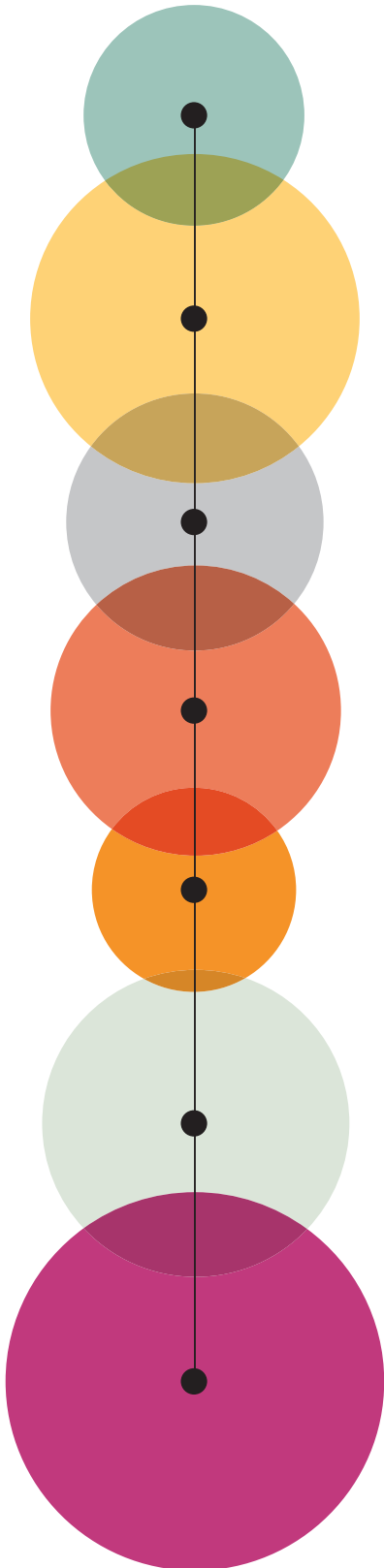


# What Does Accessible Content Mean?



## 01. Captions and Transcripts

All video and audio should have closed captioning and access to a transcript.

## 02. Color Contrast

Text should be high contrast and shouldn't rely only on color to communicate information.

## 03. Alt-Text

Use alt-text to describe images and other visual-only content

## 04. Font Size and Style

Choose fonts that are large and easy to read.

## 05. Hyperlinks

Use self describing and meaningful names for hyperlinks.

## 06. Document Headings

Use software formatting options to properly assign and create document headings, footers, tabs, tables, and sections.

## 07. PDFs

Tag PDFs to create a structure and logical reading order. Convert scanned PDFs of text documents into text files using OCR software.

**Learning new skills takes time.** Focus on making content accessible as it is created, which can be less daunting than going back and updating. Most importantly, remember that accessible content helps everyone.