Making Your Presentation More Accessible
Rob Carr, WebAIM
Hallmarks of More Accessible Slides

- 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
More Hallmarks

- 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
Alternative Text for Visuals

- 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
Presentation Title

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

ATIA 2024 Conference
Link Text Monster

- [https://www.ok.gov/triton/modules/formbuilder/form.php?form_id=88917525eae4a02e75030112715662529cebda3f143efe72167c49cd55ced323](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=88917525ea4a02e75030112715662529cebda3f143efe72167c49cd55ced323

- Use a URL shortener (bitly, etc.) to save space
Link Best Practices

- 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/)
  - Check with TPG Colour Contrast Analyser (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
▪ 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)
## Data Tables

<table>
<thead>
<tr>
<th>Column 1</th>
<th>Column 2</th>
<th>Column 3</th>
<th>Column 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
</tr>
</tbody>
</table>
Build Charts, Graphs, Tables in PowerPoint

- 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
Flashing Content

- 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
Convert to PDF: Without Adobe

- 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
Reference Material

- Microsoft on PowerPoint accessibility

- 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/