

Design for Everyone

Accessible Posts, PDFs, and
PowerPoints



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March 27, 2025

**Did you know that 1 in
every 4 Americans has a
disability?**

Different Types of Disabilities

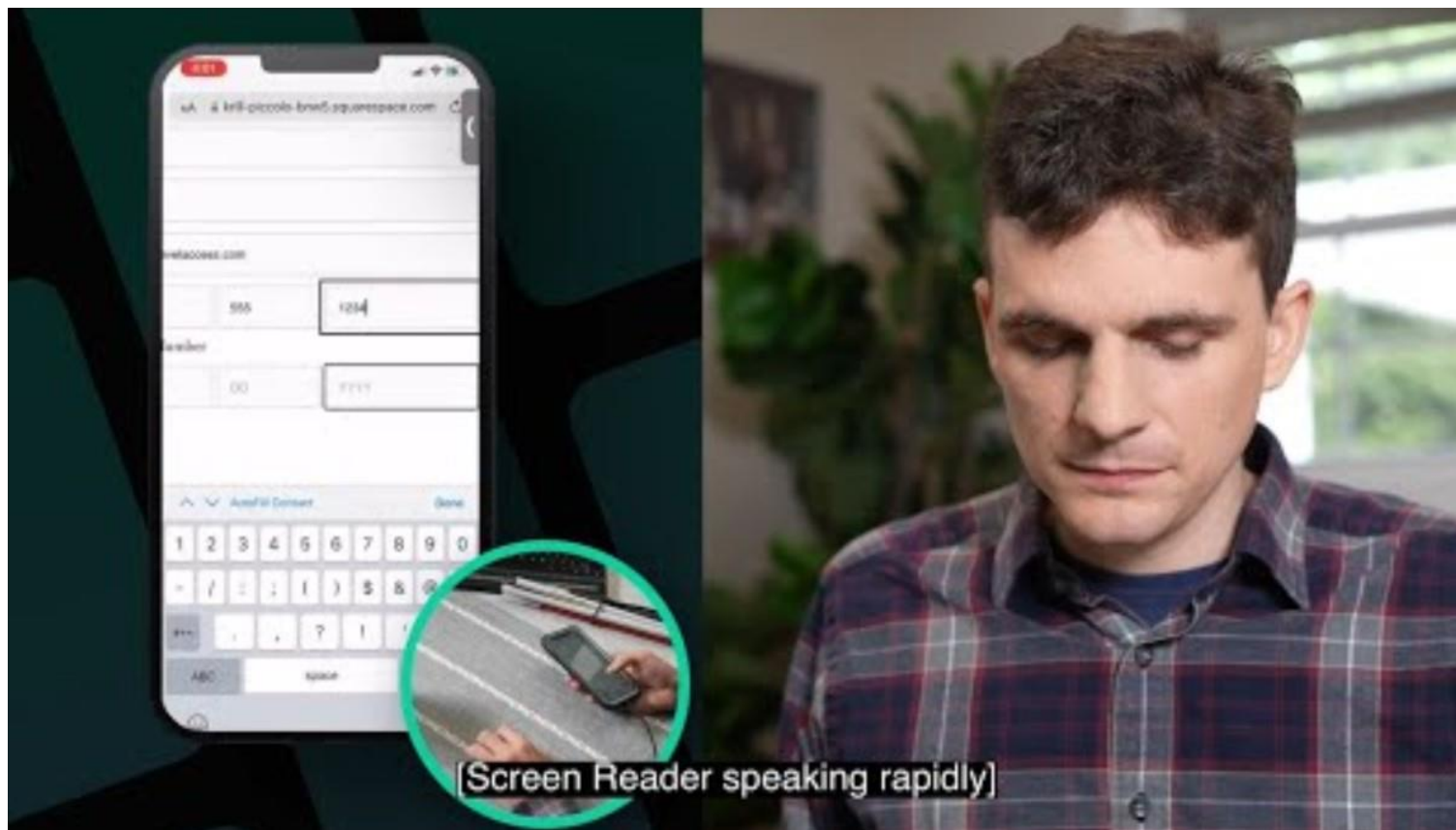
- **Visual:** Blindness, color blindness, low vision
- **Motor:** Paralysis, tremors, loss of fine motor control
- **Auditory:** Difficulty hearing, deafness, auditory processing
- **Cognitive:** Developmental disabilities, learning difficulties, memory or attention issues

Assistive Technologies

- Screen readers
- Screen magnification software
- Alternative input devices
- Speech recognition software
- Closed captioning

**Just 3% of website
content is accessible to
users with disabilities.**

Mobile Screen Readers in Action



- **Increased employee productivity and engagement**
- **Improved workplace satisfaction**
- **Improved organizational reputation**
- **Compliance with regulations**

Tip 1

Write information clearly and concisely. Use as few words as possible. Choose accessible fonts.

Original:

"Because a great many of the words in this sentence are basically unnecessary, it would be a very good idea to edit it for conciseness."

Revised:

"Because many of the words in this sentence are unnecessary, we should edit it."

Serif

Sans-Serif

Abc

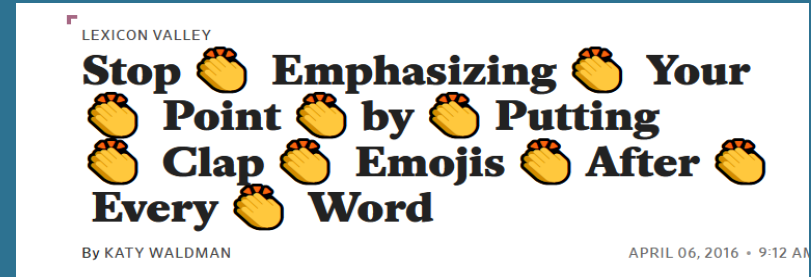
Abc

Choose accessible fonts

- Sans serif (arial, verdana, calibri).
- TT Norms is also sans serif.
- Use a minimum font size of 12 pt.

Tip 2

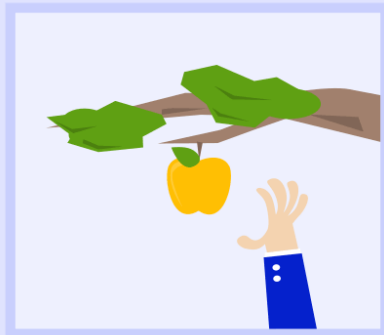
Reduce clutter from emojis, links, exclamation marks, and excessive periods not necessary for grammar and punctuation.



Tip 3

Always use alternative text.

IMAGE ALT TEXT FOR SEO













alt="yellow apple"



alt="hand reaching for
a yellow apple hanging
from the tree"

Tip 4

Consider high color contrast in your design process.

Ratio 2.01:1		
Ratio 3.94:1		
Ratio 4.03:1		
Ratio 4.49:1		
Ratio 4.57:1		

Tip 5

Navigation links should be descriptive, clear, and concise. Hyperlink the correct part of the phrase.



Activity Explanation

- Break into small groups to review guidance for content creation using each platform (PDFs, PowerPoint, Word, email, social media, and website).
- In your group, review the resources on the handout. Then, work together on recommendations for increasing the accessibility of the content example.
- Share with the group!

Q & A and Discussion

Helpful Links

- NEIWPCC Accessibility Guidelines
- Adobe Acrobat – Accessibility Checker
- Microsoft – Review Panel
- AccessiBe
- Google Lighthouse
- W3C
- WebAIM Contrast Checker