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## **Practical tips for enhancing accessibility in your elearning**

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# elearning

## UNLOCKED 2024

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**How do you feel about  
applying accessibility in  
your elearning?**

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**“Accessibility in elearning is about designing and delivering online educational content and experiences in such a way that all learners, regardless of their physical, sensory, or cognitive abilities, can fully participate and achieve their learning goals.”**

**BURGSTAHLER, S. (2020)**

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**In a recent study**

**25%**

**of people who responded said they  
had a disability or a health condition  
that limited major life activity.**

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# Why is accessibility important?



Moral responsibility



Better learning  
experience



Better learning  
outcomes



Extends your reach



Enhances your  
reputation



Legal  
responsibility

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# Legislation

## UK

- The Equality Act 2010
- PSBAR 2028

## International

- The UN Convention on the Rights of Persons with Disabilities (CRPD).
- Coming soon: European Accessibility Act (EAA) 2025



# WCAG guidelines: Key principles

- 1. **Perceivable** - Information and user interface components must be presentable to users in ways they can perceive.
- 2. **Operable** - User interface components and navigation must be operable.
- 3. **Understandable** - Information and the operation of the user interface must be understandable.
- 4. **Robust** - Content must be robust enough to be interpreted reliably.

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# WCAG profiles



Visual

People who are blind, have low vision and people who are colour blind.



Motor

People with limited fine motor control.



Auditory

People who are deaf or hard-of-hearing.



Cognitive

People with learning disabilities.

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# Headings

Built-In

Normal Text

✓ **Heading 1**

**Heading 2**

Heading 3

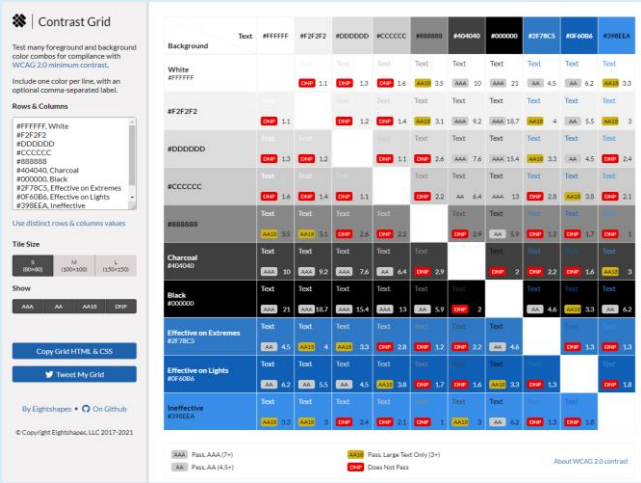
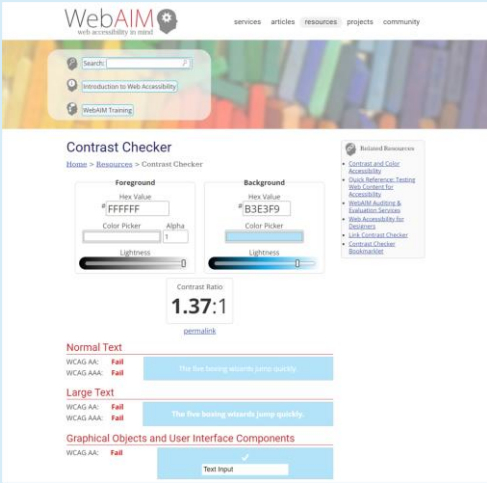
Heading 4

Hyperlink

- Highest-level heading used for the primary topic or content heading.
- Secondary headings or subtitles - often provide additional context or sections within the main topic.
- Used for subsections to break up content further into specific parts.

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# Colour contrast



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## Which of these are accessible?



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# Feedback

<p>Normal Text</p> <p>WCAG AA: <b>Fail</b></p> <p>WCAG AAA: <b>Fail</b></p> <p>The five boxing wizards jump quickly.</p>	<p>Normal Text</p> <p>WCAG AA: <b>Pass</b></p> <p>WCAG AAA: <b>Pass</b></p> <p>The five boxing wizards jump quickly.</p>	<p>Normal Text</p> <p>WCAG AA: <b>Fail</b></p> <p>WCAG AAA: <b>Fail</b></p> <p>The five boxing wizards jump quickly.</p>
<p>Large Text</p> <p>WCAG AA: <b>Pass</b></p> <p>WCAG AAA: <b>Fail</b></p> <p>The five boxing wizards jump quickly.</p>	<p>Large Text</p> <p>WCAG AA: <b>Pass</b></p> <p>WCAG AAA: <b>Pass</b></p> <p>The five boxing wizards jump quickly.</p>	<p>Large Text</p> <p>WCAG AA: <b>Fail</b></p> <p>WCAG AAA: <b>Fail</b></p> <p>The five boxing wizards jump quickly.</p>
<p>Graphical Objects and User Interface Components</p> <p>WCAG AA: <b>Pass</b></p> <p>Text Input ✓</p>	<p>Graphical Objects and User Interface Components</p> <p>WCAG AA: <b>Pass</b></p> <p>Text Input ✓</p>	<p>Graphical Objects and User Interface Components</p> <p>WCAG AA: <b>Fail</b></p> <p>Text Input ✓</p>

Option 1

Option 2

Option 3

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# Text – Perceivable Top Tips

Example of a serif font	Example of a sans-serif font
-------------------------	------------------------------

Welcome to this module

We are now going to look at our history.

Click Next to continue.

14-16pt

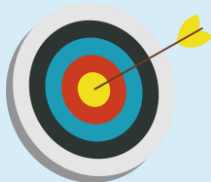
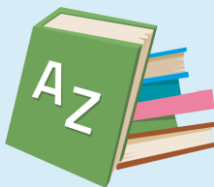
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# Text: Understandable Top Tips



Use inclusive language.

Avoid unnecessarily complicated language.



Recommended language level around 11 years old (lower secondary).

Reduce the amount of text on the screen.

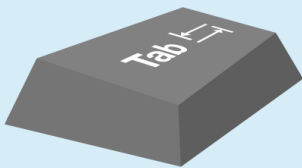


Don't include anything that could cause harm.



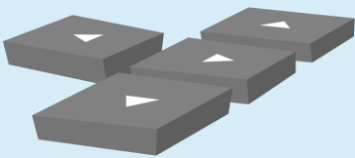
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# Keyboard navigable



Follows the logical sequence.

Be able to TAB or use keys to navigate.

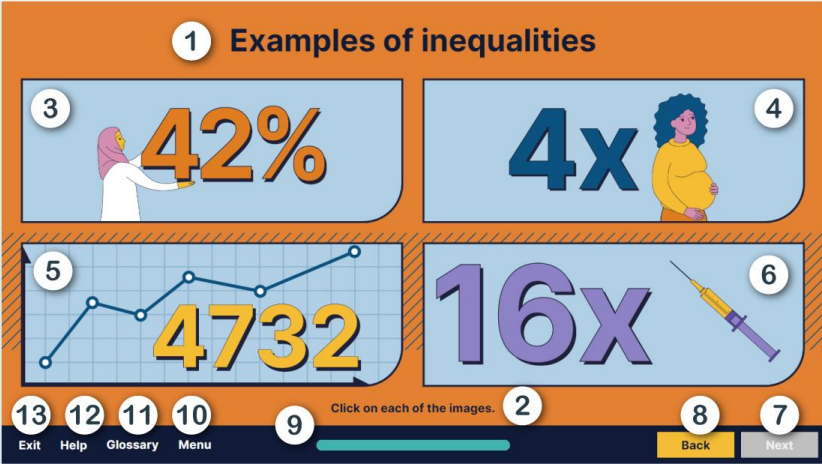


Interactive elements can be accessed and operated.

Doesn't skip any content.

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# Focus order



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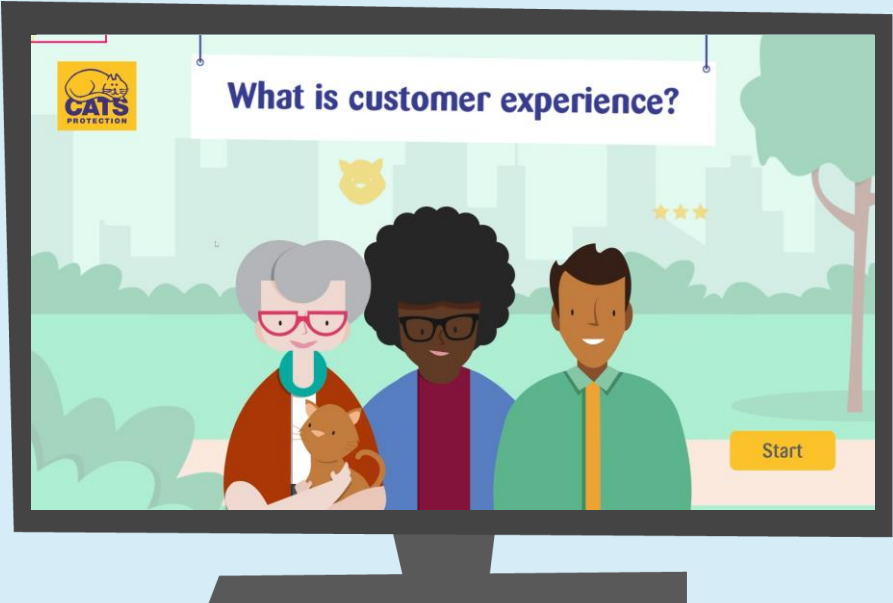
# Screen reader

A software application that enables learners with visual impairments to access digital content by converting text, images, and other elements into synthesized speech or braille output.



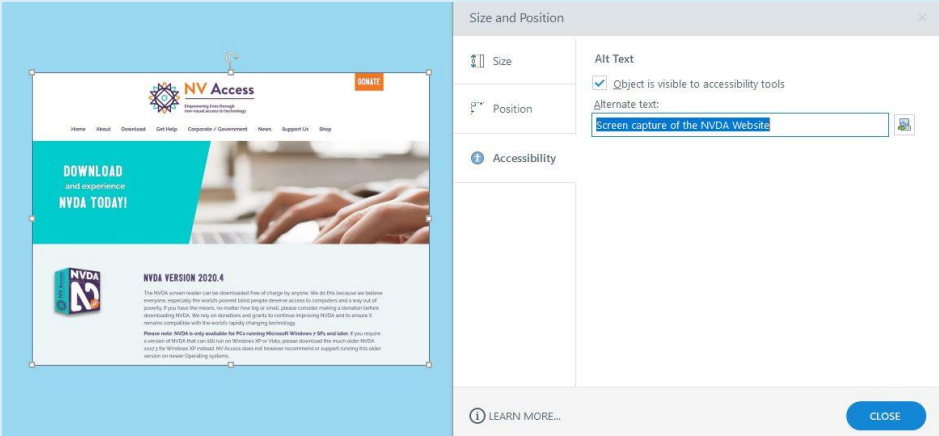
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# Screen reader



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# Alt text



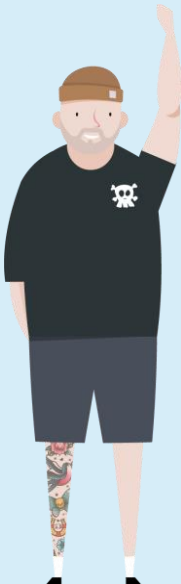
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# Alt text: Top Tips

Be descriptive & specific

Ask if it's necessary.

Use plain English



Check for typos!

Include text in images

Be inclusive

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# What Alt text would you use?



A diverse group of six illustrated people, including a person in a wheelchair and a child, holding up signs that together spell the word "PANEL".

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# Media

## Subtitles

Used to provide a text version of the spoken dialogue.

## Closed captions

Include text for all audio content:

- spoken dialogue
- sound effects
- music cues

## Audio descriptions

Voiced narration about visual elements in video and animation content.

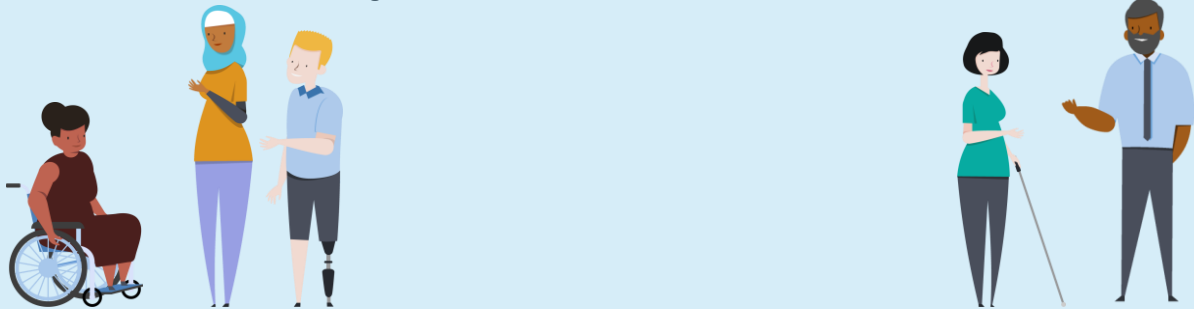
For example, "John enters the room; he looks angry".

## Transcripts

Include dialogue descriptions and all relevant audio in one document.

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**Making elearning accessible isn't a tick-box exercise or a 'one-size-fits-all' because everyone's needs are different.**



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# Next steps...

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# Follow the right people!



Susi Miller



Meryl Evans



Gemma Nunn



Michael Osbourne



Jenny Lay-Flurrie



Chris Holloway

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# Get started



Check your colours

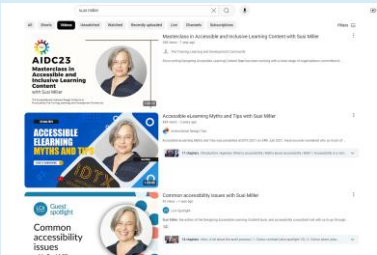
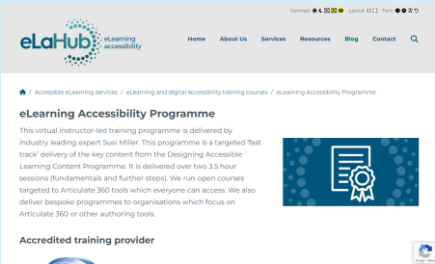


Download and try using a screen reader



Understand your authoring tool capabilities

# Learn from experts



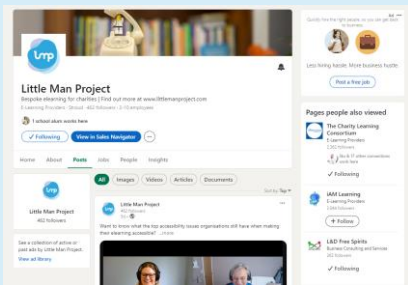
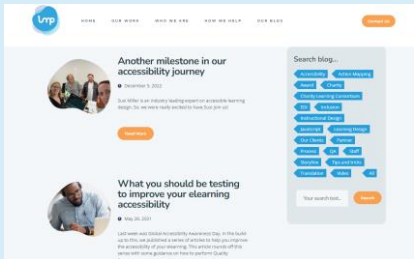


# Learn from us

## elearning UNLOCKED 2024

### Unit 5: Accessibility & inclusion

- Accessibility in elearning
- Accessibility profiles
- Inclusive design
- Accessible media



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As we weren't able to finish the presentation, please feel free to drop me an email with any questions.

We will either get back to you with answers or can set up a quick call to discuss.

Email:  
[jennifer@littlemanproject.com](mailto:jennifer@littlemanproject.com)



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