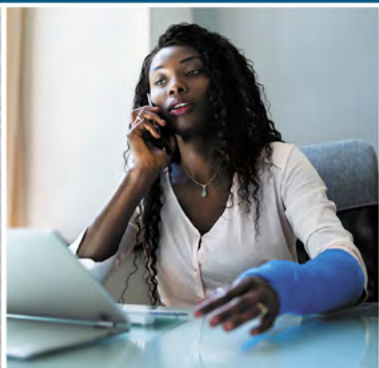
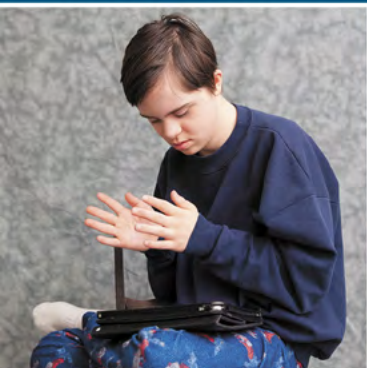


# Why design accessible learning content?

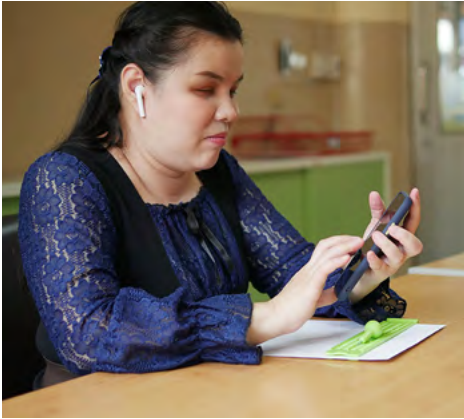


There are  
**1.3 billion**  
reasons worldwide  
why everyone should  
have an equal opportunity  
to learn and to achieve  
their potential



# 20 ways to include different access needs in your learning content

## Vision



- Make sure there is good colour contrast between text and background colours.
- Add alternative text to all images which add meaning and make sure images which don't add meaning aren't announced by assistive technology.
- Use heading styles so screen reader users can easily understand the structure of the learning and navigate.
- Do not convey meaning using colour alone (e.g. green for correct and red for incorrect).
- Provide audio description or descriptive transcripts for videos with important visual content.

## Hearing



- Provide synchronised, descriptive and accurate captions for video content.
- Provide transcripts for audio and video content.
- Avoid audio-only instructions or warnings (e.g. a warning sound if learners make a mistake).
- Allow learners to control the audio volume.
- Avoid background audio behind speech in audio tracks unless it is quiet enough not to cause distraction or learners can switch it off.

## Motor



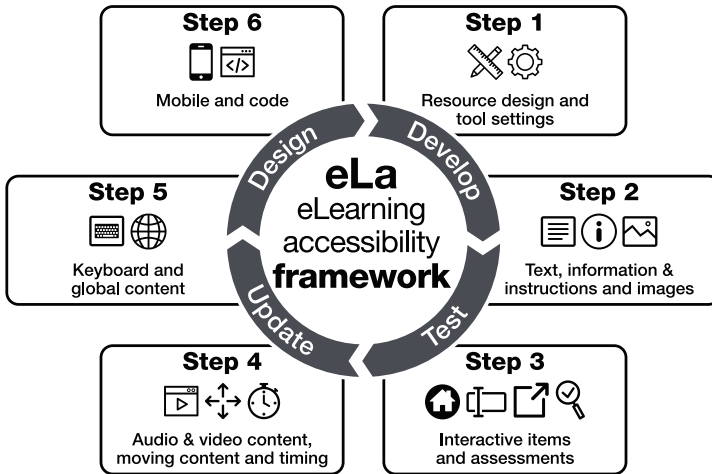
- Make sure that learners can use all the functionality of the learning resource with a keyboard.
- Make sure there is a clear 'visible focus indicator' to show when interactive items have been selected with a keyboard.
- Avoid interactions which rely on the use of a mouse such as 'drag and drop' interactions.
- Use clear and consistent navigation.
- Use inclusive instructions, (e.g. select instead of click, enter instead of type etc.)

## Cognitive



- Allow learners to control any time limits – or do not set them.
- Allow learners to pause, stop or hide any moving elements in the learning resource.
- Use the clearest and simplest language appropriate for the context and audience.
- Do not include any content which flashes more than three times per second.
- Provide transcripts for audio and video content.

# eLearning accessibility framework



What is the one accessibility tip you've learnt today that you'll commit to taking action on - and sharing?

## Useful links:

**Web Content Accessibility Guidelines**  
[w3.org/WAI/WCAG21/quickref/](https://www.w3.org/WAI/WCAG21/quickref/)

**WebAIM colour contrast checker**  
[webaim.org/resources/contrastchecker](https://webaim.org/resources/contrastchecker)

**Accessibility posters**  
[ukhomeoffice.github.io/accessibility-posters](https://ukhomeoffice.github.io/accessibility-posters)

**Designing Accessible Learning Content**  
[koganpage.com](https://koganpage.com)  
(Free eBook and 20% discount with code AHR20)

**LinkedIn eLearning accessibility community**  
[linkedin.com/groups/13765097](https://linkedin.com/groups/13765097)

