

Making Accessible MEDIA

Acrobat PDF Tutorial

Making Accessible Media:

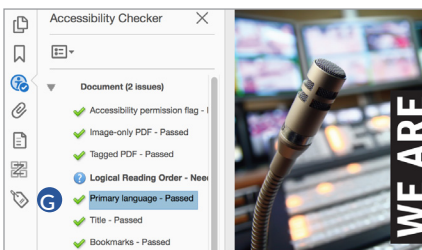
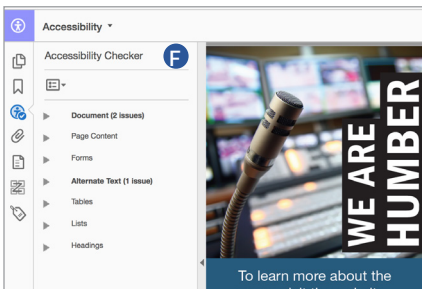
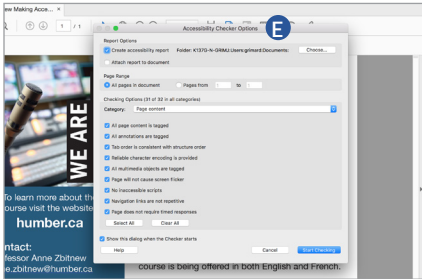
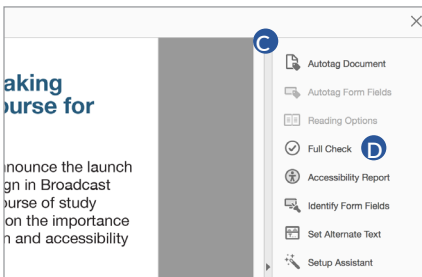
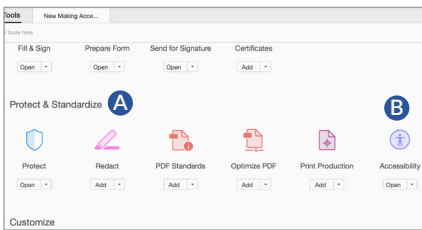
How to Make an Accessible PDF



In this tutorial, we will cover:

- Document Identification
- Alt text
- Reading order

1. Open the file in Acrobat Professional. Go to Tools > Protect & Standardize menu.(see A)
2. Open the Accessibility menu option. (see B) You will notice a number of options on the right-hand side. (see C) If you are working with an older version of Acrobat Pro, (older than 10), your accessibility features are limited and you may not actually see such a robust menu.
3. With the panel open, run a Full Check. (see D) This is Adobe Acrobat's accessibility checker. It will scan the document and indicate which elements need to be corrected.
4. When the Accessibility Checker Options panel opens (see E), keep the default checking options selected as and this will check as many options as possible.
5. For this example, we will change the category. There are four options for the Accessibility Checker to focus on. If this document was created in Word or InDesign and I had the source files, I would do a document check. However, in this scenario, we are just working with the PDF. Select the Category Page content.
6. An accessibility report is generated on the left-hand side and four issues have been highlighted. (see F)

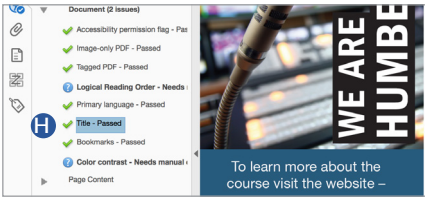


Document Identification:

1. Open Document Issues > Select Primary language.
2. Click the menu in the top left-hand corner. Choose Fix. This is an easy problem to solve. We need to tell the PDF that the primary reading language is English so if a screen reader is reading the document, it knows that it is in English. Once this is fixed, you will see a green checkmark. (see G)
3. Open Document Issues > Select Title:

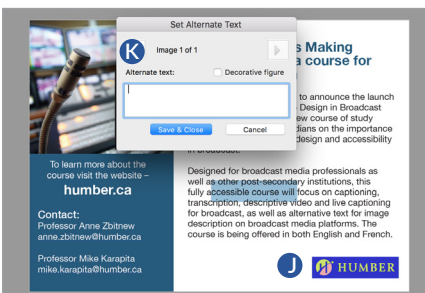
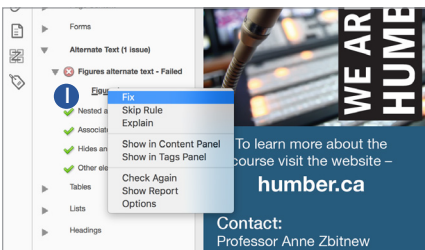
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- The document was created without a title. Highlight and go to Fix. A title is needed for the document, add-- Making Accessible Media Course.
- Next, add a subject. In this example, Humber Launches a New Course for Broadcast Students. The author is Humber College. Add a few key words that will help make this searchable. The key words are broadcast media and accessibility. Click OK. The title has now passed (see H), and the meta description information has been added so a screen reader can properly introduce the document to a user.
- Open up Page Content. There is a flag for the tab order. Right click or go to the menu and select Fix.
- The tab order should match the structure order. This means if someone is using a keyboard rather than a mouse to navigate the content, that the tabs will go in the correct reading order. Re-arrange the tab order to match the reading order.

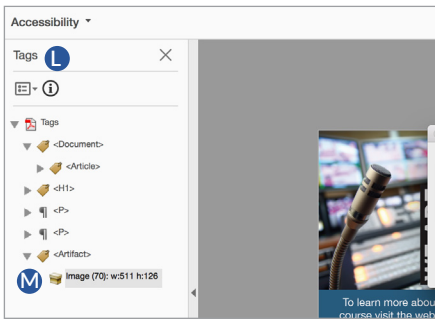
Alternative Text:



- Acrobat Pro has highlighted three images in the document. Right click Figures Alternate Text > Figure1 and select Fix. (see I) As the program cycles through the images, it will highlight the image in light blue, so you know which one you are working on. (see J)
- In the pop up panel enter the alt text. (see K) The image description for the first image is “Close up of a microphone in a TV studio”, and in this case, the image is a decorative image. Check Decorative Figure. This means the image is not integral to the understanding of the document, so the screen reader can bypass it and the document will still make sense.
- The second image is the We Are Humber branding logo. The alt text will read, “We Are Humber logo”. This is also a decorative image. It is not important to the understanding of the content of the document, so check Decorative Figure.
- The third image is the Humber logo. This is not a decorative figure because it is an important part of understanding where the piece came from. Save and Close.
- The alt text has been added but a new flag has shown up, Other

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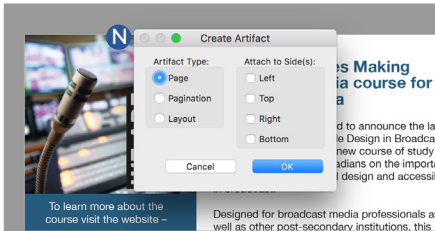
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Elements Alternate Text. This means there is an element which is tagged incorrectly.

6. To solve this tagging issue, highlight element one, right click and the tags panel opens.(see L) This panel shows descriptions about the content and what type of content it is.

7. The tags have to be changed. In this example, right click on image 70 and Change Tag to Artifact.(see M) By changing the tag to an artifact, it becomes a background element and it is no longer flagged.(see N)



Colour Contrast:

Acrobat Pro cannot detect whether or not the colour contrast is accessible for people with low vision or with colour vision deficiency. There are a number of online tools to help with checking the contrast. Here are a few:

- www.paciellogroup.com,
- www.snook.ca,
- www.juicystudio.com

Reading Order:

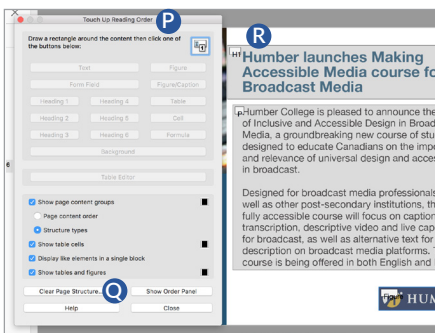
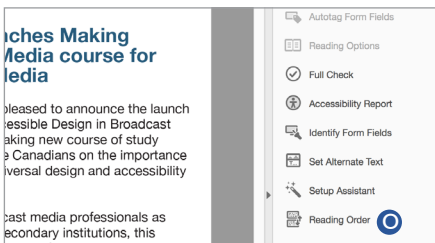
1. As the creator or publisher of the document, only you know the correct reading order. Go to the menu over on the right-hand side, and select Reading Order. (see O)

2. A new menu will open, Touch Up Reading Order. (see P) You will notice a number of grey boxes that appear with different little tags. Clear the page structure (see Q), and start from scratch.

3. If the reading order wasn't set up in the creation of the original document, it is jumbled in the PDF. To start from scratch, click and drag a box around each element.

4. The first thing you want to read is the title. Select Heading 1 and a screen reader knows that this is the first thing to read. (see R) Next, click and drag a box around the paragraph and tag the paragraph as text. Drag a box around the next content and now a screen reader knows to read one, two and three in this order.

5. The logo is the last thing to read. It will be named as a figure because it is an image. It is not tagged because it is a decorative element. The reading order is now correct and the document can be saved.



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Example PDF Document:



To learn more about the course visit the website –
humber.ca

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Humber launches Making Accessible Media course for Broadcast Media

Humber College is pleased to announce the launch of Inclusive and Accessible Design in Broadcast Media, a groundbreaking new course of study designed to educate Canadians on the importance and relevance of universal design and accessibility in broadcast.

Designed for broadcast media professionals as well as other post-secondary institutions, this fully accessible course will focus on captioning, transcription, descriptive video and live captioning for broadcast, as well as alternative text for image description on broadcast media platforms. The course is being offered in both English and French.



Created with generous support from:



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School of Media Studies
& Information Technology