

Wording

Use less than **30** words per sentence.

Bad Example

with the possible
exception of



Better

except

due to the fact that



because

totally lacked the
ability to



could not

Subjective

Sales increased
significantly in Q4, due to
the use of holiday
promotions



Objective

Unit sales increased
by 40% in Q4 2011,
compared to Q4
2010, because of
holiday promotions.

- Always explain technical terms, acronyms, and abbreviations the first time they appear.

Text Contrast

Here are some examples of text with almost exactly 4.5:1 contrast.

- Gray (#767676) on white
- Purple (#CC21CC) on white
- Blue (#000063) on gray (#808080)
- Red (#E60000) on yellow (#FFFF47)

For many of us, some of these combinations are not very readable. That is why 4.5:1 is the minimum required by WCAG.



Example

The white text in the image below has insufficient contrast.

50 most played
songs by genre

music
↩



Text Size

• Small Text

Text is considered small when it is less than 18 pt (roughly 24 pixels). Small text needs to be 4.5:1 contrast to pass AA level and 7:1 contrast to pass AAA level.

Small Text vs. Background



4.5:1 AA

7:1 AA

								
8.74	6.09	5.02	4.20	3.56	2.48	1.96	1.51	1.23
AAA	AAA	AAA	FAIL	FAIL	FAIL	FAIL	FAIL	FAIL
								
2.40	3.45	4.18	5.00	5.90	8.48	10.69	13.87	17.01
FAIL	FAIL	FAIL	AA	AA	AAA	AAA	AAA	AAA

*Contrast checker: webaim.org/resources/contrastchecker

John Appleseed

To: applinson_caplan@icloud.com

Details



Housewarming Party

Today at 9:41 AM

Allison,
We've moved into our apartment... and it
has a rooftop deck. Come by!

John Appleseed

To: applinson_caplan@icloud.com

Details



Housewarming Party

Today at 9:41 AM

Illustrations

Good Example

Accessible Meme

HTML

CSS

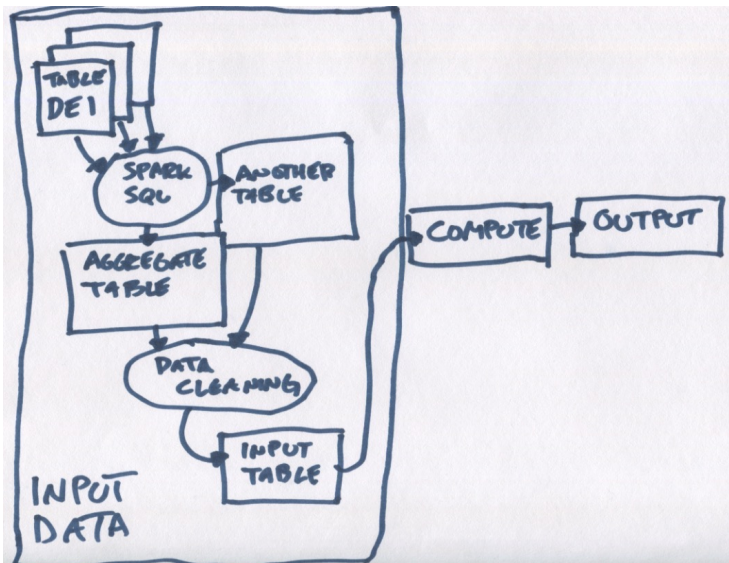
```
<main>
  <div>
    <span>Willy Wonka holding
    his cane looking at Charlie with
    an amused expression.</span>
    <p>Tell me more about how
    hard it is to make memes
    accessible.
    </p>
    <p>Instead of just forking
    this Pen.
    </p>
  </div>
</main>
```

Results

TELL ME MORE ABOUT
HOW HARD IT IS TO MAKE
MEMES ACCESSIBLE...



Bad Example



Better

