



CSULB College of Business May 2019

ADA LOVES FRIDAY

Tips and Techniques in digestible amounts on how to make professional modern documents and websites that can be used by all people and meet our [College of Business](#) goals of leading the way.

ADA HEARD GOSSIP FAKE NEWS

OLD ADA DOG / NEW ADA TRICKS

ADA edits may be new to you, but here you are in the new world! Like using Capitalization, this is really a very simple effort actually very easy. It a set of new skills, but it not a burden.

"The one argument for accessibility that doesn't get made nearly often enough is how extraordinarily better it makes some people's lives. How many opportunities do we have to dramatically improve people's lives just by doing our job a little better?" — Steve Krug

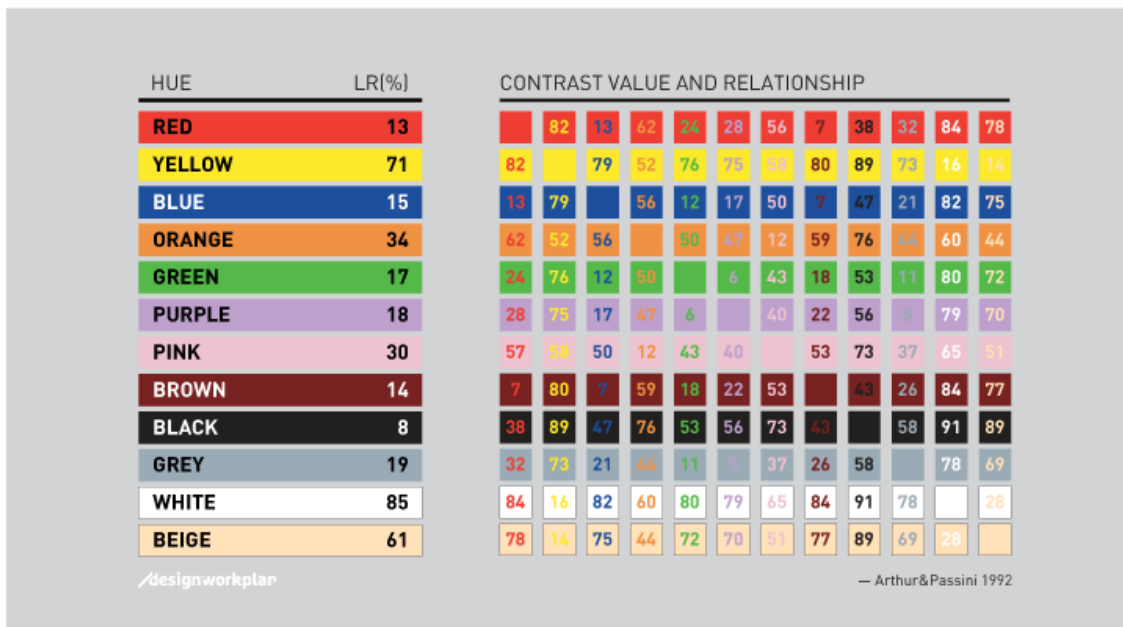
Sad that the cool quote is hard to read! ADA will get to that topic next.

JOB A LITTLE BIT BETTER - SET AN ADA EXAMPLE

Set a good ADA example for others as this small easy effort is clearly you being kind to all people. People are watching and learning from your words and actions. Be positive about ADA.

FRIDAY TOPIC: CONTRAST COLORS

Color contrast is a common web accessibility issue that is often overlooked. People who may have low vision, or may be colorblind, could encounter some difficulty distinguishing text from a background color if the contrast is insufficient. There are nearly three times more individuals with low vision than those with total blindness; and one out of twelve people has some sort of color deficiency. So, it is critical to consider adequate contrast between text and backgrounds.



These are two charts you can use to help you pick color combinations that work you want the combination with the high number.

The one with the circle below the font may need to be larger.

Accessible on White

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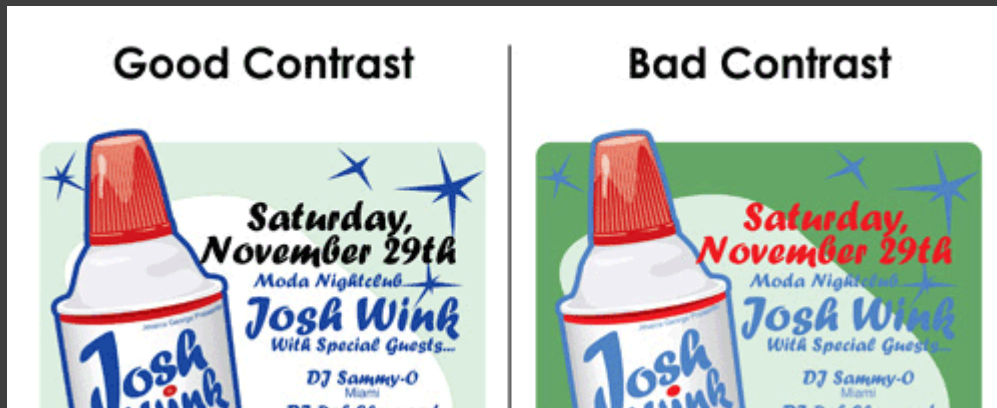
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See the difference



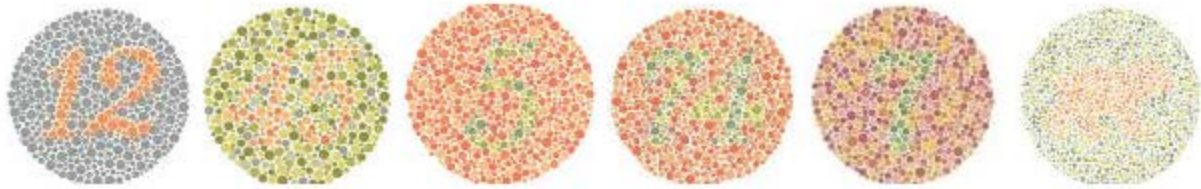
Color and Meaning

Targets who are blind, low-vision, or colorblind will not be able to differentiate between the content you are trying to emphasize or highlight if you use only color to convey meaning. For example:



- Highlighting required fields in forms. They look like links so do not do this.
- Directing students to "Pay special attention to the learning concepts in blue"
- A pie chart sectioned by color

It's OK to use color to convey meaning as long as that meaning is indicated in some other way as well (italics, bold, a symbol, etc.).



Numbers and Profit

The [numbers of people](#) impacted with vision issues are huge if you are missing 10% of your target you are off track. Blindness or low vision affects approximately 1 in 28 Americans older than 40 years (Eye Disease Prevalence Research Group, 2004). Colour (color) blindness (colour vision deficiency, or CVD) affects approximately 1 in 12 men (8%) and 1 in 200 women in the world

PC TOOLS

There are many - this is my favorite:

[Colour Contrast Analyser](#)

The Colour Contrast Analyser (CCA) helps you determine the legibility of text and the contrast of visual elements, such as graphical controls and visual indicators

But accessibility isn't just for people with disabilities. Accessible content is more logical, more readable, and generally more usable for everyone. Think of good accessibility as good usability, which means you can also think of it as really, really good for business

— It's the right thing to do

*PLEASE, Share this inclusive tip with friends and students.
Questions? Contact: cba-webmaster@email.com*

Campus Support

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