2019

INNOVATE

Digital Transformation Made SMARTer

Ensure Accessibility Compliance on your Digital Communications

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What is Accessibility?

Simply making spaces and things available and usable for everyone or as many people as possible.

Banks	Shops	Restaurants
Office Blocks	Sporting Venues	Electronic Devices
Virtual Spaces -Websites -Digital content etc		

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Some Statistics

On average nearly 1 in 5 of the entire US population and over 30% of the US workforce have a disability

- 8 percent of children under 15
- 21 percent of people 15 and older
- 17 percent of people 21 to 64
- 50 percent of adults 65 and older

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Why is this important?

- It’s a large and significant population
- Demonstrates good ethics and morals
- Makes your products more usable by other groups, like mobile users
- Do I need to be compliant?

  If you are a business in the United States, the answer is most likely yes.

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What is ADA, WCAG, 508?

ADA - ADA requires that **businesses, state and local governments, and nonprofit services providers** make accommodations for the **disabled public** to access the same services as able-bodied patrons.

WCAG - WCAG is simply a set of formal guidelines on how to develop accessible web content. These standards represent a higher level of accessibility than 508 standards, although they are identical or very similar. **WCAG focuses primarily on HTML accessibility.**

All 3 standards have a same goal to **make electronic and information technology accessible to people with disabilities** (e.g., color blindness, vision disabilities, hearing disabilities) in a way that is comparable to the access available to others

Technical Requirements: The coding of a website, software, operating system, etc needs to be compatible with assistive technologies.

Function Requirements: The entire system should be usable by someone with a disability.

Support Requirements: Support documents and alternative information should also be accessible by people with disabilities.

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Section 508C

508 – Section 508 requires that accommodations be made for federal employees and members of the public with disabilities who wish to access **government Information and Communications Technology**

- Requires agencies to provide equal access to Electronic information and data.
- It’s a technical requirement.
- Allows organizations to be more open , accessible while being competitive in the industry.

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Accessibility in SmartCOMM

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Digital Delivery Formats

HTML

Emails

PDF

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How to enable Accessibility for generated PDF

- Smart Communications supports reading tools for the visually impaired thus ensuring PDF output is compliant with accessibility laws including section 508 of the U.S. Rehabilitation Act.
- To enable accessibility you will need to modify the fop.xconf property file.
- Add the following line:

  <accessibility>true</accessibility>

So the first part of your fop.xconf would look something like the following:

```
12 <fop version="1.0">
13   <accessibility>true</accessibility>
14   <!-- Base URL for resolving relative URLs -->
15   <base>.</base>
16   <!-- don't need font base for now
17 <font-base>cms://Conf/Fonts/</font-base>  -->
18   <!-- Source resolution in dpi (dots/pixels per inch) for determi
19   <source-resolution>96</source-resolution>
20   <!-- Target resolution in dpi (dots/pixels per inch) for specify
21   <target-resolution>300</target-resolution>
22   <!-- Default page-height and page-width, in case
23 value is specified as auto -->
24   <default-page-settings height="11in" width="8.26in"/>
25   <break-indent-inheritance>true</break-indent-inheritance>
```

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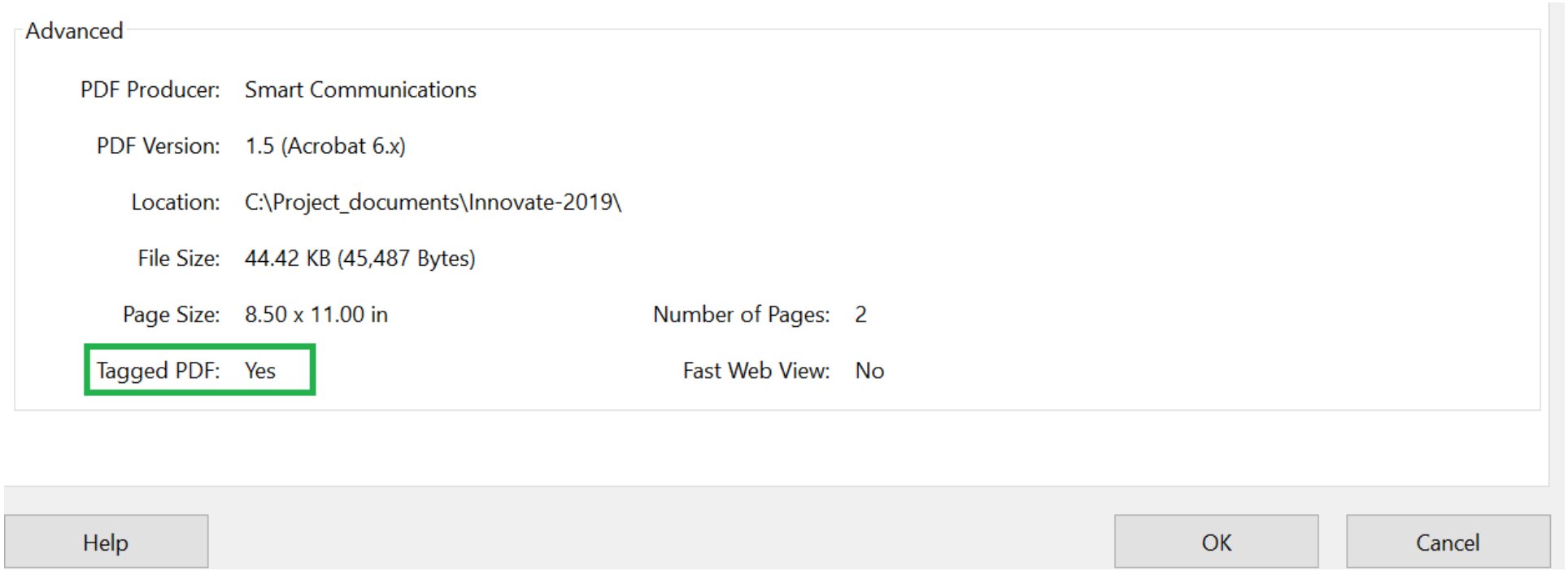
Confirm that it works?

If you see a tagged PDF its working!

Now the readers like JAWS can read the content of the PDF to the visually impaired.



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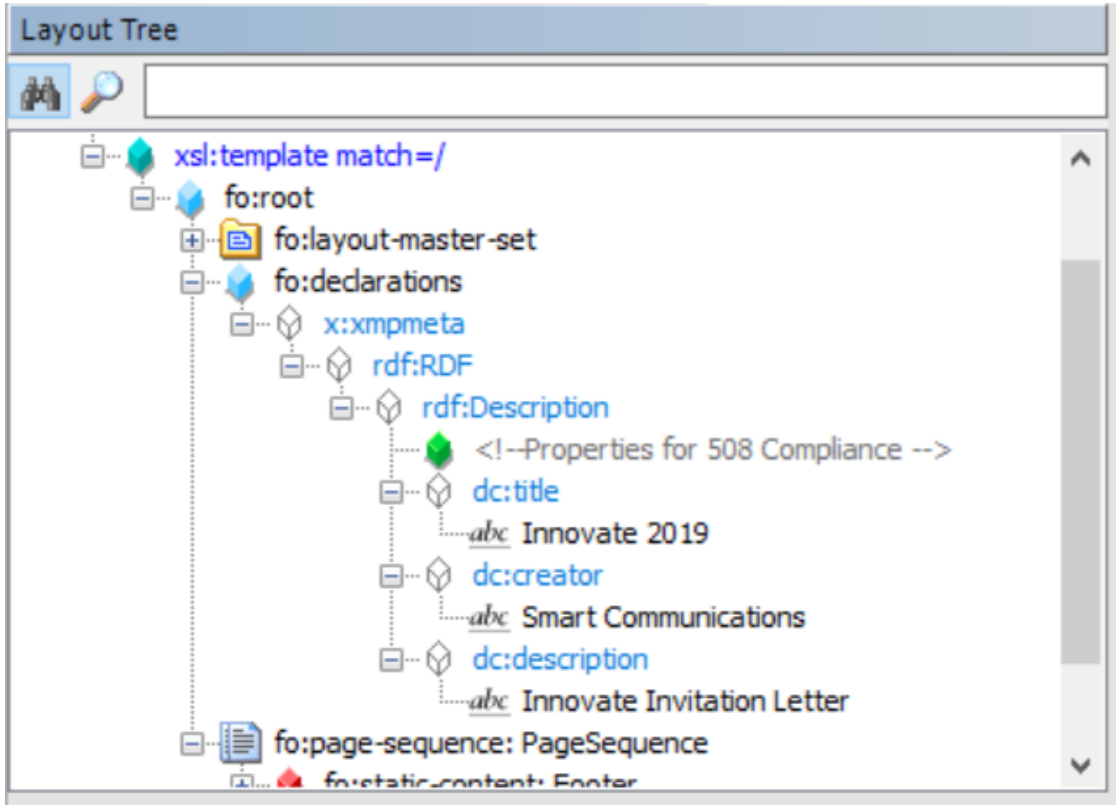
Layout

For PDF outputs, metadata attribute must be placed in a fo:declaration section




```
<fo:declarations xmlns:fo="http://www.w3.org/1999/XSL/Format">
<x:xmpmeta xmlns:x="adobe:ns:meta/">
<rdf:RDF xmlns:rdf="http://www.w3.org/1999/02/22-rdf-
syntax-ns#">
<rdf:Description rdf:about="" xmlns:dc="http://purl.org/dc/elements/1.1/"
xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#">
<!--Properties for 508 Compliance-->
<dc:title>Innovate 2019</dc:title>
<dc:creator>Smart Communications</dc:creator>
<dc:description>Innovate Invitation Letter</dc:description>
</rdf:Description>
</rdf:RDF>
</x:xmpmeta>
</fo:declarations>
```

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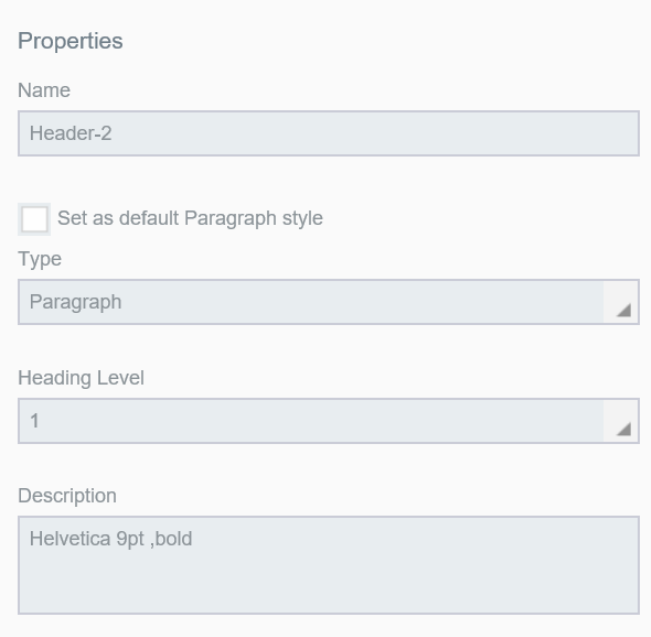
Styleset

To allow for tagged tables:

- Set the Custom attribute fox:header=true

- Ensure all headers in your output has designated header levels – this provides structure and aid in content navigation

- Level 1(H1) for major sections, H2 or H3 for sub levels



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Template

- Proper styles need to be applied to the headings of the sections
- Tables

  -Layout tables- Organize content (style property)- apply a custom attribute called “Role” with a value “P”. (Table, ROW, and cell style)

  -Data tables (use multipart tables)

	Header 1	Header 2	Header 3
Row 1			
Row 2			
Row 3			

  -Distinct Header , Body and Footer rows

- OBJR tags appear for each URL

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Shared Content

The entire table must be wholly contained in a single shared content.

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Overlays and Accessibility

- Will pass Full PDF accessibility check
- None of the text on the imported pdf or iPDF will be read.
- Only the data placed on the overlay through SmartCOMM will be read out loud.

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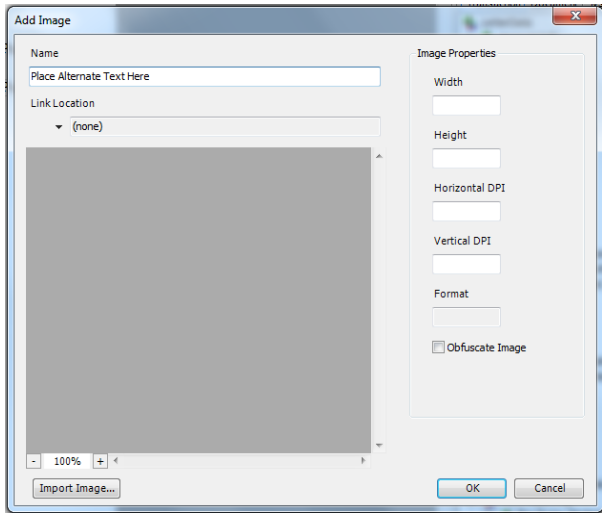
Other Considerations

- Bulleted list
- Indentation
- Table treatments/Tags
- Images must have **alternate text** associated with it. ✚



- Size of output
- Artifacts: any Graphic that are not part of the main body of content
  - Page Headers
  - Footers
  - Horizontal lines and spacers

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Accessibility Checklist

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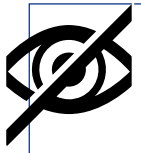
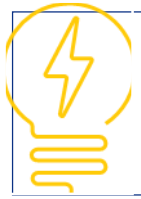
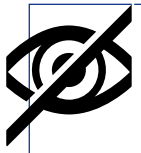


Alternative text



Accessible Multimedia

Structuring content

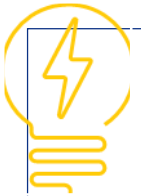


Distinguishable

Keyboard accessibility

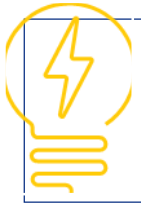
Movement

Navigation



Page language

Behaviour



Errors

Parsing

Accessible Interfaces

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Assistive Readers and Testing Tools

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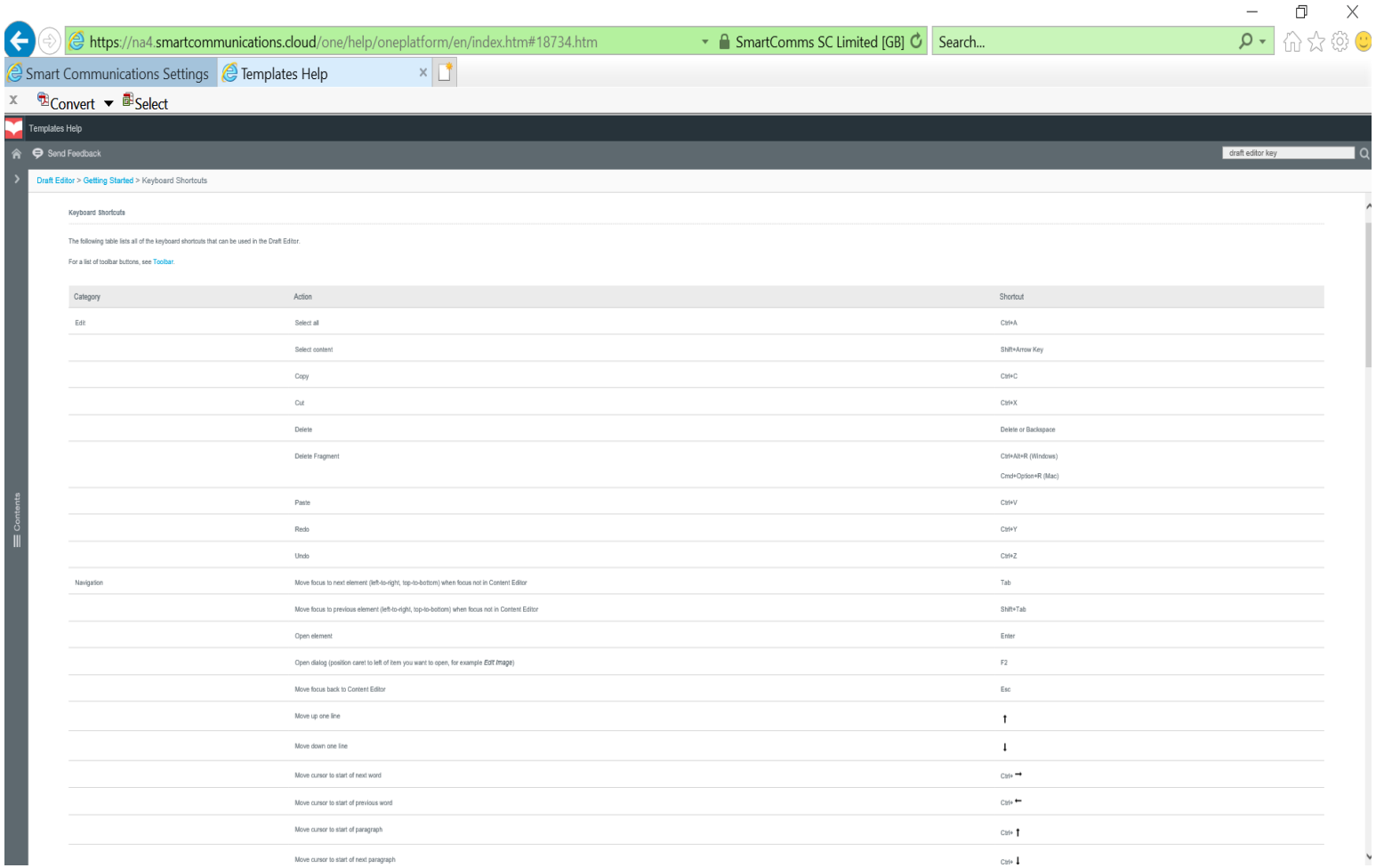
SmartCOMM Interfaces.

Draft Editor/ ATD

- Keyboard shortcuts



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Thank You

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