FIVE PRINCIPLES OF ACCESSIBLE DESIGN

1 — FONT

Emphasize readability and understandability. Choose fonts with unambiguous characters that are also simple.

Consider size, weight, and spacing for text. Ensure that text has contrast with its background.

2 — COLOR

Emphasize contrast in color choices. Consider using contrast checkers and color blindness simulators to check for legibility.

Utilize outlines and background colors to increase contrast for colors that do not have high contrast.

3 — ALT TEXT

All informative images and data visualizations require alt text. Successful alt texts describe the content and function of the visual.

Avoid redundancy: if text near the image describes qualities of the image, do not repeat this information in its alt text.

Decorative images do not require alt text.

4 — CAPTIONS

All non-textual content needs textual representation for maximum accessibility.

Audio needs accurate and synchronized captioning. Consider including a transcript of audio media as well as captioning.

5 — CONCISION

Emphasize writing clearly and simply to improve the understandability of multimodal content. Reduce text to a minimum.

Consider your audience. Avoid jargon or unfamiliar phrasings. Summarize where possible.

This infographic's suggestions for accessible digital design comes from WebAim.org.