



# Intro to Web Accessibility: Practical Tips for Daily Life

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# 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





# 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.



## 2.1 Color Contrast - Example

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

Before



After



# 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: [teal bar]  
Alpha: 1  
Lightness: [slider]

Background  
Hex Value: #FFFFFF  
Color Picker: [white bar]  
Lightness: [slider]

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: [teal bar]  
Alpha: 1  
Lightness: [slider]

Background  
Hex Value: #FFFFFF  
Color Picker: [white bar]  
Lightness: [slider]

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: [teal bar]  
Alpha: 1  
Lightness: [slider]

Background  
Hex Value: #FFFFFF  
Color Picker: [white bar]  
Lightness: [slider]

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*

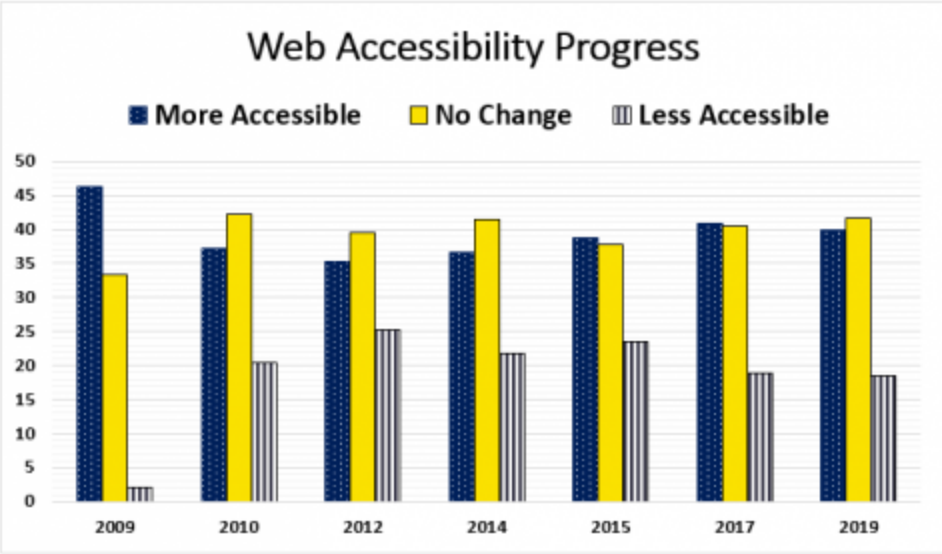


Metric	2018-19 Actual	2019-20 Actual	2020-21 Actual	2021-22 Actual	2022-23 Actual
Unduplicated MPTC Headcount - excluding dual credit	13,525	12,062	10,070	11,058	8,590 ▼ mid-year
1.2a Undergraduate Students	4,923 mid-year	5,075 mid-year	4,515 mid-year	4,102 mid-year	3,881 ▼ mid-year
1.2b Adult Education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

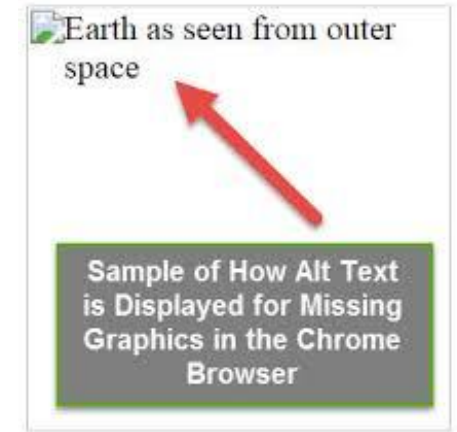
- Readable by screen readers and compliance with WCAG.
- Accessible for people without fast internet access.
- Beneficial for Search Engine Optimization (image searches).

### Where is alt text used?

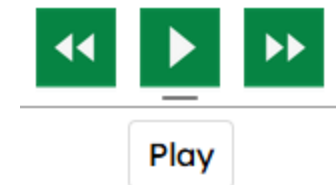
- Websites and social media
- MS Office and Emails
- PDFs

### Guidance

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



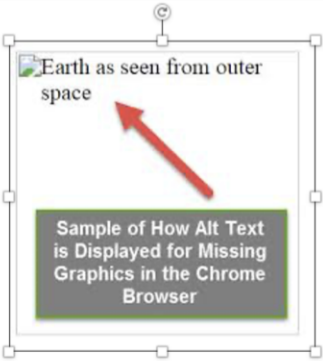
Recite Me Screen Reader:





## 2.2 Image Alt Text – PPT and Excel

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



Earth as seen from outer space

Sample of How Alt Text is Displayed for Missing Graphics in the Chrome Browser

Recite Me Screen Reader:

### 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)*

A close-up of a computer screen showing how alt text is being displayed as text when the graphic is missing in the Chrome Browser.

☐ Mark as decorative

Generate alt text for me



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

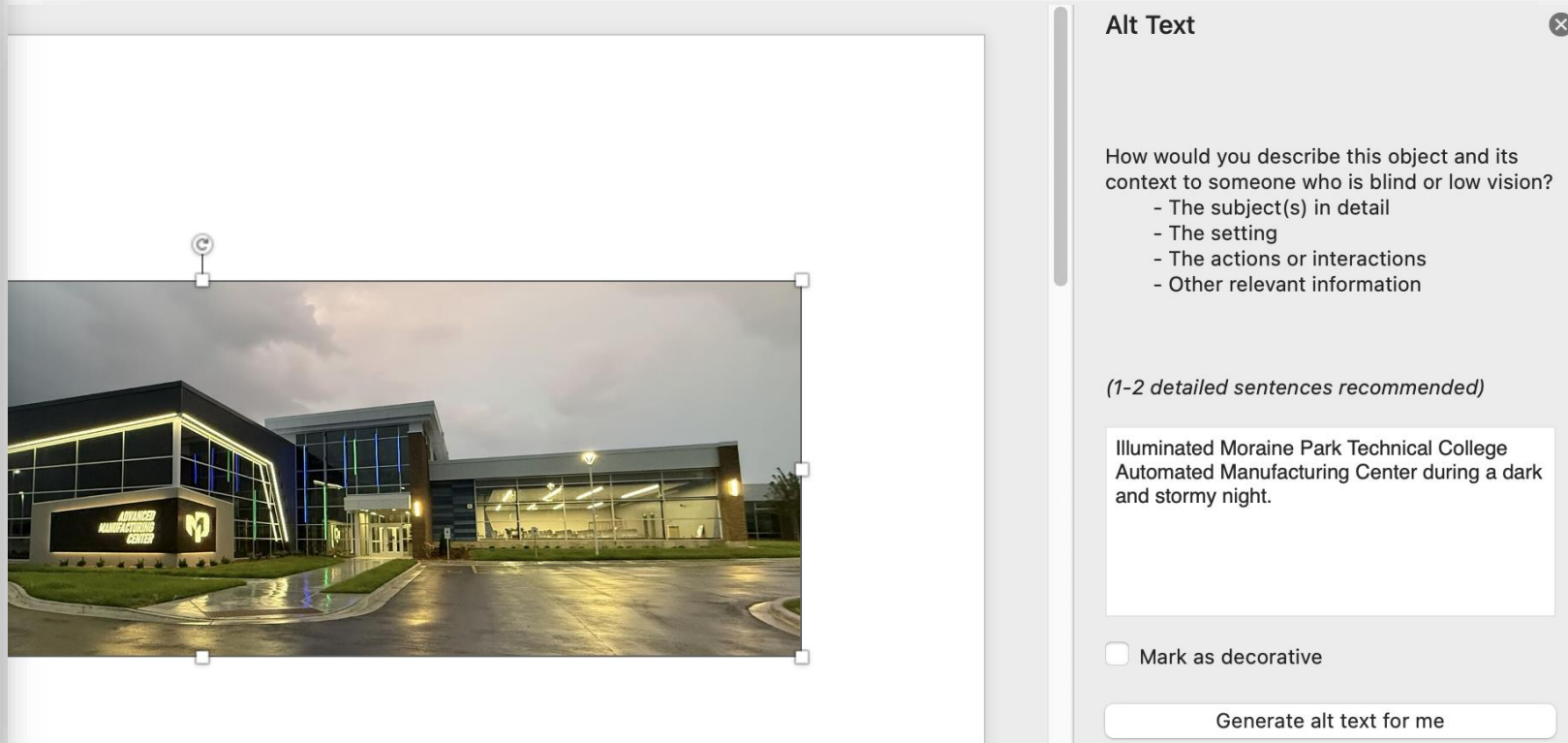
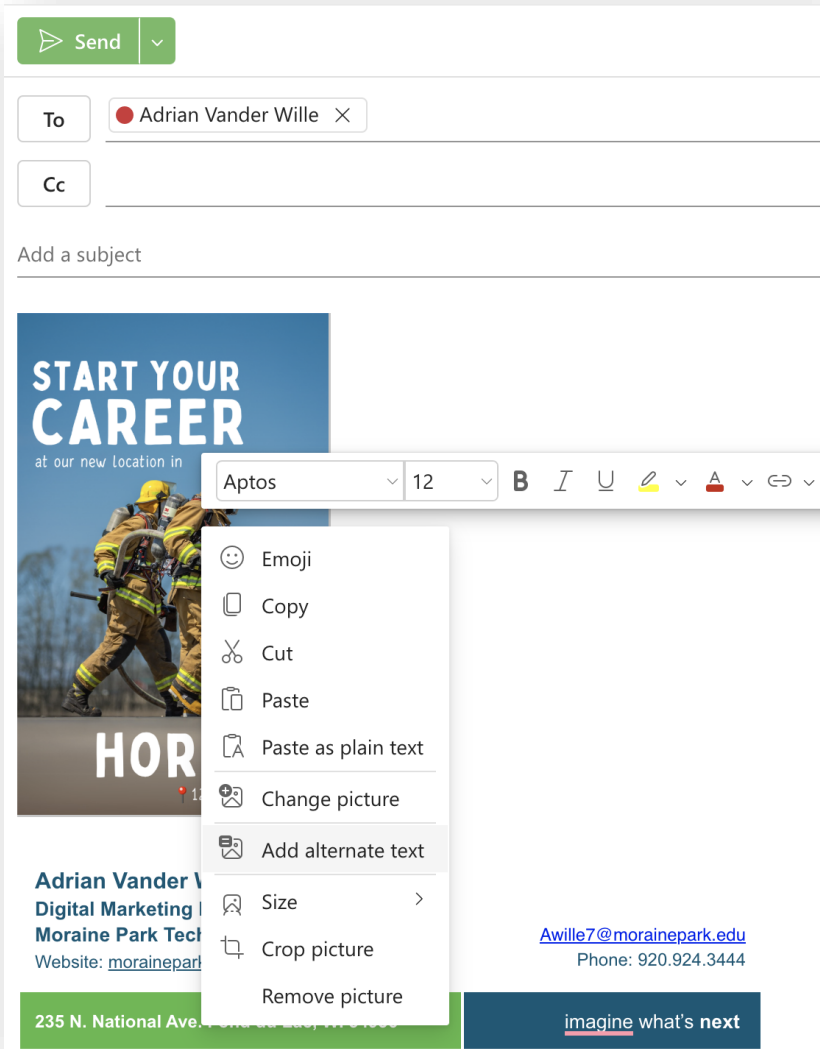
- The subject(s) in detail
- The setting
- The actions or interactions
- Other relevant information

*(1-2 detailed sentences recommended)*

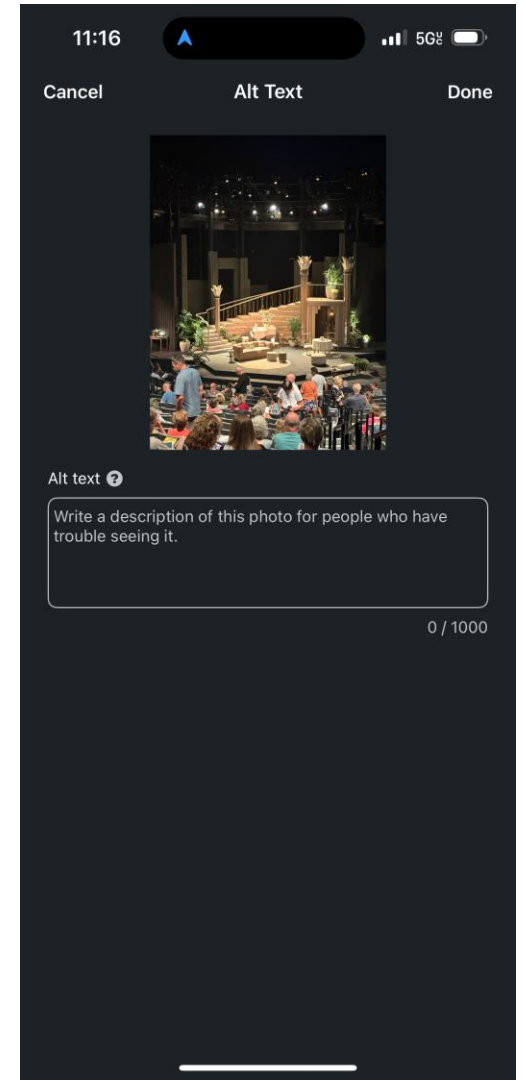
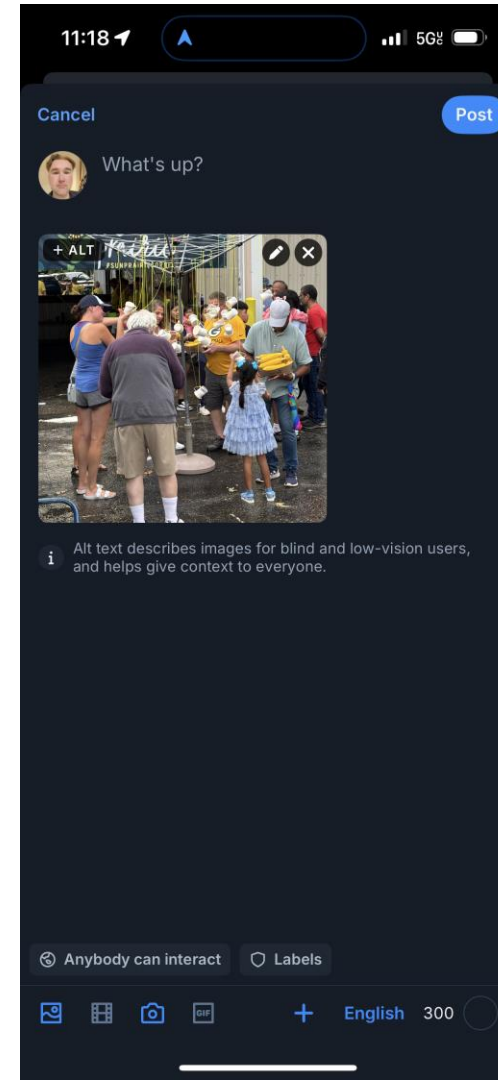
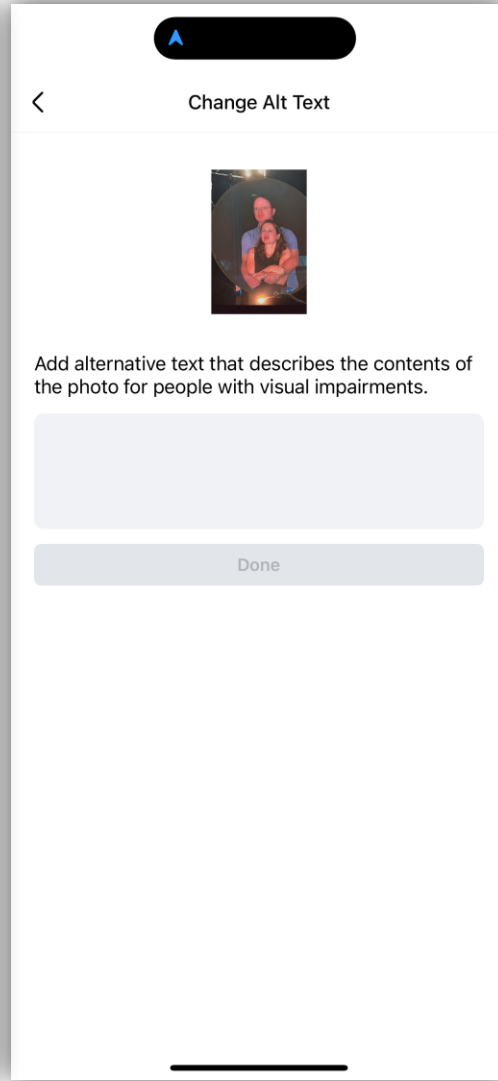
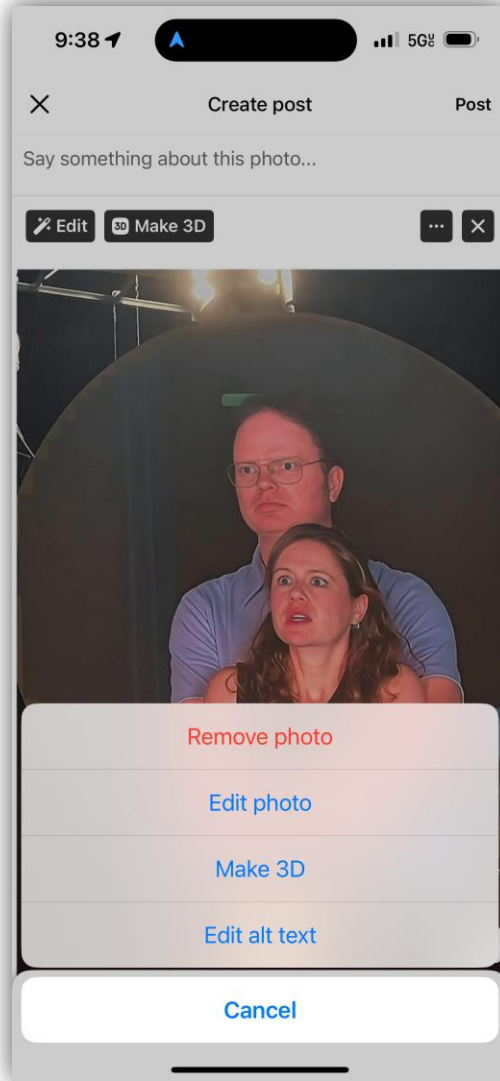
Moraine Park student in full graduation gear standing in a body shop with cars in the background.

☐ Mark as decorative

## 2.2 Image Alt Text – Emails and MS Word



## 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!



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 920-424-3334, TTY/VP: Use Relay/VRS or email [bootcamps@morainepark.edu](mailto: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 and for incumbent workers. For more information, call 920-424-3334, TTY/VP: Use Relay/VRS or email [continuityed@morainepark.edu](mailto:continuityed@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 10:01 AM · 🌐

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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### Entry Level Boot Camps

CNC and Welding boot camps are open to all students and are free of charge. For more information, call 920-424-3334, TTY/VP: Use Relay/VRS or email [bootcamps@morainepark.edu](mailto:bootcamps@morainepark.edu).


- ▼ CNC (Computer Numerical Control) Boot Camp
- ▼ Welding Boot Camp



### Incumbent Worker/Company Sponsored Boot Camps

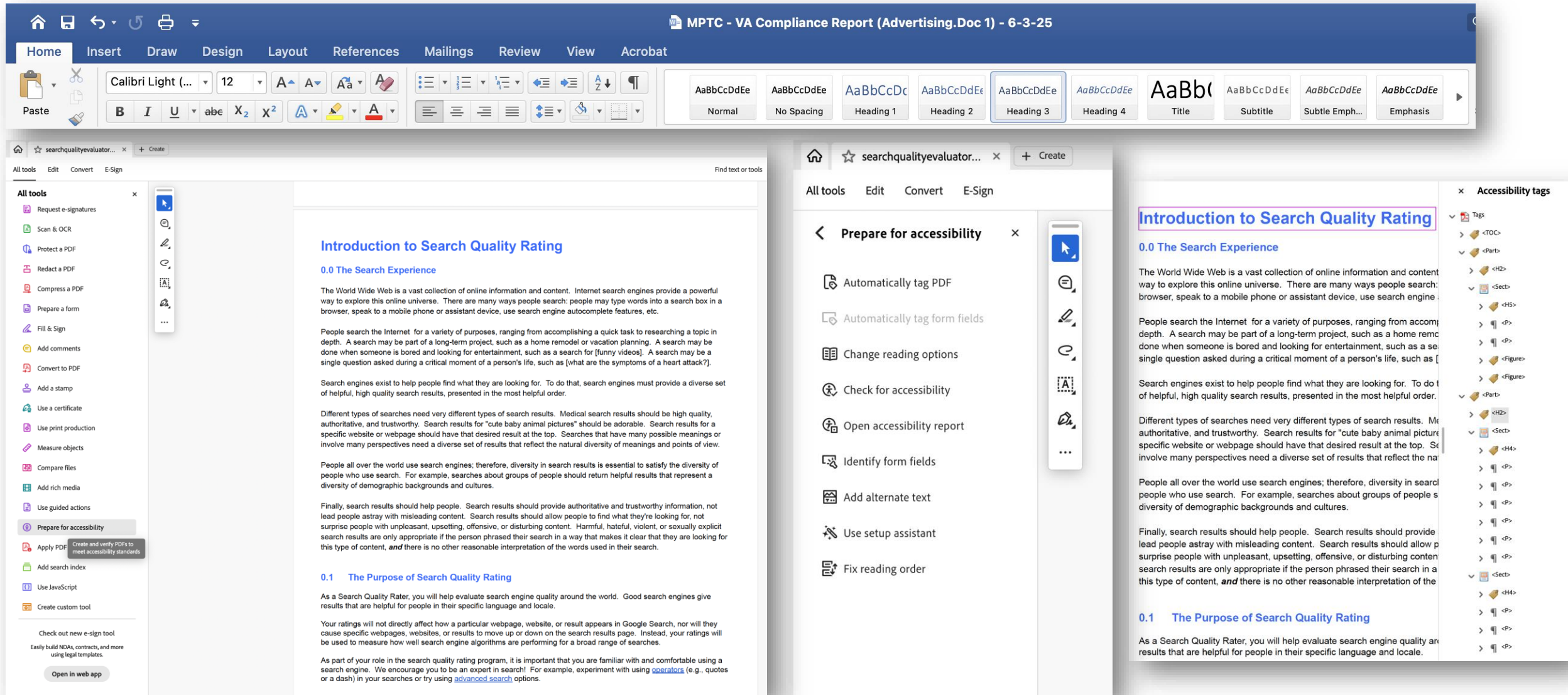
The following boot camps are company-sponsored and for incumbent workers. For more information, call 920-424-3334, TTY/VP: Use Relay/VRS or email [continuityed@morainepark.edu](mailto:continuityed@morainepark.edu).

- ▼ Programmable Logic Controller (PLC) Boot Camp
- ▼ Industrial Maintenance Boot Camp
- ▼ 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 ( <u>US</u> )	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



# 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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