

Accessible Media Checklist

This checklist is designed to teach businesses and organizations to be equipped with the skills and knowledge to ensure their media content is accessible to multiple demographics of people with disabilities

Key point	Purpose and benefit	Notes
Alt text on images	Descriptions built into images help blind people have accurate information about visual content. Alt text also increases a website's SEO strength	
Integrated audio description on videos	Video content that has audio which is informative through dialogue or post edit description ensures that people with vision loss are able to benefit from the video. This means avoiding videos that have only music, if possible. This also benefits people who have learning or cognitive disabilities.	
Closed captions on videos	Having closed captions on videos allows people with hearing loss to benefit from the video content. This benefits the hearing population as well when they are able to view content without sound. Avoid website features that move, such as slide shows that don't allow a manual override. This will ensure that people with visual impairments and learning disabilities, such as dyslexia, can access all information. Slide show and moving features on sites often do not work with a screen reader.	
Static website structures and features	Avoid website features that move, such as slide shows that don't allow a manual override. This will ensure that people with visual impairments and learning disabilities, such as dyslexia, can access all information. Slide show and moving features on sites often do not work with a screen reader.	
Contrast and colour awareness	Using images, fonts, and website graphics that are not busy, have high contrast, and are still legible for those who need to invert their screen colours is important. It ensures populations with visual impairments, dyslexia, and colour blindness can access the information.	

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Screen reader navigation	Ensuring websites are screen reader friendly benefits blind people using voiceover to navigate a site, as well as people who have impaired hand functioning. They may be using features such as mouse keys to access site information.	
Grammar and abbreviations	Besides the usual reasons why grammar is important, if there are spelling or grammatical errors people who use screen readers can end up with completely different messaging. For example, S.O.S without the periods and capitulation is read as "soooce". Abbreviations can also be a barrier for those who are ESL.	
<u>Video affects</u>	Avoid video effects that flash, strobe, or have abrupt jarring transitions. These effects can be detrimental for viewers with visual impairments or involuntary muscle control like cerebral palsy.	

Accessibility Content development by Danielle Main
 Visit daniellemain.ca for further information on accessibility consulting for your business.