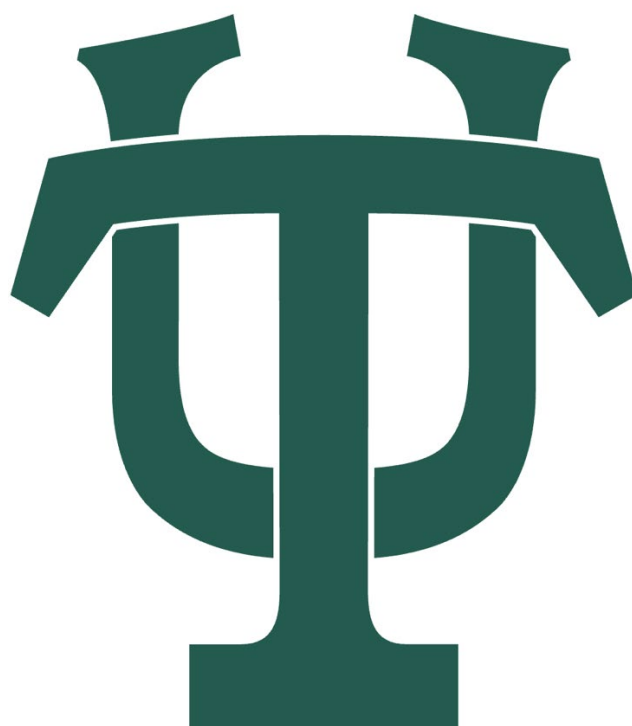




Tulane University
Office for Campus Accessibility

DIGITAL ACCESSIBILITY BEST PRACTICES GUIDE

HEADINGS

[Headings](#) are structural elements that organize content into a clear hierarchy. Proper headings allow users and assistive technologies to understand the layout of a page and move efficiently between each section. They also help prevent keyboard traps by providing predictable navigation points. All pages should have a unique [title](#) that describes the purpose of the page. **H1 is always reserved for the title of the page.**

- H1: Title of the page
- H2: Title of the content block
- H3 & H4: Title of subheading within the content block

ALTERNATIVE TEXT

[Alternative text \(alt text\)](#) is a written description that communicates the meaning or purpose of an image to users who cannot see it. Alt text is also very important. Feel free to use the generative AI alt text provided on most platforms but please be sure to **manually review** it to make sure that it's relevant and makes sense within the scope of the image.

LINKS

A [link](#) is a navigational element that allows users to move to related content, such as another webpage, document, video, or section of a course. Links may appear as text, buttons, or images and are a primary method of navigating digital content.

Best Practice: Always ensure appropriate alt text is provided when only an image stands as a link.

[Link text](#) should indicate a specific destination, rather than "click here."



Wrong Example - [Click here](#) to fill out the form



Correct Example – Please complete the [contact form](#)

COLOR CONTRAST

[Color contrast](#) refers to the visual difference between text or objects and their background, ensuring content is readable for users with low vision or color blindness. Use *TPGI*'s free [Colour Contrast Analyser \(CCA\)](#) or [WebAIM's Contrast Checker](#) to review and mediate any content before going live. Both tools ensure any that email communications, documents, social media, etc. meet the latest ADA Title II standards.

Best Practice: Colors should not be used to as a signal alone. Use another item along with the color such as an icon, *, bold, etc.

AUDIO/VIDEO

Video and audio content should have [captions](#), [transcriptions](#), and [audio descriptions](#) for those who cannot hear the content. If captions are missing/unavailable, please reach out to us at the [Office for Campus Accessibility](#).

For data [visualizations](#), make sure to use patterns and shapes in addition to color, always use labels and legends, and make sure that the data is not overwhelming and translates into clear, contextual information.

Best Practice: For animations, ensure that it's necessary for the content and the flicker rate is lower than 2Hz and greater than 55 Hz – animations with these frequencies could trigger epileptic seizures. Avoid **autoplay** for videos and animations over 5 seconds.

PDF/WORD/POWERPOINT

When creating PDFs, avoid using "Print To PDF". Heading structure, alt text, and other semantic html elements could be lost. Using "SAVE AS" or "EXPORT" preserves the accessibility of the document. Also, providing [alternatives for PDFs](#) (such as Word or Text) is ideal because the process to make PDFs accessible is very complex.

SOCIAL MEDIA

Color contrast, missing alt text, captioning, and incorrectly formatted hashtags are going to be the primary issues you will run into creating content for social media. We want to limit the number of hashtags used and always use a #CamelCase format, capitalizing each word in the hashtag

DIGITAL ACCESSIBILITY CONSULTATIONS

ONE ON ONE CONSULTATIONS

To schedule a one-on-one accessibility consultation with Tulane's Digital Accessibility Coordinator: <https://calendly.com/tulane-adaaccess>

REFERENCES

[\(n.d.\). Accessibility Checklist. *PennState Acessibility*.](#)