

**Making Your
Presentation More
Accessible**
Rob Carr, WebAIM



- Use the ATIA slide template
- Add alternative text for visuals
- Give the presentation a Title
- Create descriptive link text
- Use high color contrast
- Don't use color alone to convey meaning

- Manage your slide titles
- Ensure correct content reading order
- Create simpler tables with structured header cells
- Provide accessible multimedia
- Be careful with flashing content

Use the ATIA Theme



- Many accessibility considerations built in
- Lots is still up to you

- Necessary for meaningful images
- Convey the intended meaning
- Alternative text is contextual
- What is the narrative?
- Check PowerPoint's attempt

Alternative Text Example



gary_leavens, CC BY-SA 2.0 <<https://creativecommons.org/licenses/by-sa/2.0>>, via
Wikimedia Commons

- File tab
 - Info in left sidebar
 - Properties section visually to the right
 - Title

erties ▾

7.51MB

28

en slides

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Creating More Accessibl

Add a tag

ories

Add a category

- https://www.ok.gov/triton/modules/formbuilder/form.php?form_id=88917525eae4a02e75030112715662529cebda3f143efe72167c49cd55ced323

Link Text Monster Tamed



- [Fill out our webinar evaluation form here.](#)
- Here's how to add a link...

Printing Slides? Include Descriptive Text and URL



- [Fill out our webinar evaluation form here.](https://www.ok.gov/triton/modules/formbuilder/form.php?form_id=88917525eae4a02e75030112715662529cebda3f143efe72167c49cd55ced323)
 - https://www.ok.gov/triton/modules/formbuilder/form.php?form_id=88917525eae4a02e75030112715662529cebda3f143efe72167c49cd55ced323
- Use a URL shortener (bitly, etc.) to save space
 - <https://bit.ly/2DIqW1y>

- Don't remove underlines
- Use descriptive link text
- IE, no “read more...”

Use Higher Color Contrast

- Need 4.5:1 ratio of text color to background color
- Need 3.0:1 ratio of text color to background color for “large text”
- Remember contrast in charts, graphs and images, too!
- Check with PowerPoint Accessibility Checker
- Image or previous PowerPoint version?
 - Check/double check with [WebAIM Contrast Checker](https://webaim.org/resources/contrastchecker/)
 - (<https://webaim.org/resources/contrastchecker/>)
 - Check with [TPG Colour Contrast Analyser](http://bit.ly/1ME7YE6) (<http://bit.ly/1ME7YE6>)

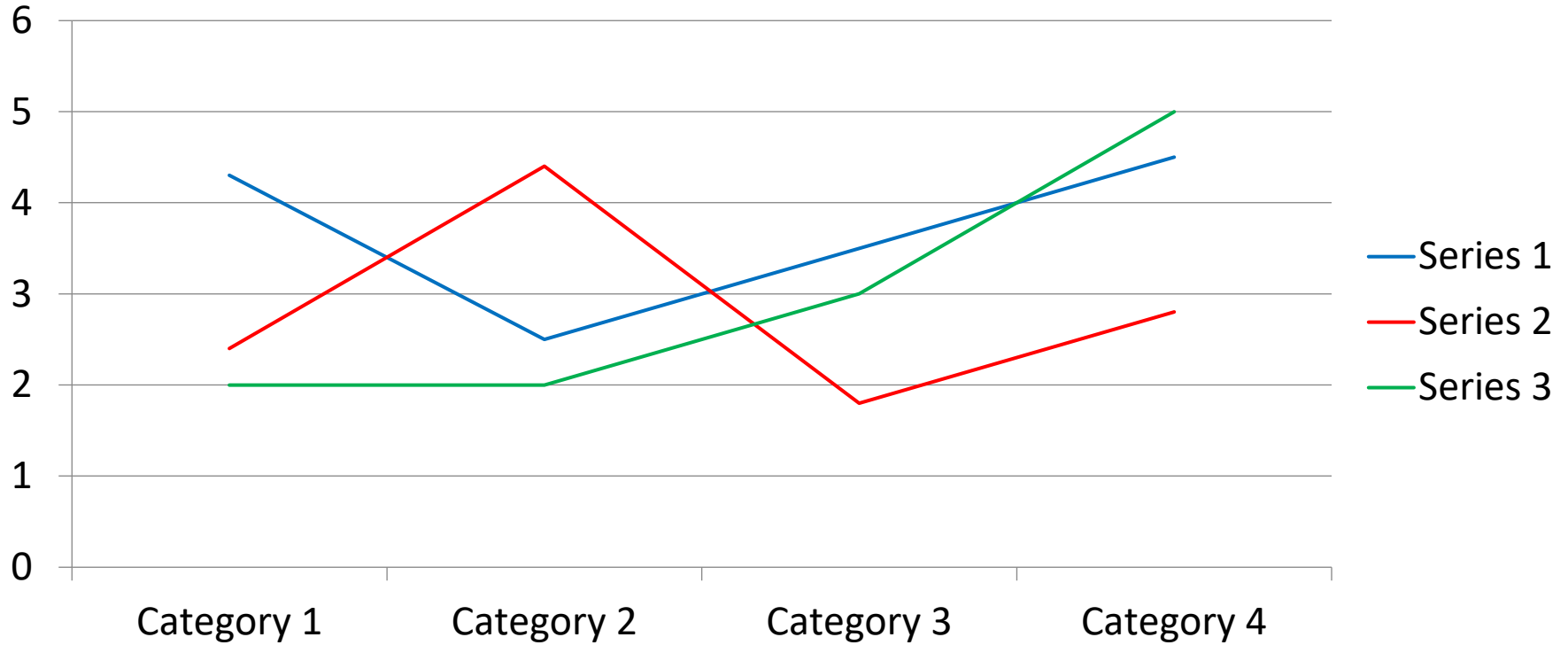
Poor Color Contrast

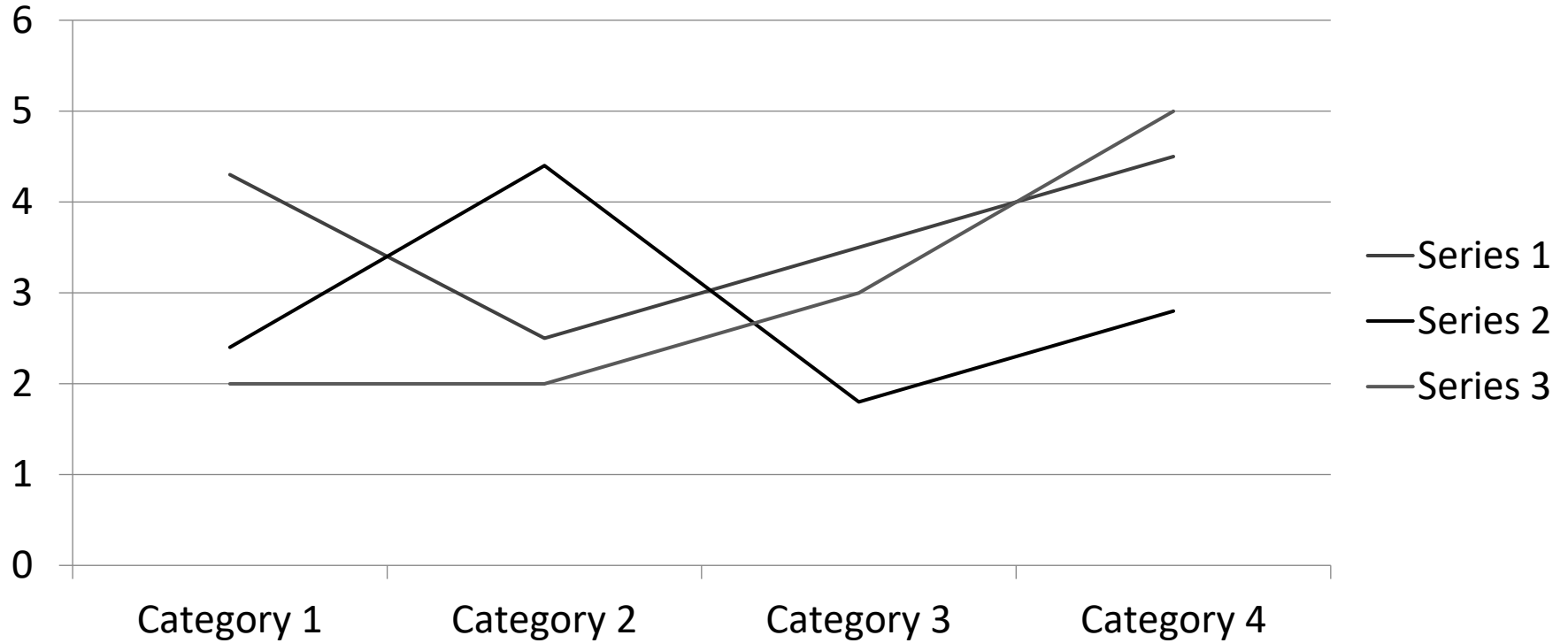
- The quick brown fox jumps over the lazy dog.

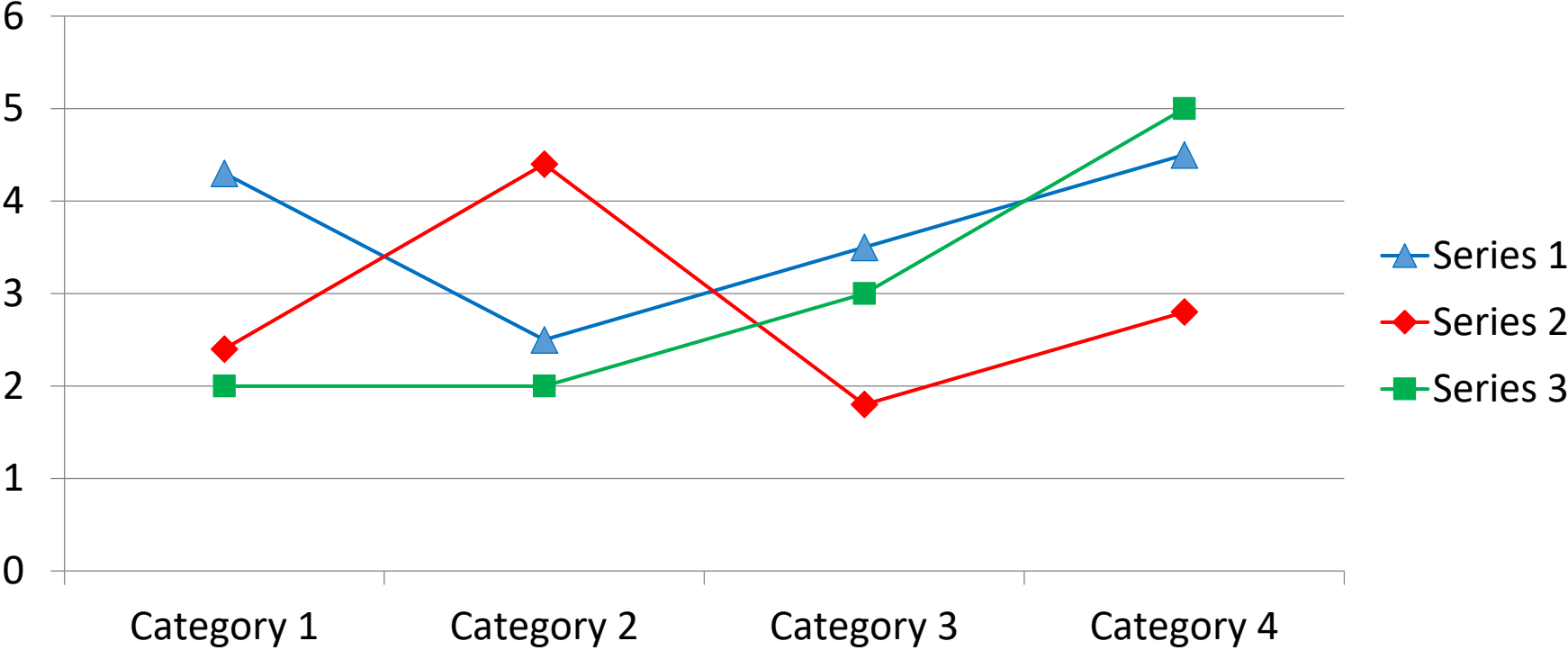
Good Color Contrast

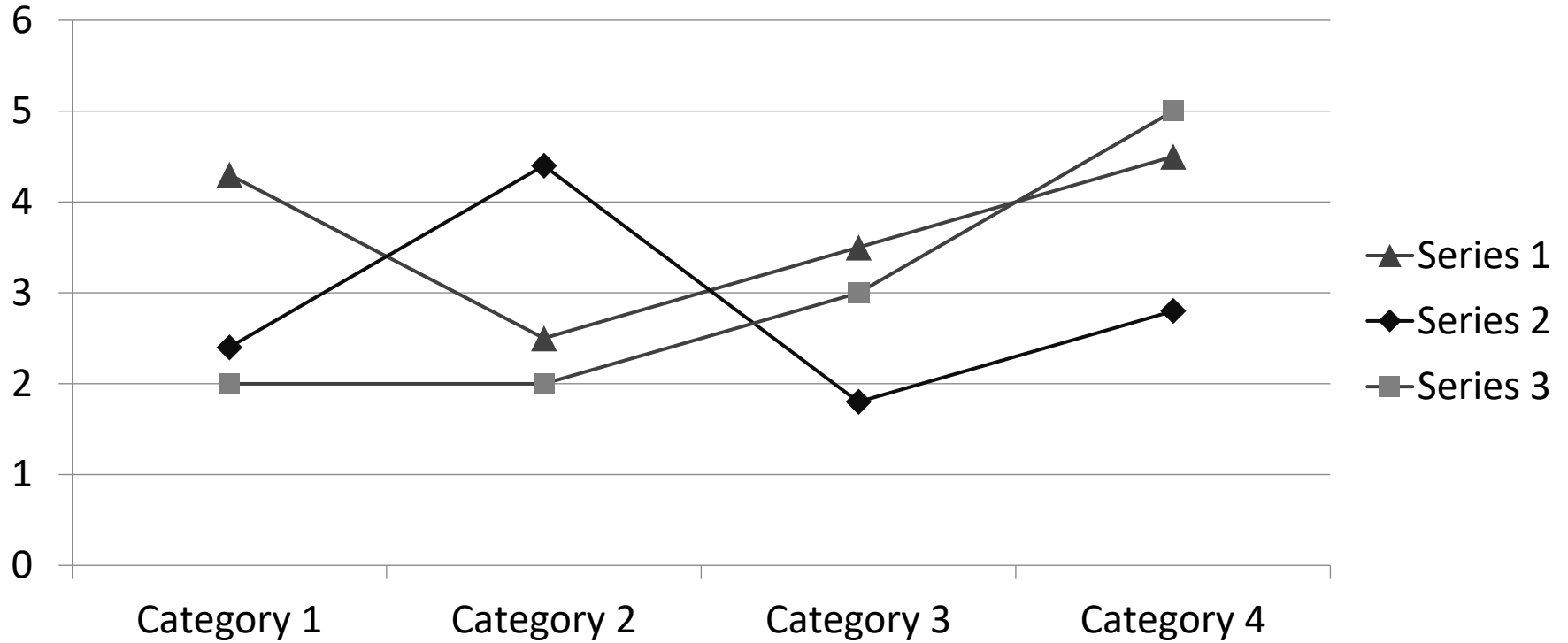


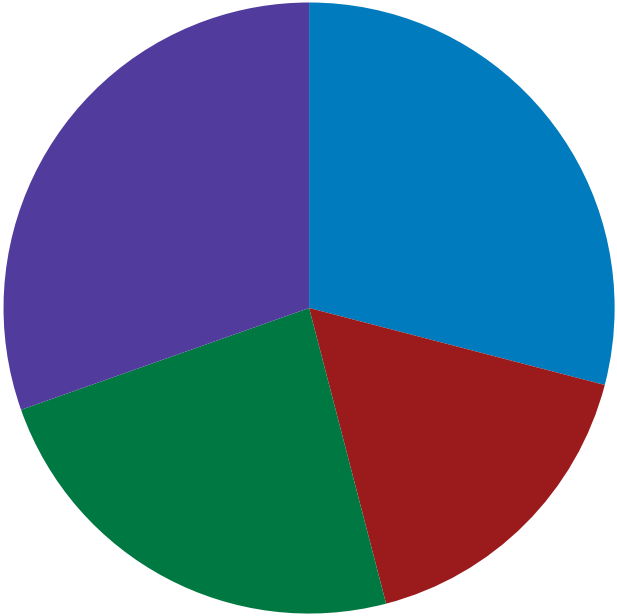
- Use the default font color.
- Be careful with gradient backgrounds



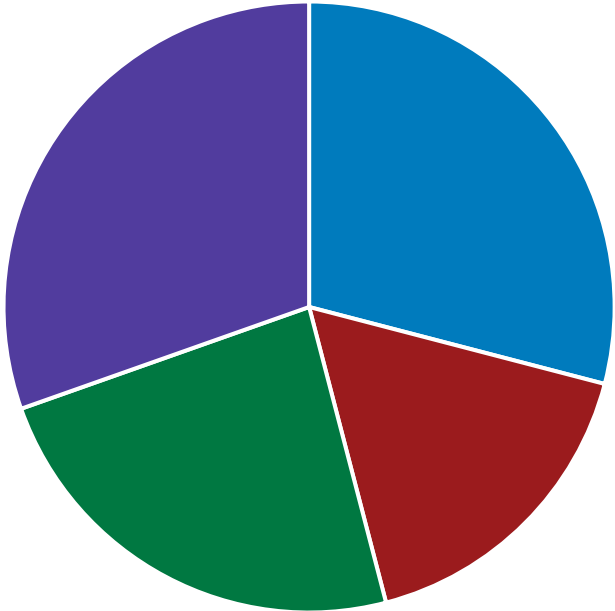




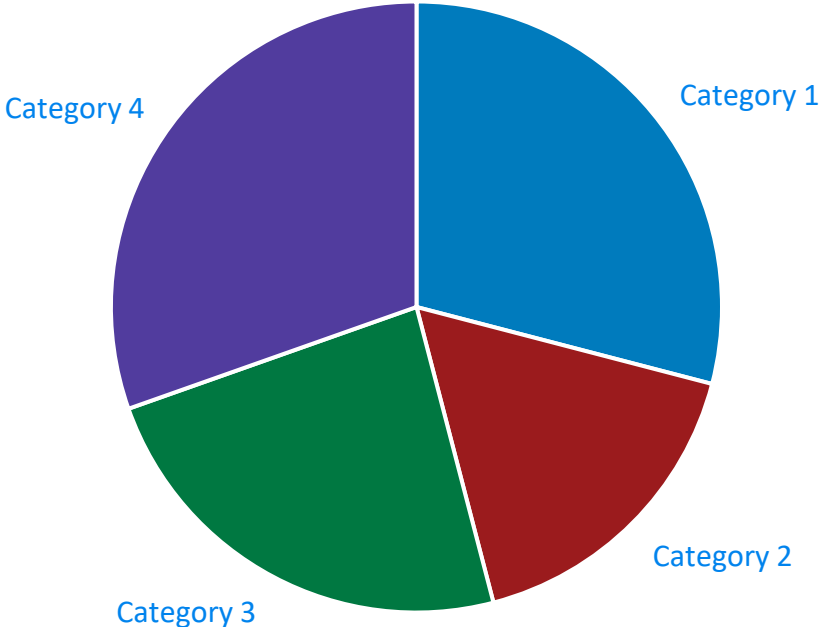




- Category 1
- Category 2
- Category 3
- Category 4



- Category 1
- Category 2
- Category 3
- Category 4



- Up above is your slide title ^
- Each one should be unique to each slide
- Don't leave this blank!
 - Move it off the slide to hide
 - Or use Selection Pane

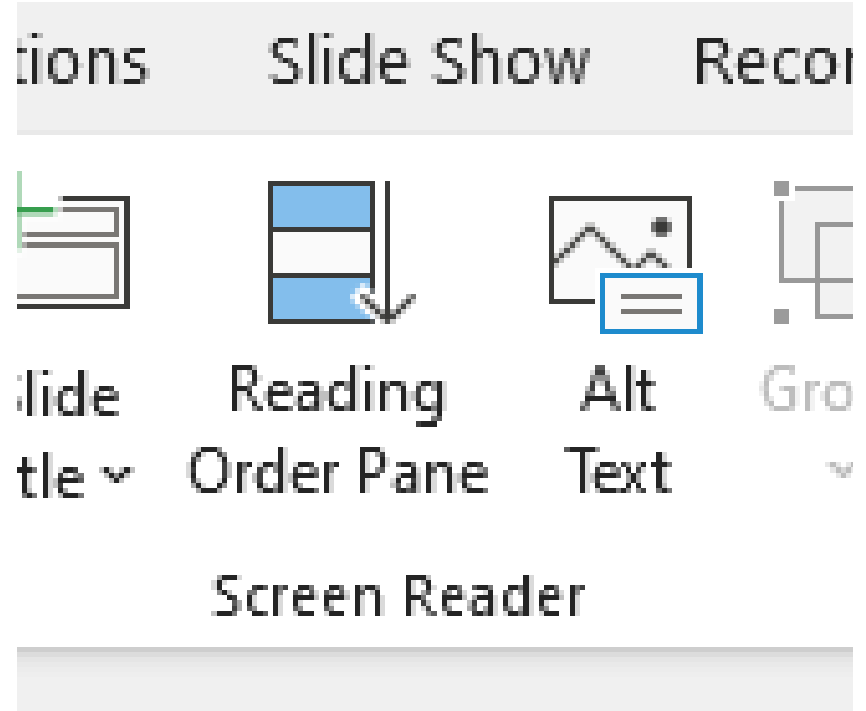
Open the Selection Pane



- Home tab
 - Drawing Group
 - Arrange > Selection Pane

Check Reading Order

- Run Accessibility Checker
- Go into Accessibility tab
 - Screen Reader group
 - Reading Order Pane button
- Older versions
 - Selection Pane
 - Order is reversed (last in list, first thing read)



Column 1	Column 2	Column 3	Column 4
1	2	3	4
5	6	7	8

- Images are not interactive, PPT elements are
- Images tables need unwieldy alternative text
 - Won't be equivalent experience even if you write it
- Text becomes pixelated when zoomed

More Accessible Multimedia



- Create synchronized caption for videos
- Create audio description for videos
- Create transcripts for audio files

- Use with care
- 3 flashes or less per second
- Ideally, just avoid it
- Announce it before playing if you have it
- Disclaim it on the slide
- Don't autoplay

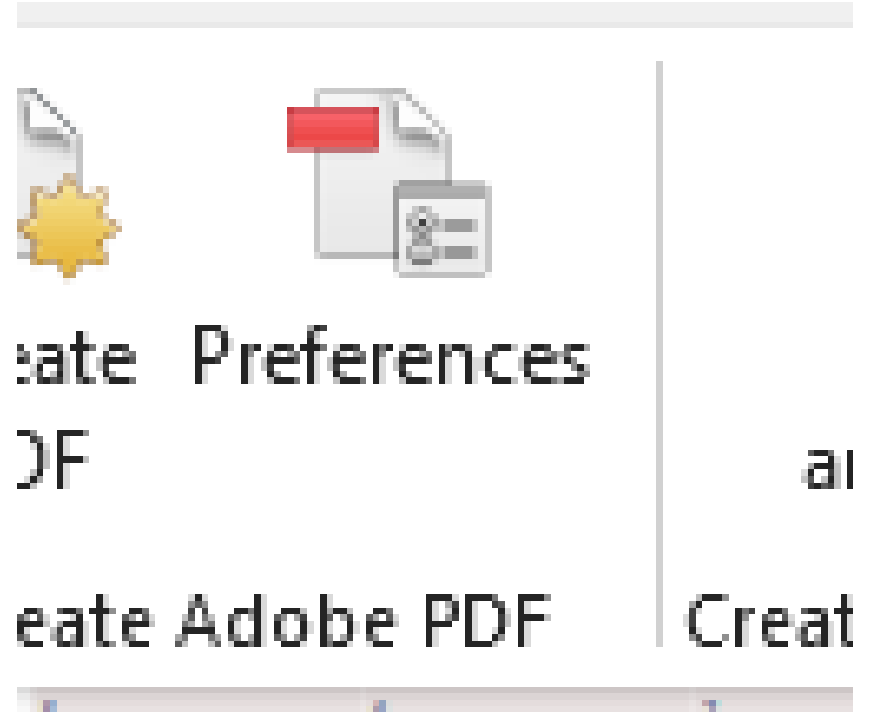
Run the Accessibility Checker



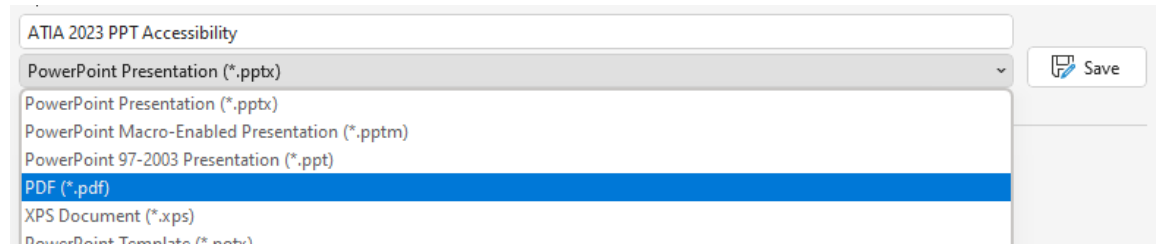
- Review tab
- Accessibility group
 - Check Accessibility button
- Also in bottom left in lower toolbar

Convert to PDF: With Adobe

- If you have Adobe Acrobat Pro
 - Acrobat tab
 - Create PDF button



- If you do not have Adobe Acrobat Pro
 - File tab
 - Save as...
 - Select “PDF (.pdf)” from dropdown under the file name field



During Your Session



- Describe visuals
- Don't ask participants to read a slide
- No “as you can see...”
- Describe anything you do to demonstrate actions

- [Microsoft on PowerPoint accessibility](#)
 - <https://bit.ly/2EpzoT6>
- [WebAIM on PowerPoint accessibility](#)
 - <https://webaim.org/techniques/powerpoint/>
- [The World Wide Web Consortium on lots of this](#)
 - <https://bit.ly/2Pcg0yr>
- [WebAIM on color contrast](#)
 - <https://webaim.org/articles/contrast/>