1 in 5 Americans
43 million
1 in 5 Americans
1 in 5 Americans
43 million Americans
1 in 5 Americans

315 million

43 million
1 in 5 Americans

43.5 million Americans

1 in 123

4.5%
close your eyes
helping see value in accessibility

#joesimpsonjr #wclax
Temporary disability is defined as a physical or mental disability which hampers your discharging of responsibilities for a short period of time.
bit.ly/2MAQRdm
Home Delivery
vons.com | VONS
FREE Delivery on your first online order!
Home Delivery
vons.com | VONS
FREE Delivery on your first online order!
0.3 mi
To Buena Vista St
Turn left
“There are no constraints on the human mind, no walls around the human spirit, no barriers to our progress except those we ourselves erect.”
“There are no constraints on the human mind, no walls around the human spirit, no barriers to our progress except those we ourselves erect.”
Web Content Accessibility Guidelines

In 2017, a Federal Court in Florida identified the WCAG guidelines as the "industry standard" for website accessibility and found that Victory Dixie Store, Inc., violated the Americans with Disabilities Act by failing to render its website accessible to the sight impaired.
Compliance Lawsuits

Amtrak, Greyhound
Bank of America
Blue Apron
Charles Schwab
CVS Pharmacy
Dominos
Disney
eHarmony

Fox News Network
Hilton Hotels & Resorts
Hulu, Netflix
Harvard, Miami University
McDonald’s, Burger King
Nike Inc
Target
US Dept of Education
Web Content Accessibility Guidelines (WCAG 2.1)

A set of guidelines that specify how to make content accessible, primarily for people with disabilities but also for all user agents, including highly limited devices, such as mobile phones.
Web Content Accessibility Guidelines

WCAG 1.0 published May 5, 1999
WCAG 2.0 first published December 11, 2008
WCAG 2.1 recommendation June 5, 2018
Section 508

In 1998, Congress amended the Rehabilitation Act of 1973 to require Federal agencies to make their electronic and information technology accessible to people with disabilities. In January 2018, the guidelines were refreshed, bringing it in line with WCAG standards.
“We really like the brand colors we used. They are much more lively than darker ones.”
Accessibility | Color

Content is easier to see and hear when:

- Color is not used as the only way of conveying information or identifying content;
- Default foreground and background color combinations provide sufficient contrast.

https://www.w3.org/WAI/fundamentals/accessibility-principles/#distinguishable
Built-in Modules

Slides Framework comes with a handful of powerful modules, that are easy to setup and customize.

- Panels
  Top and bottom panels for your logo, menu and buttons.

- Contact Form
  Receive messages from customers right to your email address.
Accessibility | Color Contrast Testing Tools

WebAIM Color Contrast Checker
https://webaim.org/resources/contrastchecker/

Contrast Ratio
https://contrast-ratio.com/

Color Contrast Analyzer Ext. for Chrome
https://chrome.google.com/webstore/search/color_contrast_analyzer
“We have a very limited audience in mind for this site and our design caters to them.”
Accessibility | Semantic HTML

Content can be presented in different ways.

For users to be able to change the presentation of content, it is necessary that:

- Headings, lists, tables and other structures in the content are marked-up properly;
- Sequences of information or instructions are independent of any presentation;
- Browsers and assistive technologies provide settings to customize the presentation.
Content

The Month in WordPress: August 2018

Posted September 3, 2018 by Hugh Lashbrooke. Filed under Month in WordPress.

Many of the WordPress contribution teams have been working hard on the new WordPress editor, and the tools, services, and documentation surrounding it. Read on to find out more about this ongoing project, as well as everything else that has been happening around the WordPress community in August.

WordPress 4.9.8 is Released

WordPress 4.9.8 was released at the beginning of the month. While this was a maintenance release fixing 46 bugs, it was significant for Core development because it made a point of highlighting Gutenberg — the new WordPress editor that is currently in development (more on that below).

This release also included some important updates to the privacy tools that were added to Core earlier this year.

Want to get involved in building WordPress Core? Follow the Core team blog and join the #core channel in the Making WordPress Slack group.
Active development continues on Gutenberg, the new editing experience for WordPress Core. The latest version features a number of important user experience improvements, including a new unified toolbar and support for a more focussed writing mode.

Users can test Gutenberg right now by installing the plugin, which currently has nearly 300,000 active installs. Along with that, the Gutenberg Handbook has some very useful information about how to use and develop for the new editor.

Want to get involved in building Gutenberg? Follow the #gutenberg tag on the Core team blog and join the #core-editor channel in the Making WordPress Slack group.

Planning Begins for the Next Global WordPress Translation Day

The Global WordPress Translation Day is a 24-hour event held online and all across the world. It is designed to bring communities together to translate WordPress into their local languages, and to help them connect with other communities doing the same thing.

There have been three Translation Days since April 2016, and the fourth edition is in the planning stages now. The Polglots team, who organizes these events, is currently looking for input on the date, format, and content for the event and would love some feedback from the community.

Want to get involved in translating WordPress into your own language? Follow the Polglos team blog and join the #polglots channel in the Making WordPress Slack group.

Further Reading:

- The Update PHP page on WordPress.org has been revised and improved to make the reasons for upgrading more clear.
The Month in WordPress: August 2018

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Accessibility | Content

Tags that provide structure
<header>, <nav>, <main>, <aside>, <footer>

Tags that add meaning to content
<h1>, <h2>, <h3>, <h4>, <h5>, <h6>

Tags that provide interaction
<a>, <button>

Limit Use Tags
<span>, <div>, <em>, <strong>
Write Succinctly

People don’t like to read - they scan a page for keywords and only start reading when they find what they’re looking for.

- Leverage tools like Yoast to optimize text readability, Page/SEO title, slug, and meta description to improve page rank
- One H1 per page, generally the page title
- Don’t skip a heading level*
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### Speaker's Spotlight: WordCamps - joesimpsonjr.info
https://joesimpson.info

Find out more information with this spotlight of Joe A Simpson Jr's experience as a speaker at Wordcamps, WordPress Meetups, and other engagements.
People don't like to read - they scan a page for key words and only start reading when they find what they're looking for.

• Leverage tools like Yoast to optimize text readability, Page/SEO title, slug, and meta description to improve page rank

• One H1 per page, generally the page title

• Don't skip a heading level*
First thing announced by a screen reader and should be the first (and only H1 on the page).
Avoid “click here”, “read more”, ”download”, “continue reading” as link text. It’s meaningless to screen readers and people have to read around the link to see what’s it about.

Use meaningful link text that describes the content being linked to.

https://make.wordpress.org/accessibility/handbook/content/good-link-texts/
Music and art help get us past tragedies

From cubism to abstract impressionism, from bebop to hip-hop, art offers a new way to look at the world, a new way to hear the world or speak to it. Sometimes we embrace new perspectives. But at other times we reject them as if they are fast-moving cars, racing into our blind spots as we travel uncharted territory.

Animated by a throbbing hip-hop heart, the movie Blindspotting explores how we struggle to see others and how we struggle to be seen by others, how we are challenged to understand the things we see in all their nuances and complexity, the folly of only seeking to see what we think we already know and understand.
Music and art help get us past tragedies

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Like Vincent Van Gogh who died in abject poverty and obscurity only to achieve fame decades later, Zora Neale Hurston was an influential author and anthropologist.

What would be appropriate alternative text for this image?

A. “Image of Zora Neale Hurston”
B. “Zora Neale Hurston, was reintroduced by Alice Walker”
C. An empty alt attribute (alt= “ ”) will suffice.
D. “Zora Neale Hurston”
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Accessibility | Images, Alternate Text

What would be appropriate alternative text for this image?
A. An empty alt attribute (alt=" ") will suffice.
B. “Wikipedia entry for Zora Neale Hurston”
C. “Read More”
D. “Zora Neale Hurston”
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B. “Wikipedia entry for Zora Neale Hurston”
C. “Read More”
D. “Zora Neale Hurston”
**Accessibility | Complex Images/Infographics**

Always consider:

- What is the purpose of this visual?
- Is this the way to best convey that purpose?
- Which parts of this visual are decorative, informational or functional?
Accessibility | Complex Images/Infographics
Accessibility | Complex Images/Infographics
Accessibility | Complex Images/Infographics
WordPress “Accessible-Ready” Themes

An **optional** stage of the theme review process. Submitted themes (or theme updates) that use the tag accessibility-ready will undergo an accessibility review to check against these guidelines.

https://make.wordpress.org/themes/handbook/review/accessibility/
WordPress “Accessible-Ready” Themes

**Required**

- Keyboard Navigation
- Controls
- Skip Links
- Forms
- Headings
- ARIA Landmark Roles
- Content Links

- Repetitive Link Text
- Contrasts
- Images
- Media
- Screen Reader Text
- Not Allowed

https://make.wordpress.org/themes/handbook/review/accessibility/required/
Are you a photographer? An artist?
Explore PHOTO BLOG, an elegant theme designed to showcase your visual masterpieces.
See the theme

I'm creating a site for a: portfolio, magazine, business, wedding, blog, or...

SEARCH BY

WordPress.com themes (288)
Are you a photographer? An artist?
Explore PHOTO BLOG, an elegant theme designed to showcase your visual masterpieces.

See the theme

FEATURE 5 OF 31

Accessibility Ready  Adheres to accessibility best practices like color contrast, keyboard navigation, and form/link focus.

Author Bio  Displays the author’s profile on single posts.

Blog Excerpts  Displays excerpts on the blog page – either add custom text, or let the theme automatically show the beginning of each post.

Breadcrumb Navigation  Displays a breadcrumb trail-style navigation path to help visitors keep track of where they are on your site.

Classic Menu  Displays a full navigation menu that’s visible at all times on desktop screens and isn’t hidden behind a panel or icon.
Are you a photographer? An artist?
Explore PHOTO BLOG, an elegant theme designed to showcase your visual masterpieces.

Search for themes: feature:accessibility-ready

Search by:
- Feature
- Layout
- Column
- Subject
- Style

WordPress.com themes (34)

Themes:
- Small Business
- INTERGALACTIC 2
- Libre 2
- Inside Out
### Layout
- Grid Layout
- One Column
- Two Columns
- Three Columns
- Four Columns
- Left Sidebar
- Right Sidebar

### Features
- Accessibility Ready
- BuddyPress
- Custom Background
- Custom Colors
- Custom Header
- Custom Logo
- Custom Menu
- Editor Style
- Featured Image Headers

### Subject
- Blog
- E-Commerce
- Education
- Entertainment
- Food & Drink
- Holiday
- News
- Photography
- Portfolio
WordPress Accessibility Plug-ins

Joseph Dolson
WP Accessibility
Active installations: 20,000+

Contact Form 7: Accessible Defaults
Active installations: 4,000+
WordPress Accessibility Plug-ins

Joseph Dolson

WP Accessibility
By Joe Dolson

Features:
• Enforcement for alt attributes on images.
• Add post titles to standard “read more” links.
• Add labels to standard WordPress form fields if missing
• Show the color contrast between two provided hexadecimal color values.
WordPress Accessibility Plug-ins

Features:

• Enforcement for alt attributes on images.
• Add post titles to standard “read more” links.
• Add labels to standard WordPress form fields if missing.
• Add an outline to the keyboard focus state for focusable elements.
• Show the color contrast between two provided hexadecimal color values.
WordPress Accessibility Plug-ins

Rachel Cherry

wA11y – The Web Accessibility Toolbox
WPCampus Accessibility Resources
Make WordPress Accessible

https://make.wordpress.org/accessibility/

The Accessibility Team provides accessibility expertise across the project to improve the accessibility of WordPress core and resources.

The WordPress Accessibility Coding Standards state that "All new or updated code released in WordPress must conform with the WCAG 2.0 guidelines at level AA."

Find out how you can help!
- Get involved
- See the accessibility related active tickets, tasks, and useful reports
- Found an accessibility related bug? Create a new ticket

For questions or support related to WordPress & accessibility, please visit the WordPress Accessibility forum.

Learn how to design, develop, and write accessible code in our Handbook – best practices.
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**Team meeting September 17, 2018**

Transcript meeting in Slack

**Topics meeting**

**Gutenberg progress**

@afersia: The Gutenberg team has started working on some of the UI issues, however many of the accessibility issues are still there with no great progress. There are still about 100 issues open, 12 of which are breaking for the merge milestone.

We discussed the accessibility of a new feature proposal: Modal appear animation and where...
Make WordPress Accessible

https://make.wordpress.org/accessibility/

Resources

Accessibility Handbook

Themes: Requirements for the accessibility-ready tag

Theme Developer Handbook:
Accessibility explained

WordPress Codex on Accessibility

Accessibility talks on WordPress.tv

Follow us on Twitter @WPAccessibility
Takeaways

• Add value to your practice accessibility tools and technique to your workflow
• Write succinct and SEO friendly
• Design a user-experience and brand using proper color contrast
• Be THAT person in the room that advocates for Accessibility
• Write semantic html that creates a structure friendly to assistive technology
“Don't expect to see change if you don't make one.”
thank you
Tools

Accessible Web Site Certification, WebAIM
Color Contrast Checker, WebAIM
Development best practices, Make WordPress Accessible
Grammarly
Sim Daltonism, Michel Fortin
WebAIM Color Contrast Checker
Contrast Ratio
Color Contrast Analyzer Ext. for Chrome
W3C Markup Validation Service, Make WordPress Accessible
W3C developers checkers, Make WordPress Accessible
Reading Resources

WordPress Accessibility Coding Standards, WordPress.org
WP Accessibility Plugin, Joseph Dolson, Make WordPress Accessible
WordPress Accessibility Team, Twitter
How to create better, more accessible WordPress themes, Sami Keijonen
The Ultimate Guide to Accessibility and WordPress, Claire Brotherton
Alternative Text, WEBAIM
Semantic HTML, Make WordPress Accessible
Accessibility for Web Design, Derek Featherstone on Lynda.com
Accessible Web Site Certification, WEBAIM
Sim Daltonism, Michel Fortin
Additional Reading

How People with Disabilities Use the Web, Web Accessibility Initiative (WAI)
Accessibility Principles, Web Accessibility Initiative (WAI)
W3C Publishes Expanded Web Content Accessibility Guidelines, Seyfarth Shaw
Stupid Nike Uniforms Wreaking Havoc on Colorblind NFL Fans, Deadspin
The NFL's Color Rush Fad Has Come To An End On Thursday Night Football, Forbes
Defendants Fighting Website Accessibility Cases Face An Uphill Battle In 2018, Seyfarth Shaw
ADA Website Compliance Lawsuits: Recent and High-Profile, Lovata
Photo Credits

Microphone on Tripod, Photo Courtesy of Tim Napier on Unsplash
Cover Your Eyes, Photo Courtesy of Mean Shadows on Unsplash
Data Visualization, Photo Courtesy of Picktochart.com
NFL Color Rush, Photo Courtesy of Getty Images
Blazers in Walk-in Closet, Photo Courtesy of Fancycrave on Unsplash
Traffic Jam at Night, Photo Courtesy of Kevin Bankston on Unsplash
Locked Doors, Photo Courtesy of Martin Adams on Unsplash
Toys on Shelf, Photo Courtesy of Alberto Triano on Unsplash
Data Visualization, Photo Courtesy of Picktochart.com
Photo Credits

Leaves, Photo Courtesy of Val Vesa on Unsplash
School Girl, Photo Courtesy of pan xiaozhen on Unsplash
Zora Neale Hurston, Unknown, courtesy of Wikipedia
iPhone w/hands, Photo courtesy of Alex Holyoake on Unsplash
Restaurant Menu, Photo courtesy of Catherine Heath on Unsplash