

Accessibility tips checklist

Language

- ☐ Use clear and simple language
- ☐ Use bullet points to summarise key points
- ☐ Avoid jargon and acronyms
- ☐ Avoid using emojis instead of words
- ☐ Write in active sentences
- ☐ Use large, clear fonts
- ☐ Avoid using too many typefaces
- ☐ Align text to the left
- ☐ Avoid multiple line breaks
- ☐ Use sentence case for sentences
- ☐ Take care with symbols (screen readers do not always recognise symbols, so use words instead).
- ☐ Avoid underlining and italics
- ☐ Colour emphasis
- ☐ Line length

Visual

- ☐ Choose contrasting colours
- ☐ Select a tinted background
- ☐ Label charts clearly
- ☐ Use high-quality images
- ☐ Include alternative (alt) text
- ☐ Ensure logos have enough contrast so that they stand out against the background.
- ☐ Create an uncluttered design, with a logical, linear structure
- ☐ Make content more inclusive by displaying a diversity of people taking into account gender, age, disability and ethnicity.
- ☐ Include positive images and representations of people with disabilities
- ☐ Listen to a diversity of people, including Organisations of People with Disabilities (OPDs), in the planning, creative design, decision making and testing of material.



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Video

- ☐ Always add captions
- ☐ Include names of the people speaking in the captions
- ☐ Identify the language spoken in the captions
- ☐ Describe music and sound in the captions
- ☐ Include a voiceover
- ☐ Music with vocals should be avoided if not necessary as it can be distracting and add another level of information that viewers will need to process.
- ☐ Sound effects should have a practical purpose. For example, include a 'click' sound if you're showing a cursor clicking a button.
- ☐ The volume of the soundtrack and sound effects should be loud enough for viewers to hear but should not overpower the audio from your footage or voiceover. Viewers need to clearly hear the voices over the soundtrack and background audio.
- ☐ Produce an audio description of the video
- ☐ Allow viewers enough time to understand what's in the shot, listen to the voiceover and/or read the captions.
- ☐ All text should appear on screen for the amount of time it takes to read it twice.
- ☐ Give people enough time to read the text and process the movement, if using text motion graphics.

- ☐ Provide a transcript of the video
- ☐ Consider adding sign language
- ☐ Avoid fast, flashing content
- ☐ Avoid animations that cause the foreground and background to move at different speeds.

Website

- ☐ Structure content in a logical way
- ☐ Provide alt text for visuals
- ☐ Add captions and other alternatives for multimedia
- ☐ Don't rely solely on shape, sound, position or size. Website instructions such as 'click on the green button' may be meaningless to people with colour blindness.
- ☐ All links should be clearly labelled with descriptive anchor text.
- ☐ Use a dark font against a light background
- ☐ Provide clear error messages: give a clear description and instructions to help visitors correct their mistakes.
- ☐ Create an uncluttered design
- ☐ Avoid flashing content
- ☐ Make sure you can navigate via keyboard