



4 mistakes you might be making with digital accessibility

Mell Magment, Apolitical





Mistake #1

Seeing accessibility as something that can be added on later



It's not a tiny group who need accessibility accommodations



That doesn't include all neurodiverse people - a further 20%



Creating everything you make with accessibility in mind benefits everyone



24% of the British population are disabled



People with temporary impediments, whether it's a broken arm or carrying a baby, need accommodations too



With small considerations, accessibility can be a normal part of your work, without needing lots of time or budget



Mistake #1

You can't add chocolate chips to a baked muffin

It's difficult and costly to retrofit
accessibility.

Small considerations and thought
upfront don't add much time or cost,
but they make a big difference.

When We Design for Accessibility, We All Benefit





Not handling alternative text for images right



Not writing it when you should

Information in images, like graphs, should be described.

Images that add important context should be described.



Writing it when you shouldn't!

Decorative images, like stock photos, should never be described.

They overwhelm people with information they don't need.



Mistake #2

Describe an image when it gives more context



Former UK Prime Minister Boris Johnson, a middle-aged white man, receives an OBE for services to government. He smiles as he shakes the hand of King Charles, a tall white man in his mid-seventies, wearing ermine robes and a golden crown, while the audience claps behind them in a standing ovation.



Former UK Prime Minister Boris Johnson, a middle-aged white man, skydives out of a plane. He's wearing a red T-shirt with the slogan 'Sky's the limit' and smiling broadly, unaware that the instructor attached to his back is struggling to open the parachute.

Alt = "Title for a Post That Doesn't Actually Describe It Whatsoever"

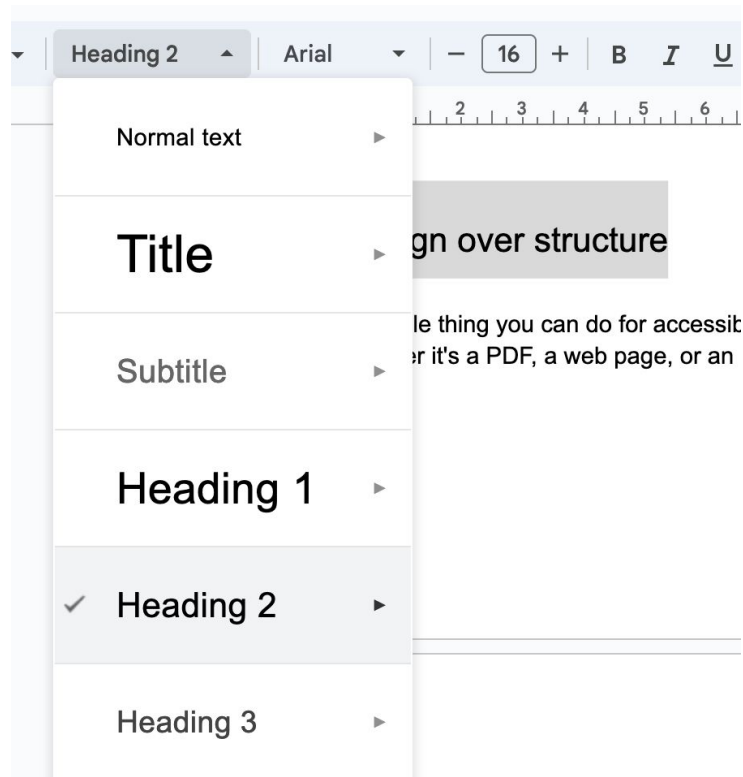
Seven Myths About Alt Text

How to Write Alt Text and Image Descriptions for the visually impaired



Choosing design over structure

- Screen readers have built-in features they can only use if you accurately describe your content.
- Use the headings in the right order - heading 1 first, then heading 2, etc. - rather than picking the size and styling you like best. Screen readers let users skim read if you set up the structure right. (Even in PDFs!)
- Use bullet point lists instead of emojis or images.





Mistake #4

Being afraid to ask questions!



People want to access your services!



If you have budget, there are services which can help



People respond well to questions asked in good faith



Add an email address to your documents, so people can contact you if they have issues