Intro to Web Accessibility: Practical Tips for Daily Life

Adrian Wille, Digital Marketing Manager

MORAINE PARK
TECHNICAL COLLEGE

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

MORAINE PARK
TECHNICAL COLLEGE

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

| SPRING 2025 | NON-CRED 24-25 | SUMMER 2025 | FALL 2025 |

After

| SPRING 2025 | NON-CRED 24-25 | SUMMER 2025 | FALL 2025 |

MORAINE PARK
TECHNICAL COLLEGE

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

Example 2: low ratio for normal text

Example 3: sufficient contrast ratio

MORAINE PARK
TECHNICAL COLLEGE

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

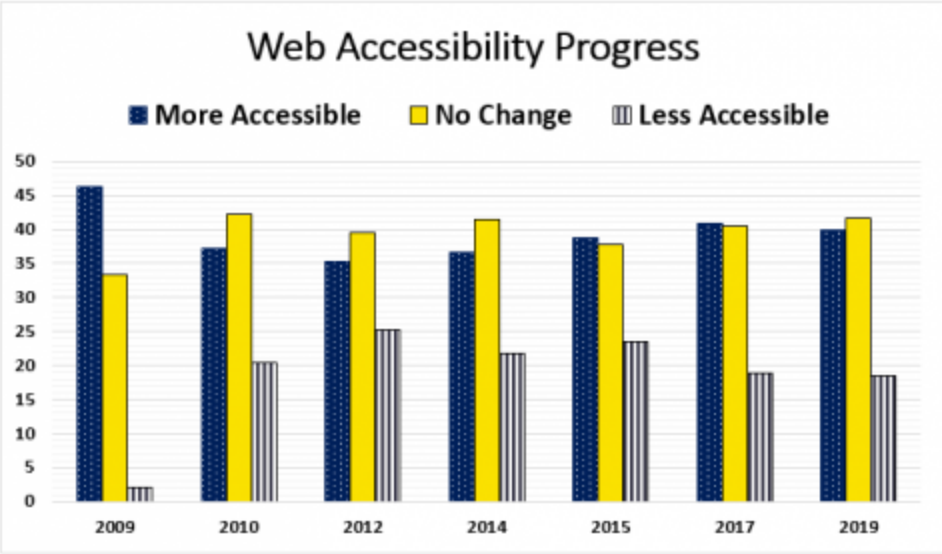Before: *Color code: Green = meets or exceeds targets; Yellow = near target; Red = far below target*

After:

Far below target ▼	Near target ▶	Meets or exeeds 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	
	11,196 mid-year	11,052 mid-year	7,970 mid-year	8,767 mid-year	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

NO PAIN   MILD PAIN   MODERATE PAIN   VERY SEVERE PAIN   WORST PAIN

Example 3: Charts

Web Accessibility Progress

■ More Accessible   ☐ No Change   ▥ Less Accessible

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.
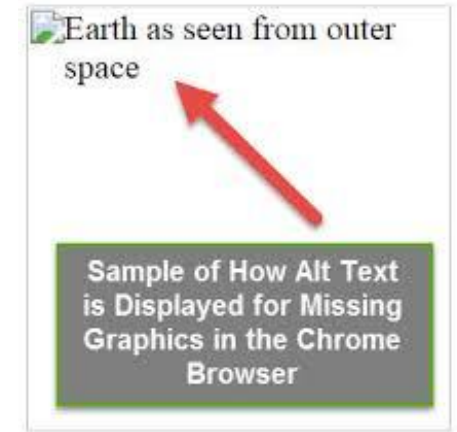
Benefits

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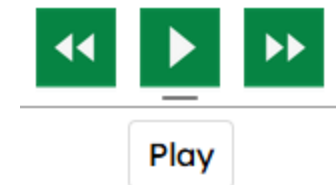- Beneficial for Search Engine Optimization (image searches).

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.

Earth as seen from outer space

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

Recite Me Screen Reader:

Play

MORAINE PARK
TECHNICAL COLLEGE
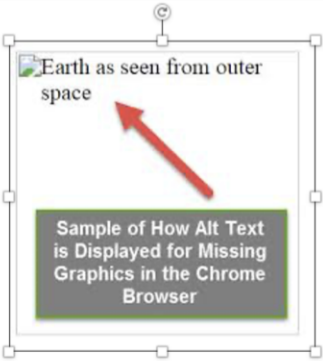
2.2 Image Alt Text – PPT and Excel

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

2.2 Image Alt Text – Emails and MS Word
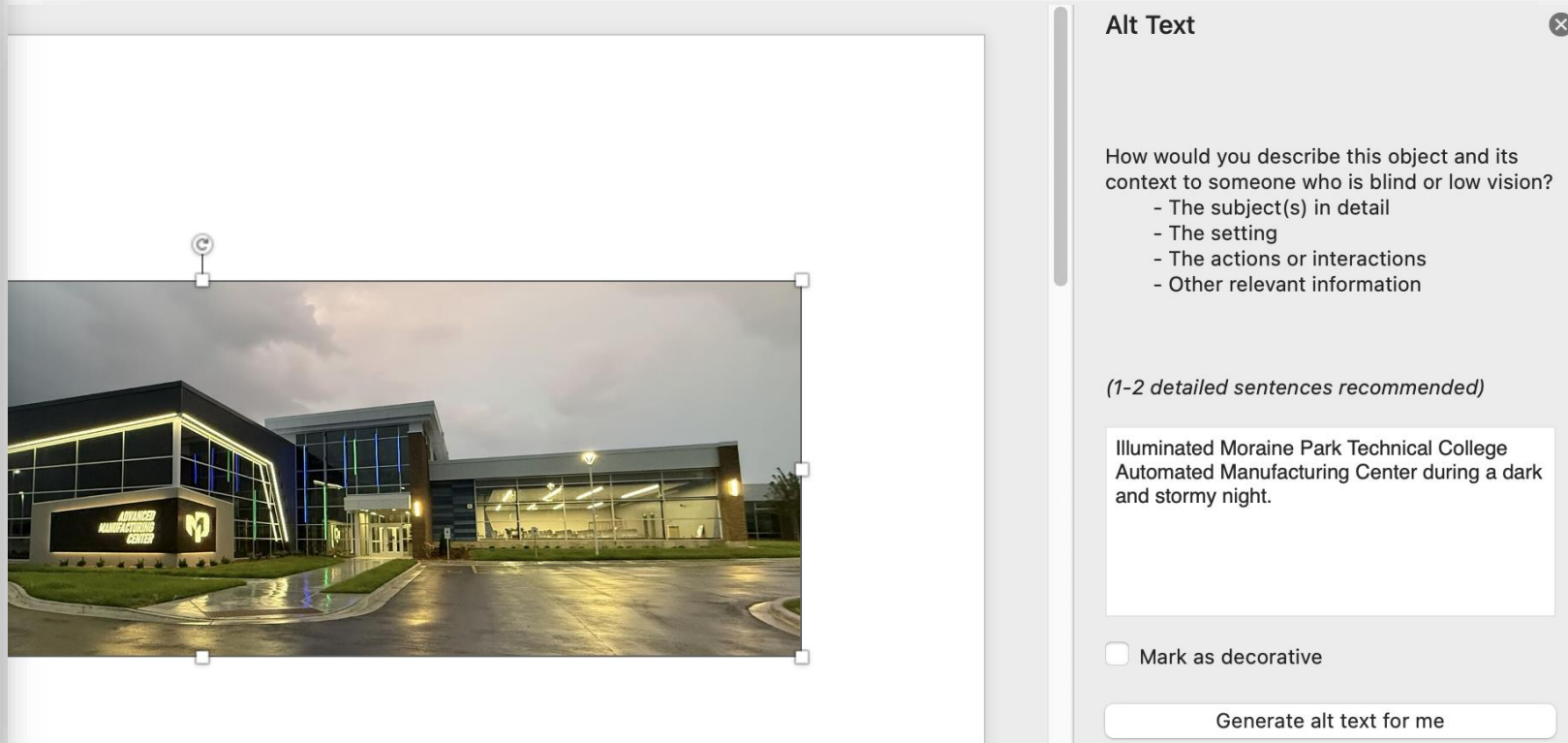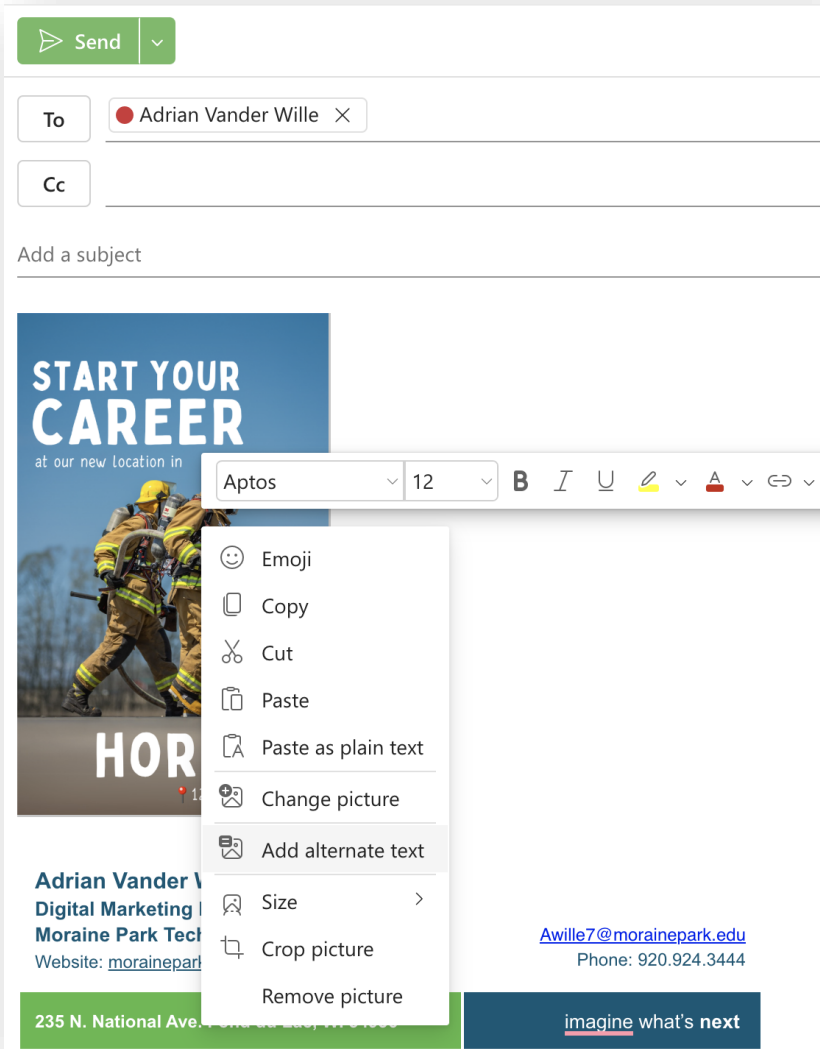
2.2 Image Alt Text – Social Media
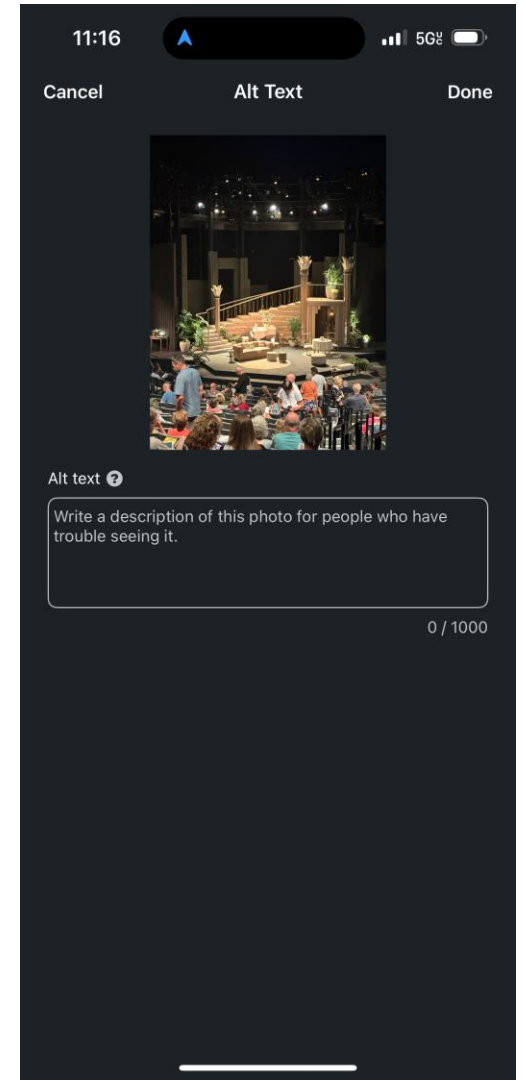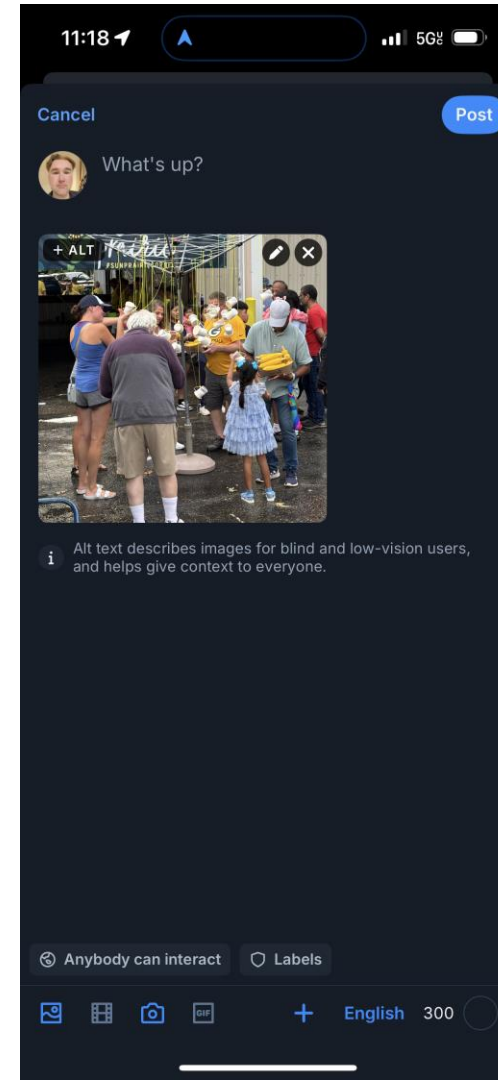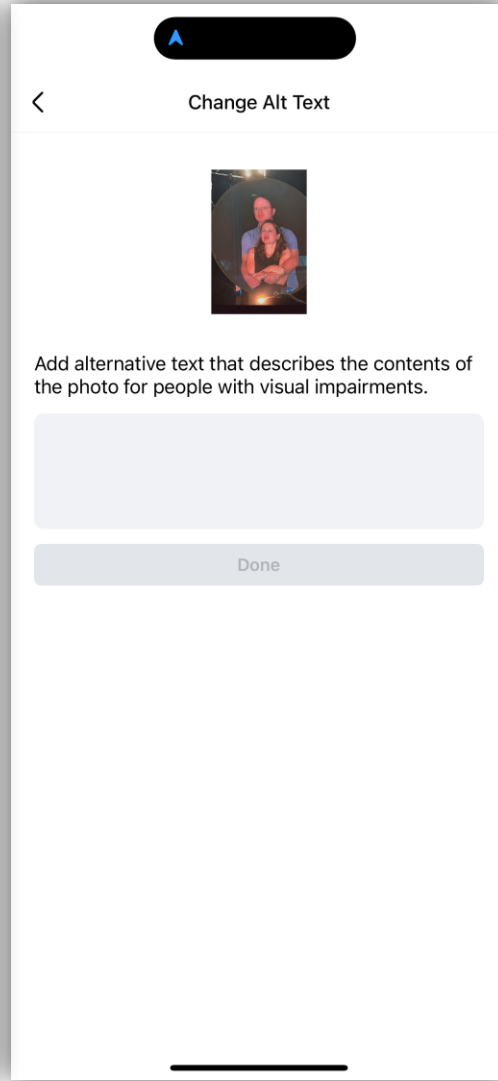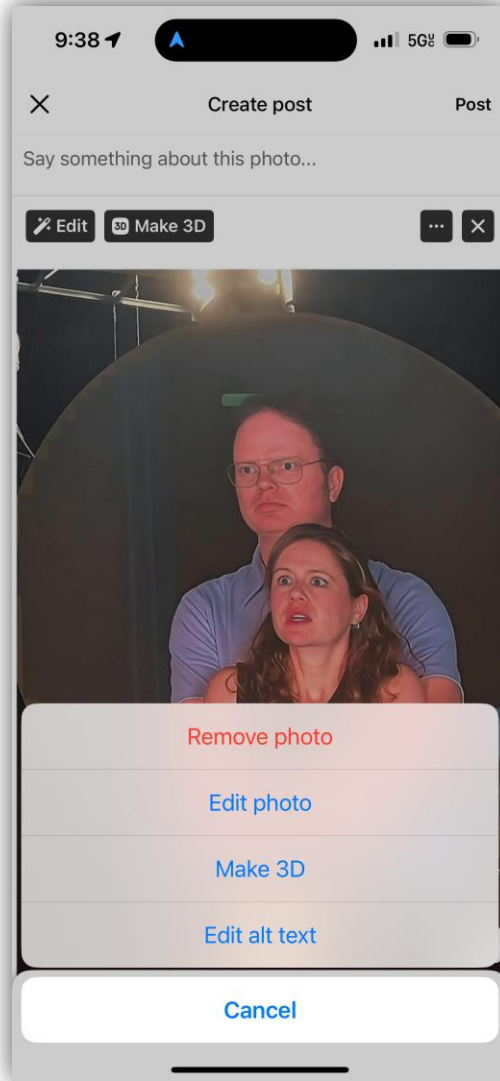
2.2 Image Alt Text - Posters

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 [....].

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.

MORAINE PARK
TECHNICAL COLLEGE

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/

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>

2.3 Structure - Headers in MS Office and Adobe
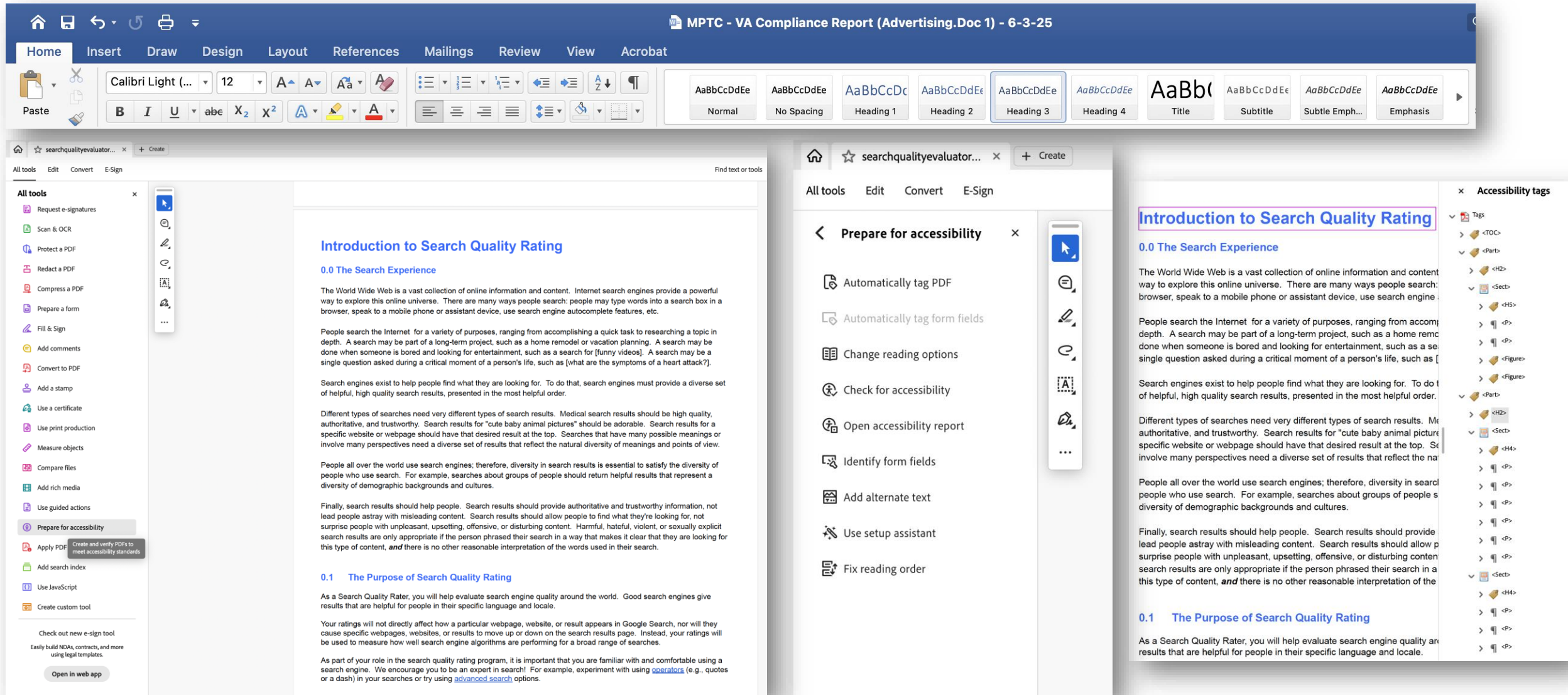
2.3 Structure – Ease of Reading

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.

MORAINE PARK
TECHNICAL COLLEGE

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](#)

MORAINE PARK
TECHNICAL COLLEGE

Thank you!

Adrian Vander Wille
Digital Marketing Manager
awille7@morainepark.edu