



Creating Accessible Digital Content

H2
H3 H3
H4 H4 H4

Apply Headings

Use heading styles to organise page structure and hierarchies.



Provide Alternative Text for non text elements

A short concise and contextual description of the non text elements.

- ✘ **Incorrect:** "Picture of flowers"
- ✔ **Correct:** "yellow, pink and purple flowers"



Use Descriptive Links

Meaningful hyperlink text.

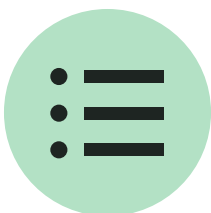
- ✘ **Incorrect:** "[Click here](#)" or "Here is the [link](#)"
- ✔ **Correct:** "Accessibility is crucial to inclusive education at the [University of Limerick](#)"



Consider Colour

When applying meaning, emphasis and contrast.

- ✘ **Incorrect:** use colour only to convey meaning
- ✔ **Correct:** use text and symbols to convey meaning, with colour as decoration



Creating Lists

Format data into proper lists.

- ✘ **Incorrect:** listing items without order
- ✔ **Correct:** use ordered or unordered list tool



Creating Tables

Keep your tables simple in structure.

- ✘ **Incorrect:** no header row, merged fields
- ✔ **Correct:** caption, heading row and/or column



Including Audio/Video

Accompanied with complete and accurate transcripts and closed captioning.

- ✘ **Incorrect:** no CC or auto-generated CC
- ✔ **Correct:** CC edited for grammar and punctuation