

Build Capable Accessibility Primer

10 Easy Steps to Improve Accessibility

1. Ask your audience for accessibility needs and offer options for accommodations (ASL, live captions, etc.).
2. Use alt tags and image descriptions for all visuals and mark decorative images appropriately (or remove from focus order altogether).
3. Perform a color blindness test.
4. Perform a grayscale contrast test.
5. Turn on your operating system's accessibility tools or download a screen reader to test your content.
6. Add closed captioning to your videos.
7. Add transcripts with audio descriptions.
8. Create guidelines for your team or organization.
9. Learn the accessibility features of your authoring tool(s).
10. Read stories and research about universal design principles.

Guidelines for Getting Started

Use the [Twelve Lenses of Accessibility and Inclusion](#).

These lenses are a great start to reviewing and checking your content to ensure a positive user experience for all.

Text is okay and often solves a lot of problems.

A well-designed text-based scenario will be better, and more accessible, than any gimmicky interaction.

Research best practices.

What are the top agencies and designers in the industry doing? If nothing, ask them why not!

Design with empathy.

Would you be able to engage in this content if you were blind, deaf, had limited mobility, were color blind, or some other mild or major disability?

Create guidelines for developing accessible interactions.

Just because you can create an interaction in an authoring tool doesn't mean you should. Make sure it's an accessible interaction and serves a purpose for your audience.

Understand the accessibility features of your authoring tool(s).

Find more information in the authoring tool's [VPAT](#) (Voluntary Product Accessibility Template).

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Learn from other developers that create accessible content.

Visit the [Articulate E-Learning Heroes](#) community or the [Build Capable blog](#) and search “accessibility.”

Give feedback to authoring tools and system vendors.

We won't ever have better tools for developing and deploying accessible content if the vendors don't hear our messages. Share your stories. Share your frustrations.

Find people in your organization who are willing to test.

A call for testers may result in a solid test group.

Build time for testing at multiple phases. Make it an integral part of your process.

Testing for color blindness and contrast can be done at the storyboard phase. Test interactions using prototypes.

Use free online tools for level one testing.

Resources listed below are free and easy. There's no reason to not use them.

Tools to Use Now

[Color Blindness Simulator](#)

[How to Write Alt Text](#)

[Color Contrast Checker](#)

[An alt Decision Tree](#)

[10 Free Screen Readers](#)

Resources to Bookmark

[Universal Design Principles for Learning \(CAST\)](#)

[The Training Manager's Guide to Accessible eLearning](#)

[Modifications for ESL Learners](#)

[Accessibility in Social Media](#)

[Accessibility Handbook](#)

[Accessibility Resource List](#)

[WebAIM](#)