

Welcome to the Section 508 Best Practices Webinar Series

A collaborative program between the
Accessibility Community of Practice of the CIO Council and The U.S. Access Board

**The Session is Scheduled to begin at 1:00pm Eastern Time
We will be testing sound quality periodically**

Audio and Visual are provided through the on-line webinar system. This session is closed captioned. Individuals may also listen via telephone by dialing 1-712-432-3066 Access code 246112 (This is **not** a Toll Free number)

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Listening to the Webinar, *continued*

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Listening to the Webinar, *continued*

MOBILE Users (iPhone, iPad, or Android device (including Kindle Fire HD))

Individuals may listen** to the session using the Blackboard Collaborate Mobile App (Available Free from the Apple Store, Google Play or Amazon)



**Closed Captioning is not visible via the Mobile App and limited accessibility for screen reader/Voiceover users

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Captioning

- Real-time captioning is provided during this webinar.
- The caption screen can be accessed by choosing the  icon in the Audio & Video panel. ↓



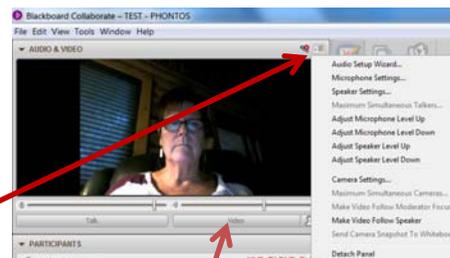
- Once selected you will have the option to resize the captioning window, change the font size and save the transcript.

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Sign Language Interpreter

- Video Sign Language Interpreter is available for this session
- To access the Sign language Choose “Video” from the Audio and Video Panel. This will open a video window.
- To ensure that your system retains focus on the Sign Language Interpreter make sure that **everything** is **unchecked** in the options menu 



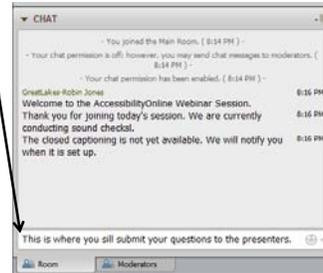
Select Video

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Submitting Questions

- You may type and submit questions in the Chat Area Text Box or press Control-M and enter text in the Chat Area
- If you are connected via a mobile device you may submit questions in the chat area within the App
- If you are listening by phone and not logged in to the webinar, you may ask questions by emailing them to info@adaconferences.org



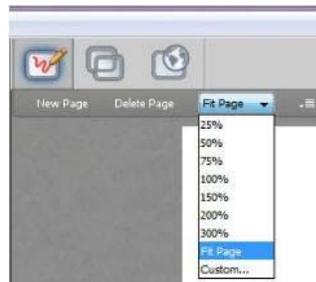
Please note: This webinar is being recorded and can be accessed on the Section 508 Best Practice Webinar Series website at www.adaconferences.org/CIOC within 24 hours after the conclusion of the session.

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Customize Your View

- Resize the Whiteboard where the Presentation slides are shown to make it smaller or larger by choosing from the drop down menu located above and to the left of the whiteboard. The default is “fit page”



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Customize Your View *continued*



- Resize/Reposition the Chat, Participant and Audio & Video panels by “detaching” and using your mouse to reposition or “stretch/shrink”. Each panel may be detached using the  icon in the upper right corner of each panel.

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Technical Assistance



- If you experience any technical difficulties during the webinar:
 1. Send a private chat message to the host by double clicking “Great Lakes ADA” in the participant list. A tab titled “Great Lakes ADA” will appear in the chat panel. Type your comment in the text box and “enter” (Keyboard - F6, Arrow up or down to locate “Great Lakes ADA” and select to send a message); or
 2. Email info@adaconferences.org; or
 3. Call 877-232-1990 (V/TTY)

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Section 508 and Accessible Media

Introductions:

Aubrey McMahan, Federal Communicators Network

Moderator:

Deborah Kaplan, Section 508 Policy Lead, Office of the CIO, HHS

Presenters:

Chris M. Law, Accessibility Track Consulting, LLC

Don Becker, USGS

Janina Sajka, Accessible Platform Architectures Workgroup W3C

November 18, 2015

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Introduction

Welcome government communicators!

- public affairs officers, technical writer/editors, internal/employee communicators, etc.

Accessibility roles

- website content authors, final approvers for digital projects, run contracts for compliance/remediation, etc.

508 can help you reach your audiences.

Aubrey McMahan
Federal Communicators Network
fedcommnetwork.org
[@FedCommNetwork](https://twitter.com/FedCommNetwork)

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Agenda

- ▶ Introduction
- ▶ Learning Objectives for today's webinar
- ▶ What does Section 508 require for accessible media?
- ▶ What techniques are used to make media accessible?
- ▶ What policies assist in this effort?
- ▶ How can this example apply to your agency?
- ▶ Q& A -

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Federal Communicators Network

- ▶ The Federal Communicators Network (FCN) is an independent, volunteer network of government communications professionals, established in 1995.

- ▶ FCN provides
 - Training: Live workshops and telephone seminars
 - Networking: Provision of live and online networking opportunities
 - Best practices: Sharing emerging tools and technologies

- ▶ Community of Practice through the U.S. General Services Administration

- ▶ See: fedcommnetwork.org
 - @FedCommNetwork



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CIOC Community of Practice

- ▶ Webinar series: “Best Practices in Federal Section 508 Implementation”
 - This webinar is part of a series. Other presentations can be viewed at: <http://www.adaconferences.org/CIOC/Archives>

- ▶ A **best practice** is a policy, process, procedure or technique proven effective over time and repeatable by multiple agencies.

- ▶ A best practice is generalized so that diverse agencies may use it in their own organizations but specific enough to provide useful guidance and instruction.

- ▶ The CIO Council’s Accessibility Community of Practice has published a library of 508 Best Practices at www.Section508.gov

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Section 508 Best Practices Webinar upcoming DATES for 2016:

- ▶ Webinars dates will be bi-monthly during 2016.
January, March, May, July, September, November
- ▶ Next Webinar: January 26, 2016 – Topic: TBD
Time: 1:00 to 2:30 p.m. ET
- ▶ Future webinar dates and topics are forthcoming

Past webinars: ARCHIVED:

- <http://www.adaconferences.org/CIOC/Archives>

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Section 508 Best Practices Webinar Series 2013 –2016

- ▶ For more information, contact the Education Subcommittee co-chairs:
 - Tim Creagan – creagan@access-board.gov
 - Deborah Kaplan – deborah.kaplan@hhs.gov

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Today's Presenters

Introductions:

Aubrey McMahan, Training/Workshop Coordinator, FCN, and Internal Communications Specialist, U.S. Geological Survey

Presenters:

Chris M. Law, PhD, President, Accessibility Track Consulting, LLC

Don Becker, Video Producer for the U.S. Geological Survey

Janina Sajka, Fellow at the Linux Foundation and Executive Chair for Accessible Platform Architectures Workgroup W3C

Moderator:

Deborah Kaplan, Section 508 Policy Lead, Office of the CIO, HHS

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Guidance for making Alternate Text more accessible

Chris Law

Accessibility Track Consulting, LLC

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The legal basics (Section 508)

Web 1194.22(a) Equivalent Text Descriptions:

- ▶ A text equivalent for every non-text element shall be provided (e.g., via "alt", "longdesc", or in element content).

FPC 1194.31(a) Use without vision

FPC 1194.31(b) Use with low vision

```
<a href="chart_description.htm"></a>
```

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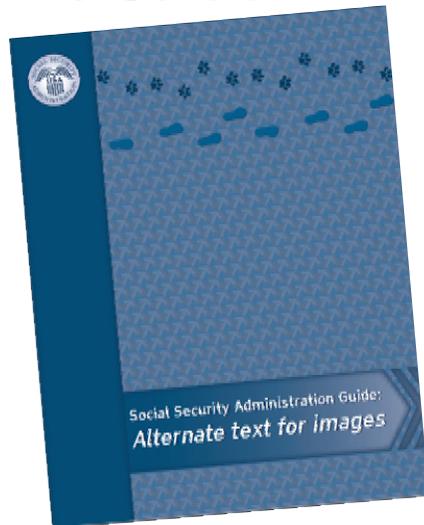
Measuring against the basics:

▶ Failure conditions

- A Web image does not have an ALT or TITLE or ARIA attribute
- A meaningful image does not have an equivalent text description (purpose and function)
- decorative image does not have ALT=""
- An image that contains text does not have the same text in the ALT
- A CAPTCHA image ALT does not describe its purpose
- A multi-state component does not provide complete status information
- An image has inconsistent meaning

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The Guide



- ▶ Chris Law & Vicky Richards, 2010
- ▶ For the Accessible Solutions Branch at SSA
- ▶ Available at SSA Developer Resources page:

https://www.ssa.gov/accessibility/developer_resources.html

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Theme and layout

- ▶ The guide IS NOT about meeting the basic legal requirements
- ▶ The guide IS about making better alternate text
 - For particular situations
 - The right way / the wrong way



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Guidance Example

Logos

-  Give the text in the logo verbatim, along with any pertinent visual features that convey meaning.



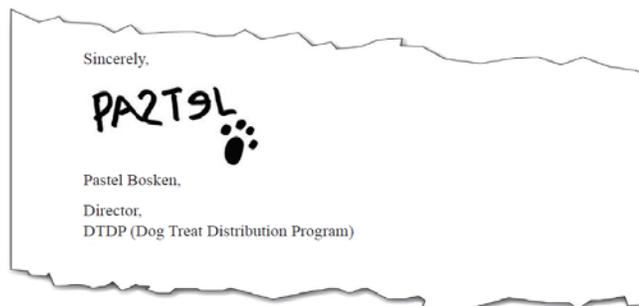
-  "Attention & Affection Procurement Department. Office of the Deputy Commissioner. Yin-Yang Logo."
-  "Attention & Affection Procurement Department. Office of the Deputy Commissioner."
It omits the important meaning of the yin-yang symbol.
-  "AAPD Logo."
It's an abbreviation; not verbatim text.

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Guidance Example

Signatures

-  For signatures that are rendered as images, add the word 'signature' to the image, followed by the name.



-  "Signature: Pastel Bosken."
-  "Pastel Bosken"
It doesn't include an identifier that it is a signature.
-  "Scruffy, poorly written signature of Pastel Bosken"
The extra information is not needed—and this is not the place for a handwriting critique.

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Common Mistakes Example

Extraneous information ('image of...!', 'picture of...' etc.)



Screen reader software is usually set to announce certain elements as a means to help the reader stay oriented. For example, the screen reader will say "Table...", "List...", "Image..." before the element.



"Image of Pastel looking at her handler."

Reader hears it twice: "Image. Image of Pastel looking at her handler."



"Pastel looks at her handler."

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Coverage in the guide

- ▶ Examples including:
 - Pictures
 - Portraits
 - Charts & Diagrams
 - Logos
 - Image maps
 - Text in images
 - Text as images
 - Bullets
 - Decorative images
 - Watermarks
- ▶ Common mistakes including:
 - Alt text length
 - Redundant alt text
 - Filenames in alt text
 - Ungrouped images
 - Embedding color meaning in alt text
 - Using alt text as tool tips

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Existing / Upcoming Guidance

- ▶ Software and Web
 - Interagency Baseline & DHS 508 Test Process
 - ▶ Accessible Electronic Document Community of Practice
 - Interagency Baseline and Authoring Guides
 - Word, Excel, PowerPoint, PDF
 - ▶ Alt text guide: images
- ▶ A series of guides on making elements *more accessible*
 - Text
 - Forms and Surveys
 - Alternate text (update to the 'images' guide, plus new material on tables, links, controls etc.)
 - Mobile applications
 - *and more...*

Current / In production

Upcoming...

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U.S. Geological Survey Captioning

- ▶ Who we are:
 - Don Becker, USGS Video Producer, Manager of the USGS Video Archive, Denver Federal Center, Denver, CO
 - Produce Products Ranging From File Compressions to Full Productions
 - Almost 15,000 Items In Archive, Over 3,000,000 Digital Files dating back to 1924
- ▶ Video Media Products:
 - Broadcast
 - HD File – Computer Playback
 - SD File – Computer Playback
 - DVD – Computer or DVD Player
 - Web
 - Future Media

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U.S. Geological Survey Captioning

▶ Transcription/Script

- Video Workflow: All New Projects Require A Text File For Use In Captioning
- Caption Services
- Speech Recognition Software

▶ 508 Captioning Options

- Closed Captions – Can Turn Off
- Open Captions – Cannot Turn Off
- Web Captions – Can Turn Off
- No Captions – Always Off
- Transcript Text On Web Page – Cannot Turn Off

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U.S. Geological Survey Captioning

▶ Issues

- Audio/Video Descriptions
 - Major Networks Are Required To Describe 200 Hours/Year
- Accuracy of Text
- Captioning Legacy Video Programs

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W3C Resources for Accessible Graphical Media



Janina Sajka

Fellow at the Linux Foundation and Executive
Chair for Accessible Platform Architectures
Workgroup W3C

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Key Standards Resources For Image Description

A. From W3C / WAI:

1. Tutorials on creating accessible web content:

<http://www.w3.org/WAI/tutorials>

2. Specific guidance with examples on how to make images accessible :

<http://www.w3.org/WAI/tutorials/images>

B. The Diagrammar Project: <http://diagramcenter.org> defines a data model for image description metadata

1. Working from a set of use cases:

<http://diagramcenter.org/standards-and-practices/content-model.html>

2. XML Example: <http://diagramcenter.org/47-example-xml.html>

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Key Standards Resources For Image Description (continued)

- c. The W3C HTML Accessibility Task Force:
<http://www.w3.org/WAI/PF/html-task-force>

Edits the formal definition of alternative text for the HTML specification:

<https://github.com/w3c/alt-techniques#start-of-content>

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Developing Direct Access To SVG (Scalable Vector Graphics)

A SVG Accessibility Task Force is developing technology to enable direct examination of graphics for persons who cannot see them

- Working Wiki Page:
https://www.w3.org/wiki/SVG_Accessibility
- To contribute or join the work effort consult the Work Statement:
<http://www.w3.org/WAI/PF/svg-a11y-tf>

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Making Media in HTML Accessible

[Slide 1 / 3]

The W3C Media Accessibility User Requirements:

<http://w3c.github.io/pfwg/media-accessibility-reqs>

Who does this serve?

- ▶ Visual: Blindness
- ▶ Visual: Low vision
- ▶ Visual: Atypical color perception
- ▶ Auditory: Deafness
- ▶ Auditory: Hard of hearing
- ▶ Auditory & Visual: Deaf-blind
- ▶ Physical impairment
- ▶ Cognitive disabilities

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Making Media in HTML Accessible

[Slide 2 / 3]

The W3C Media Accessibility User Requirements:

<http://w3c.github.io/pfwg/media-accessibility-reqs>

Technologies supported to make media accessible:

- Described video
- Text video description
- Extended video descriptions
- Clean audio
- Content navigation by content structure
- Captioning
- Enhanced captions/subtitles
- Sign translation
- Transcripts

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Making Media in HTML Accessible

[Slide 3/3]

The W3C Media Accessibility User Requirements:

<http://w3c.github.io/pfwg/media-accessibility-reqs>

Selected Key New Technologies:

- Time-scale modification
- Second Screen

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RESOURCES

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Link to Section 508 standards:

<http://www.access-board.gov/guidelines-and-standards/communications-and-it/about-the-section-508-standards/section-508-standards>

Link to SVG Wiki:

▶ https://www.w3.org/wiki/SVG_Accessibility -

Link to SSA Developer Resources page:

▶ https://www.ssa.gov/accessibility/developer_resources.html

Link to Multimedia Gallery contacts, USGS

▶ <http://gallery.usgs.gov/contacts.asp>

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