../ged-hsed/>



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2.3 Structure - Headers

Use default headers in pdf and word documents.

Create a header hierarchy like a table of contents.

1. Page/Title: Manufacturing Boot Camps ***<h1>***
 - 2.1 Combat the Skilled Worker Shortage ***<h2>***
 - 2.2 Entry Level Boot Camps ***<h2>***
 - 2.2.1 CNC Boot Camps ***<h3>***
 - 2.2.2 Welding Boot Camp ***<h3>***
 - 2.3 Incumbent Worker Boot Camps ***<h2>***
 - 2.3.1 PLC Boot Camp ***<h3>***
 - 2.3.2 Industrial Maintenance Boot Camp ***<h3>***
 - 2.3.3 Robotics Boot Camp ***<h3>***
 - 2.3.4 Production Assembly Boot Camp ***<h3>***

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- ▼ Robotic Welding Boot Camp
- ▼ Production Assembly Boot Camp



2.3 Structure - Headers in MS Office and Adobe

2.3 Structure – Ease of Reading

Use simple and consistent language:

- Aim for a score of 60 to 70.
- Use simple sentences and bullets.
- Check out the [MPTC Style Guide](#).
- Flesch Reading Ease scores:

Score	School level (US)	Notes
100.00–90.00	5th grade	Very easy to read. Easily understood by an average 11-year-old student.
90.0–80.0	6th grade	Easy to read. Conversational English for consumers.
80.0–70.0	7th grade	Fairly easy to read.
70.0–60.0	8th & 9th grade	Plain English. Easily understood by 13- to 15-year-old students.
60.0–50.0	10th to 12th grade	Fairly difficult to read.
50.0–30.0	College	Difficult to read.
30.0–10.0	College graduate	Very difficult to read. Best understood by university graduates.
10.0–0.0	Professional	Extremely difficult to read. Best understood by university graduates.

3. WCAG at MPTC

Our goal is to establish a college-wide **accessibility-first mentality**.

Training Opportunities

- Web Content Publisher Training
- Digital Accessibility Certificate (great for people working with libs.)
- CultivateU



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RESOURCES

- [W3 Web Accessibility Tips and Tutorials](#)
- [W3 Image Alt Text Decision Tree](#)
- [Image Alt Text Generator](#)
- [Accessibility Posters, UK Home Office](#)
- [Contrast Checker, WebAIM](#)
- [Flesch Reading Ease Score](#)
- [MPTC Style Guide](#)
- [MPTC Brand Guide](#)
- [List of Web Content Publishers](#)



Thank you!

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