

ACCESSIBLE TECHNOLOGY WEBINAR SERIES




Using WordPress For Accessibility: With Joe Dolson

Session Begins 1:00 pm CST
Periodic Audio Testing Occurring

1

Useful Keyboard Shortcuts

- Full list - *Keyboard Shortcuts* from the *Help* menu on the Menu Bar.

- Chat: Move cursor to the Message text box

Windows: Ctrl+M

Mac: Command-M

- Speaker level Up:

Windows: Ctrl+Alt+Up
Arrow

Mac: Command-
Option-Up Arrow

- Speaker level Down:

Windows: Ctrl+Alt+Down
Arrow

Mac: Command-
Option-Down Arrow

2

More keyboard shortcuts

- Open Closed-Captioning window

Windows: Ctrl+F8

Mac: Command-F8

- Close Closed-Captioning window

Windows: Alt+F4 or Ctrl+W

Mac: Command-W

3

Listening to the Webinar

- The audio for today's webinar is being broadcast through your computer. Please make sure your speakers are turned on or your headphones are plugged in.
- You can control the audio broadcast via the Audio & Video panel. You can adjust the sound by "sliding" the sound bar left or right.
- If you are having sound quality problems check your audio controls by going through the Audio Wizard which is accessed by selecting the microphone icon on the Audio & Video panel. →



4

Listening to the Webinar, *continued*

If you do not have sound capabilities on your computer or prefer to listen by phone, dial:

1-712-432-3066

Pass Code:

148937

This is **not** a Toll Free number

5

Listening to the Webinar, *continued*

MOBILE Devices supported include iPhone, iPad, Android Devices, Kindle Fire HD)**

Individuals can download the free Blackboard Collaborate App from the Apple Store, Google Play or Amazon



****Closed Captioning is not visible via the Mobile App and there is limited access to the white board for individual's using voice over technology**

6

Captioning

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



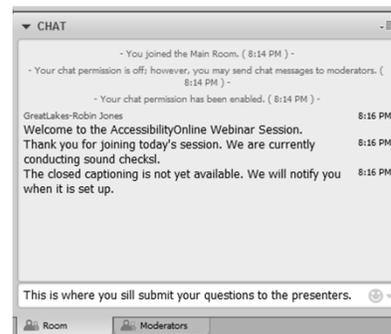
- Once selected you will have the option to resize the captioning window, change the font size and save the transcript.

7

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 webinars@ada-audio.org

Please note: This webinar is being recorded and can be accessed on the website at www.ada-audio.org within 24 hours after the conclusion of the session.



8

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”
- 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.

9

Setting Preferences

- Depending on your system settings you may receive visual and audible notifications when individuals enter/leave the webinar room or when other actions are taken by participants. This can be distracting.
- To turn off notifications (audible/visual)
 - Select “Edit” from the tool bar at the top of your screen
 - From the drop down menu select “Preferences”
 - Scroll down to “General”
 - select “Audible Notifications” Uncheck anything you don’t want to receive and “apply”
 - Select “Visual Notifications” Uncheck anything you don’t want to receive and “apply”
 - For Screen Reader User – Set preferences through the setting options within the Activity Window (Ctrl+slash opens the activity window)

10

Technical Assistance

- If you experience any technical difficulties during the webinar:
 1. Submit a message regarding your issue via the chat area and the Moderator will address your concern via a private chat with you and/or refer it to one of the Great Lakes ADA Center IT Staff to contact you off line; or
 2. Email webinars@ada-audio.org; or
 3. Call 877-232-1990 (V/TTY)

11

Using WordPress for Accessibility

— ADA National Network, May 2018 —

12

Why WordPress?

1. WordPress is a free, open source CMS **powering 30% of the web**.
 - a. *Free*: There's no cost to **acquire** WordPress.
 - b. *Open Source*: You can edit or modify the code as needed with no limitations.
 - c. *Popular*: Easy to add features, as somebody has frequently already done it.

13

Design & Layout

14

Themes, Frameworks, and Starter Themes

— How much development do you expect to do? —

15

Laying the foundation

- **Parent themes:** Fully featured theme.
- **Child theme:** Only files that adapt a parent theme.
- **Framework:** Set of functions for use in building themes.

16

'Accessibility-ready' themes

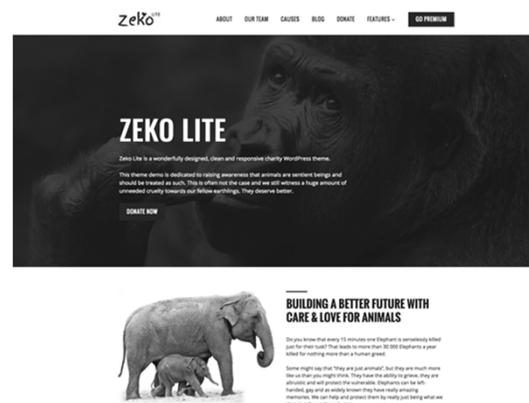
- **Meets WCAG 2.0:** No.
- **Guarantees an accessible site?** No.
- **Reviewed by a person?** Yes.
- Can be found outside WordPress.org? **No.**

<https://make.wordpress.org/themes/handbook/review/accessibility/>

17

Themes

- Fully designed and realized
- Radical variation in flexibility and design intent
- May incorporate "page builder" systems for design & layout
- Intended to be used as delivered, with **configuration options for design and features.**



<https://wordpress.org/themes/zeKo-lite/>

18

Why choose a theme?

Advantages

- Low effort required
- Low knowledge required
- Low time required
- Low financial expense
- Majority of accessibility **may** already be implemented.

Disadvantages

19

Why choose a theme?

Advantages

- Low effort required
- Low knowledge required
- Low time required
- Low financial expense
- Majority of accessibility **may** already be implemented.

Disadvantages

- Limited by options provided.
- Very hard to make major changes.
- May not be able to get what you want.
- Major accessibility errors **may** be built in.

20

How to choose an accessible theme

Libraries of accessibility ready themes

wordpress.org/themes/tags/accessibility-ready

wordpress.com/themes/filter/accessibility-ready

Commercial accessibility-ready themes:

themeforest.net/tags/accessibility-ready

prothemedesign.com/themes/accessible/

Don't make assumptions. It's still your responsibility to verify the accessibility of your site.

21

Frameworks

- Sets of functions & files used to create a theme
- Incorporates code choices
- Minimal design decisions
- Intended to be **extended using child themes** while leaving framework intact.



<https://www.studiopress.com/features/>

22

Why choose a framework?

Advantages

- Low effort required
- Low time required
- Low financial expense
- Some of accessibility **may** already be implemented.

Disadvantages

23

Why choose a framework?

Advantages

- Low effort required
- Low time required
- Low financial expense
- Some of accessibility **may** already be implemented.

Disadvantages

- More knowledge required for styling
- Still limited scope depending on your knowledge and time
- Some accessibility **may** already be broken...

24

How to choose an accessible framework

- Do your research.
- If a framework doesn't **say** it's accessible, assume it's not.
- If a framework **says** it's accessible, it might be true.

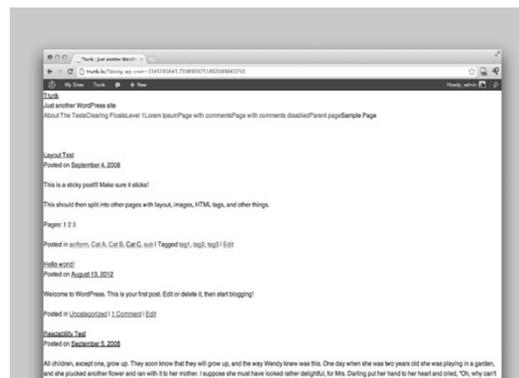
Frameworks to start from:

- Genesis
- Storefront
- ...?

25

Starter Themes

- Fully functional themes on installation
- Largely design-free
- Intended to be **directly modified to create new themes.**



<http://underscores.me>

26

Why choose a starter theme?

Advantages

- Maximum flexibility
- Greatest control over output
- Allows and encourages modification.
- Provides basic functionality.
- Some of accessibility **may** already be implemented.

Disadvantages

27

Why choose a starter theme?

Advantages

- Maximum flexibility
- Greatest control over output
- Allows and encourages modification.
- Provides basic functionality.
- Some of accessibility **may** already be implemented.

Disadvantages

- Less work is already done.
- More decisions to be made.
- Does not look like a web site on installation.
- Some of accessibility **may** already be broken.

28

How to choose a starter theme.

- Use Underscores.

<https://underscores.me>

29

Features & Functionality

30

Plug-ins: Still Problematic

- There is no quality control testing for accessibility at WordPress.org.
- What would that even look like?

31

Adding Plug-ins

- Themes cover a narrow band of functions
- Focused on display and organization of content
- Plug-ins are vast in variety and implementation.

32

How do you test a theme for accessibility?

- Install the theme.
- Set up the WordPress Accessibility Test Content (<https://github.com/wpaccessibility/a11y-theme-unit-test>)
- Configure options.
- Review as site.
- Review admin.
 - For WordPress.org themes, entirely provided by WordPress core
 - For external themes, may have custom admin.

33

How do you test a *plug-in* for accessibility?

- Install the plugin.
- Figure out what the plug-in does.
- Figure out what content the plug-in renders, if any.
- Figure out how to use the plug-in and where to find its interfaces.
- Explore configuration options for the plug-in.
- Review content.
- Review admin.
 - May be scattered in several places,
 - May be a mix of WordPress core functions and custom
 - May be an extensive custom administration.

34

Is this plug-in accessible?

- Does it have tags or text indicating it's accessible?
 - **These are unverified, and not trustable.**
- Do you know or trust the plug-in author?
 - **That's great, but it doesn't mean every configuration is accessible.**
- Did you test the outcome of the plug-in yourself?
 - **Bingo. You know that *your* instance of the plug-in is accessible.**

35

Content

36

Writing Accessible Content

37

It's not a site without content

- WCAG: Web **Content** Accessibility Guidelines
 - What content are you sharing?
- ATAG: Authoring Tool Accessibility Guidelines
 - What tool are you using to create content?

38

Constructing Accessible Content

- 1) **Semantics**, or the construction of meaning through structure.
- 2) **Alternatives**, or the opportunity to access content in a different format.

39

Semantics and Structure

- 1) What is "meaning" in code?
- 2) How does HTML code shape the meaning of content?
- 3) The HTML Element you use **matters**

40

What is content without structure?

Content without structure, regardless of the authorship of the content itself, is difficult to process. It's hard to make cogent sense of large blocks of text, uninterrupted by formatting. These kinds of blocks of copy are hard to read for users with disabilities; but they also require more time for every site visitor to get through. While there is sometimes a need for complex sentences and significant paragraphs, it's always worth careful consideration of the user in these context. A run on sentence is not an effective way to make a point! Structure your content.

Takeaways:

- Difficult to identify key points
- Takes longer to read.
- Easy to miss the point.

41

Different Content, different needs

- 1) Text Content
- 2) Images
- 3) Audio and Video
- 4) Interactive

42

Different Content creates different needs

1) Text Content

2) Images

3) Audio and Video

4) Interactive

- Language
- Abbreviations
- Links
- Headings
- Lists
- Tables
- Accessible Writing

43

Accessible Content

Is written clearly and concisely

- Explains acronyms
- Uses link text that communicates clearly
- Structures the content for readability
- Short line lengths

44

Different Content creates different needs

- 1) Text Content - Alternative content
- 2) Images**
- 3) Audio and Video
- 4) Interactive

45

Different Types of Images

- 1) Decorative Images
- 2) Content Images
- 3) Functional Images

Note:

What is an image?

For the purposes of WCAG, an image is any non-text character used representatively, not necessarily an element.

46

Decorative Images

- Ornaments (e.g. section separators)
- Symbols supplemental to link text
- Some stock photography

47

Content Images

- Pictures of specific people or places
- Pictures illustrating a point
- Infographics
- Graphs & charts

48

Functional Images

- Images used to represent a button
- Images used to represent a link

49

Audio and Video

- 1) Transcripts
- 2) Captioning
- 3) Audio Description

50

Summary

- Yes, you can build accessible web sites in WordPress.
- No, it won't happen automatically.
- Yes, you need to take responsibility for testing your sites.

51

Questions?

52



The session today was recorded
and will be archived at
www.ada-accessibletech.org

NEXT SESSION IS *JULY 19, 2018*

*Accessible Technology Webinar Series is Sponsored by the Great Lakes ADA Center and
the Pacific ADA Center, members of the ADA National Network.*