

What is Digital Accessibility?

Accessibility refers to ensuring that any person with a disability obtains information and services in a timely manner as fully, equally, and independently as a person without a disability. Title II of the Americans with Disabilities Act and Section 504 of the Rehabilitation Act require digital materials and services to be accessible.



1 in 5 people has some sort of disability.

That's more than **1 billion people.**

WHY ACCESSIBILITY MATTERS

- Incorporates universal design principles that make websites work better for everyone
- Offers equal access to information
- Aligns with the University of Pittsburgh's mission
- Ensures compliance with laws and University policy

DIGITAL ACCESSIBILITY TECHNIQUES

Headings applied in a logical, sequential order allow screen reader users to scan the content and structure of a page.

Hyperlinks are short and descriptive; are embedded in text (not the full URL); and make sense out of context for all users.

Alt Text provides information about the content and function of an image for users with visual impairments.

Color and contrast between the text and the background make it easier for those with low vision to read. Because of the impacts of color blindness, color should not be the only means of conveying meaning.

Captions, which are text versions of the spoken word in videos, allow the content of videos to be accessible to those who are unable to hear the audio.

Keyboard navigation is crucial for websites as many people with disabilities navigate sites using only the keyboard, not a mouse.



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