

Quick guide: Digital accessibility essentials

Written content

- Use a sans serif font such as Roboto ([LSE house font](#)), Arial, Calibri or Verdana..
- Use a dark font colour on an off-white background colour. The [ideal contrast ratio is 4.5:1 or higher](#).
- Avoid using red and green as indicators to support those with colour blindness.
- Use left alignment to avoid uneven word spacing.
- Ensure text has line spacing of at least 1.5.
- Do not use block capitals or animate text.
- Use **bold** for emphasis. Do not underline or use italics.
- Ensure content is organised into logical sections and provide meaningful headings and subheadings to support reading from the screen and ease of navigation.
- Keep sentences and paragraphs short, clear and precise.
- Chunk up content with graphics and subheadings but avoid too much clutter.
- Consider providing a glossary for new and unfamiliar terminology.
- For longer content, create an accessible word document then convert to PDF.

Tables

- Use tables to present data and ensure there are labelled heading rows.
- Do not use tables for presenting images or for designing the layout of content.

Hyperlinks

- Ensure links have meaningful titles for target web pages.
- Do not use the URL (web address) as the link title.
- Never write “click here” before a link.
- Colour and underline links on hovering to show they are interactive (use colour-blind friendly colours).

Images

- Provide an alternative description of images for screen readers.
- The description should provide the function or information shown in the image.
- Avoid images of text.

- If the image is purely decorative add the word “decorative” as the description.

Audio

- When recording audio, use a high-quality microphone. Remove background noise.
- Speak slowly and clearly to support understanding, captioning and sign language.
- Do not use acronyms, idioms and jargon to avoid confusion.
- Pause between sections.
- Provide written transcripts as an alternative format for voice recordings.

Video

- Allow user control of playback of video (and audio).
- For talking head videos, enunciate speech clearly for speakers of other languages.
- Ensure the speaker’s face is in good light and that their clothing or background is not too colourful or distracting.
- Avoid fast flashing material.
- Ensure shot compositions allow room for closed captions or sign language overlays.
- Provide closed captions for all videos and recordings of lectures and seminars.
- Zoom and Echo360 provide automated transcriptions but are not always accurate. Contact the Disability and Wellbeing Service (DWS) to arrange for support in providing high quality captions for any specific teaching and learning adjustments.
- Provide clear voiceovers or titles for practical demonstrations or instructional videos. If this is not possible, provide an alternative audio description.
- Follow the usual guidance on accessible text fonts and colour contrasts for titles.
- Provide transcripts as an alternative format which include descriptions of visual details as well as dialogue and non-speech sounds.

Further Guidance

[Accessibility checker for Microsoft Office](#)

[Dyslexia friendly style guide](#)

[Automatic generation of transcripts and captions for recorded video](#)

[LSEs Disability and Wellbeing Service](#)

[Creating accessible PowerPoints](#)

[Government accessibility design principles](#)

[Creating accessible Word Documents](#)

[Eden Centre Moodle Baseline Guidance](#)

[Designing for diverse learners](#)

[Eden Centre Practical guide to creating accessible resources](#)