

Making Accessible **MEDIA**

Microsoft Word Tutorial

Making Accessible Media:

How to Make an Accessible Word Document

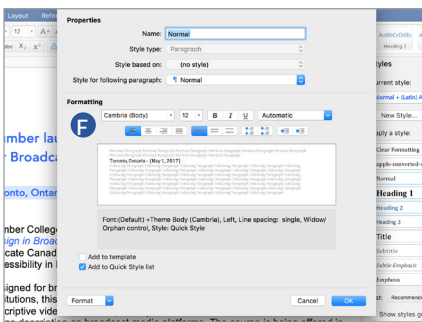
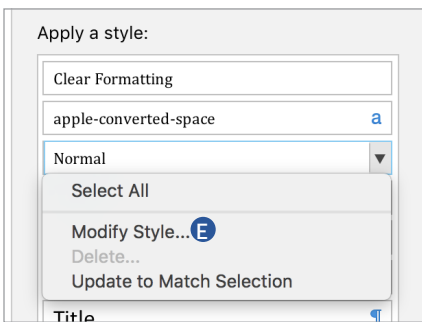
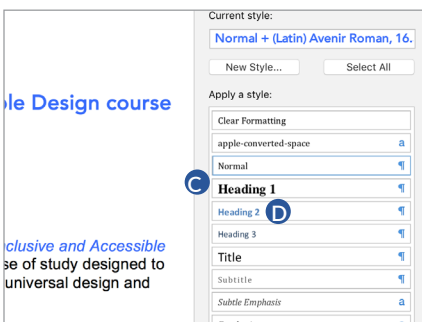
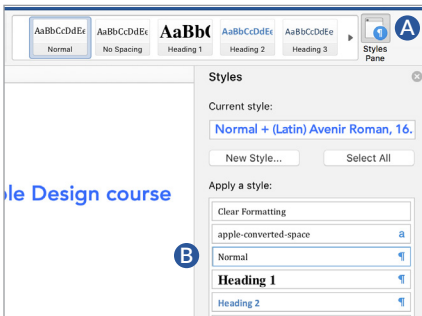


In this tutorial, we will cover:

- Adding structure to the document with styles
- Adding alt text to images
- Creating meaningful hyperlinks
- Using the Accessibility Checker.

Structure:

1. Click the Styles Pane to see all of the preset styles that come with Word. (see A)
2. Start by highlighting all of the main text and allocate the text to Normal, which is your basic paragraph style. (see B)
3. For the first heading, the title, choose Heading 1 as the style. (see C)
4. In this example, the date, about Humber and the contact information are considered subheadings so Heading 2 is the selected as the style.(see D)
5. Now that the structure is allocated, the font, size and colour can be modified and styled. The first style to work with is Normal. Go to the Normal style in the Styles Pane and select Modify style. (see E)
6. Choose a font size that is at least 12 points.
7. Choose a sans serif font such as Verdana, Helvetica, or Arial. In this example, we are using 12 points and Arial Regular. This will be the font used for all the paragraphs. Click OK and the Word document will be updated to 12 points, Arial Regular. (see F)
8. The next style to modify is Heading 1. Click on Heading 1 and Modify style. The title is long, to make it fit on one line, the point size is 18 points. Click OK. Choose a high contrast colour and click OK. Heading 1 has now been modified.
9. To modify Heading 2, click on Modify Style choose 12 points and in this example, the colour is from the same blue family but just a bit lighter. Click OK and Heading 2 is modified.

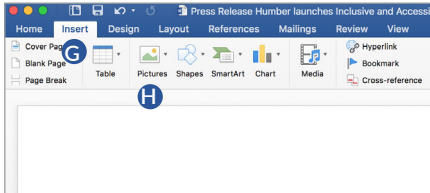


Making Accessible Media:

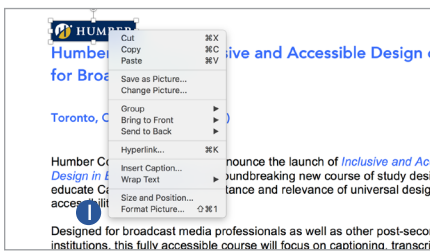
How to Make an Accessible Word Document

Alt Text:

The next thing that we want to consider when we are creating an accessible document is working with images or graphics. In this example of a press release, we don't have too many graphics, but we are including the Humber logo.

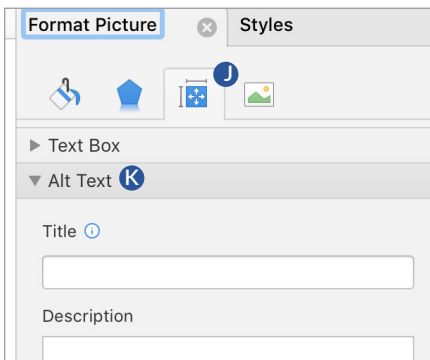


1. To insert an image, go to Insert (see G) > Pictures (see H) > Picture from File and add a JPEG image of the Humber logo. To make the image accessible, we have to provide alternative text so a screen reader can describe the image.



2. To add alternative text, right click on the Humber Logo jpg image and Format Picture (see I) > Picture Dimensions (see J) > Alt text. (see K)

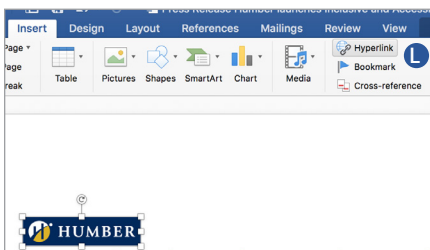
3. We want to give the image a title. Alt text should be a brief description of the image so the alt text will be: "Horizontal blue and yellow Humber logo".



If you are creating a document that has several graphics or multiple images in it, you will provide alternative text for each of those images. This creates an accessible document for someone who is using a screen reader.

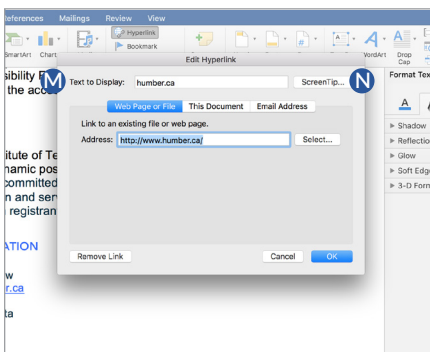
Hyperlinks:

At the bottom of the press release, there is a link to the Humber website. One of the things to consider for accessibility is adding a meaningful description for the hyperlink. This means that you must craft a sentence that leads to the URL so that someone using a screen reader will know where the link is going. So, "to learn more, visit humber.ca" and humber.ca will become the link.



1. Highlight the words that will become the link.

2. Go to the Insert menu and click on Hyperlinks. (see L)

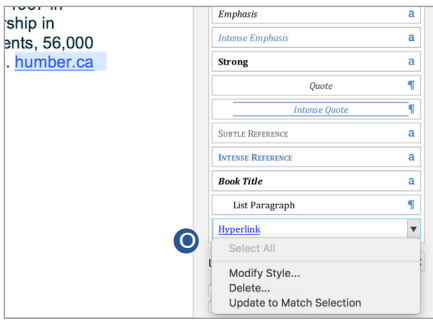


3. In the Text to Display box, type humber.ca. (see M) Add http://humber.ca/ as the URL to link out to. The http address is the link but the screen reader will read humber.ca which is much simpler and easier to understand.

4. We want to add a Screen Tip for accessibility purposes. The Screen Tip will tell the user where you are linking to. In this example, the Screen Tip (see N) will be "link to humber.ca." and will appear when

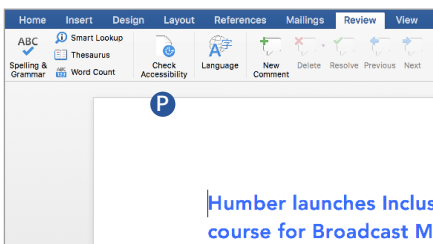
Making Accessible Media:

How to Make an Accessible Word Document



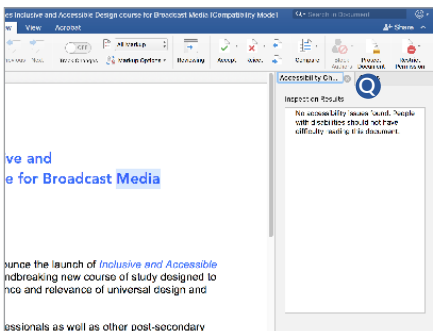
the mouse hovers over this text.

5. Lastly, you want to style the text as a hyperlink. Go back to the Styles Pane. There is a style for “hyperlink”. (see O) Click to modify the style and adjust the blue colour to match the colour theme of the document.
6. There are two more style links, which are e-mail links. Highlight the link > Insert > Links > Hyperlink.
7. Choose Email Address and the subject will be Making Media Accessible. This means when someone sends an e-mail, this will be the subject line.
8. Add a ScreenTip that will let the user know what will happen when they click this link. This Screen Tip says, “Email Anne Zbitnew”. Click OK.



Accessibility Checker:

1. Go to the Review menu and select Check Accessibility. (see P) (This is an update that has been made to Microsoft Office in 2017. If you don't see it under your Review menu, update your version of Word.)
2. Click on the Accessibility Checker, and review the results. (see Q) “No accessibility issues found” is the ideal response, that means there should be no difficulty accessing the information in this document.
3. If Word does report back some issues with your document, work through each one. Word will offer suggestions on how to resolve them.



Making Accessible Media:

How to Make an Accessible Word Document

Press Release Example:



Humber launches Inclusive and Accessible Design course for Broadcast Media

Toronto, Ontario – (May 1, 2017)

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.

Offered through Humber's School of Media Studies & Information Technology, *Inclusive and Accessible Design in Broadcast Media* will help shape the next generation of broadcast experts. "Accessibility is a vital component of broadcast media, and our students will have the opportunity to both solve existing inclusivity problems and to include accessibility features from the first moment of creation," said Guillermo Acosta, Dean, School of Media Studies & Information Technology.

The course is made possible by a generous grant to Humber from The Broadcasting Accessibility Fund, which supports innovative projects providing solutions to promote the accessibility of all broadcasting content in Canada.

ABOUT HUMBER

Humber College Institute of Technology & Advanced Learning is one of Canada's biggest and most dynamic postsecondary institutions. Founded in 1967 in Toronto, Humber is committed to academic excellence and leadership in polytechnic education and serves more than 27,000 full-time students, 56,000 continuing education registrants and more than 2,000 apprentices. To learn more, visit humber.ca.

CONTACT INFORMATION

Professor Anne Zbitnew
anne.zbitnew@humber.ca

Professor Mike Karapita
mike.karapita@humber.ca

Professor Jennie Grimard
jennie.grimard@humber.ca

Created with generous support from:



BROADCASTING ACCESSIBILITY FUND
FONDS POUR L'ACCESSIBILITÉ DE LA RADIODIFFUSION



HUMBER

School of Media Studies
& Information Technology