

ACCESSIBILITY TAGGING QUICK GUIDE

ENSURING CORRECT TAGS:

In order to understand a document, everyone needs to understand the structure of the document. In InDesign and the Microsoft Office Suite, that means using headings, subheadings, paragraphs and lists to identify your content. Proper use of these not only allows users to understand how the content is structured and the different sections relate to each other, but also allows assistive technology users to navigate through the content in a logical manner! In InDesign, Styles allow you to assign specific characteristics to your headings, subheadings, paragraphs, and lists. The Export Tagging feature in InDesign then provides you with the means of choosing how your Styles are defined when exporting to HTML, ePUB or PDF.

Planning the document structure for export tags ahead of time will help make the process much easier. Once the different styles of text and graphics have been mapped out and export tags attributed to them, then you are able to simply select the export tag or text style that has already been created and apply it throughout the document later on.

GRAPHICS AND ALTERNATE TEXT:

Images must have alternate text (which are invisible descriptions) added to communicate their content to users who utilize screen reading technology. Alternate text should be succinct, using just enough detail to communicate the information conveyed by the image while at the same time taking care to not overburden the user with unnecessary detail. The description of the content given by the alternate text is also dependent on the context of the image and the document's content.

Do not be redundant by including information that has already been included in the text and do not use phrases such as "graphic of" or "image of" as it is already apparent to the user through the screen reading technology that it is an image. However, if it is important to the context of the image to notate that it is an illustration, painting, photograph, or other artistic media then it may be useful to include that information in the alternate text.

ACCESSIBILITY USING THE OFFICE SUITE:

The Office Suite has a built-in Accessibility Checker that you should use to ensure that the content is accessible for all users, especially those using assistive technologies. We recommend running the Accessibility Checker when your document is complete, or prior to exporting it to a different file type. If you choose to export your Office document to PDF please read the following best practices

1. Do not print to PDF. This method of creating a PDF does not preserve the document's accessibility features. Go to **File > "Save As..."** and select **PDF** from the choices provided. By default this produces a PDF that preserves the document's accessibility features.
2. When saving, select **Options** and be sure that **"Document structure tags for accessibility"** is checked. This is checked by default, but could become unchecked under certain circumstances. If you select **"Minimize Size"** to reduce the size of your PDF, be sure to repeat the preceding step, as this option might uncheck the **"Document structure tags for accessibility"** checkbox.

FURTHER INSTRUCTIONS:

For further, more detailed, instructions on how to structure an accessible document please refer to additional guides on this topic available from UW-IT and Archnet.