DSA Web Editor Resources

DSA Web Resources:

- Student Affairs Web Doc Page: https://studentaffairs.unt.edu/docs
- Online File System: https://studentaffairs.unt.edu/imce
- Project Request Form: https://studentaffairs.unt.edu/the-division/marketing-and-communications
- DSA Accessible Web Design Presentation: https://studentaffairs.unt.edu/about-us/marketing-and-communications/dsa-marketing-resources/accessible-web-design
- DSA Web Training Page: https://studentaffairs.unt.edu/web-training-page

Accessibility

Accessibility Resources:

- Intro to Accessibility: webaim.org/intro
- Wave Accessibility Checker: wave.webaim.org
- Contrast Checker: https://webaim.org/resources/contrastchecker/
- Web Accessibility Resources for Designers Quick Sheet: https://webaim.org/resources/designers/
- Accessible Flyer & Infographic Checklist: https://www.csun.edu/universal-design-center/accessible-infographics-and-flyers-checklist

Linked-In Learning Courses:

- Accessible Learning (Alt text & Video Captions): https://www.linkedin.com/learning/teaching-techniques-making-accessible-learning/add-alt-text-to-images?u=74650474
- Accessibility for Web: https://www.linkedin.com/learning/accessibility-for-web-design/welcome?u=74650474
- Accessible PDFs: https://www.linkedin.com/learning/creating-accessible-pdfs/welcome?u=74650474

Available Screen Readers:

- Computers:
    - Windows: JAWS screen reader https://support.freedomscientific.com/Downloads/JAWS
    - MAC: you can go to System Preferences and turn on VoiceOver which is also a screen reader. Here is the user guide for MacOS: https://help.apple.com/voiceover/mac/10.15/

- Mobile:
    - iOS – go to settings and Accessibility. At the bottom of the screen your can turn on Accessibility Shortcut and choose VoiceOver. VoiceOver will be toggled on and off when you triple click the side button. Here's the user guide for VoiceOver on iOS 13: https://support.apple.com/guide/iphone/turn-on-and-practice-voiceover-iph3e2e415f/ios
    - Android – here is a link on how to turn on/off Talkback and how to use it: https://support.google.com/accessibility/android/answer/6283677?hl=en

Accessible PDFs

- PDFs are not automatically read by screen readers. Any pdfs added online should be checked for accessibility before uploading. This needs to be done for anything shared digitally email etc.
- Adobe Accessible PDF how to: https://helpx.adobe.com/acrobat/using/create-verify-pdf-a accessibility.html
- Creating Accessible Word Docs before converting to PDFS: https://support.office.com/en-us/article/video-check-the-accessibility-of-your-document-9d660cba-1fcd-45ad-a9d1-c4f4b5eb5b7d

Adding Alt Text on all Photos

- Alt text is important for screen readers to clarify what your image is about. Be careful about placing images with a lot of text on a webpage. Alt text should be on every image. This also applies for Emails/ Social or anything shared digitally.
- https://webaim.org/techniques/alttext/
- https://studentaffairs.unt.edu/docs#edit%20content

Heading 1 Tags

- All pages should have a H1 tag title at the top of the page. Screen readers access navigation this way. If the page starts with an H3 (paragraph tag), image or just body text, it will detect this as

an error. You can find "heading 1" in the default font section on your WYSIWYG within the body of your editing pane.

- Multiple H1 heading tags should not be used. Use H1 first in the beginning then H2-H3 and so on for correct navigation to be read by screen readers.
- I am finding that some people are inserting images where text was once. Please check the source code when you do so, as some are having heading tags where inserted.

```
EX: <h1><strong><span style="color:#008000"><img style="width:100%" alt
src="//studentaffairs.unt.edu/sites/default/files/orientation-and-transition-
programs/images/transition-programs/senior-day-dance.png"></span></strong></h1>
```

Misspellings

- Install Grammarly onto your web browser in order to check each web page as you are creating and editing them. Please make sure to do this before you save the page.
  https://www.grammarly.com/
- Drupal has a spell check option, but it must be enabled each time on each content type.
  ABC

Broken & Inaccessible Links

- **Broken links** are a common occurrence. Review your websites often if you are referencing links to outsourced websites. It is common that these links change from time to time, also make sure you are linking to a reputable source. It is good practice to check each link after you have created a page to make sure it is linked correctly and is accessible by the user.
- **Inaccessible Links** are usually those that have very long urls, and/or those that are linked with a non-descriptive explanation.
  - Usually this can be remedied by adding an "alt tag" or "url description" to the link under the advanced section when linking describing where the link is ultimately going. These will also show up in the tooltip when hovering. There are different fields for text vs. Images.
  - Click here & read more, the text itself should be linked. Not an additional link to the information you already provided. These show up as errors in Siteimprove.
  - Also be mindful if you have multiple buttons or text linked to a different source. Meaning if you have "read more" for multiple links on one page it detects that as an error.

Contrast

- All pages and content should be checked for contrast before saving. Contrast can be anything from the color of the text on your page against the background to the contrast of text on an image. People with low visibility have hard time reading webpages with low contrast.

- Color pickers are good extensions to have to check for this on your webpages/images. https://chrome.google.com/webstore/detail/colorpick-eyedropper/ohcpnigalekghcmgcdcenkpelffpdolg?hl=en
- **Website Evaluation Tool:** wave.webaim.org
- **Contrast Checker:** https://webaim.org/resources/contrastchecker/

Captions & Aria Labels

- Videos and Image Galleries should always have captions for accessibility. Inserting iframes from youtube with the captions button available is best.
- How to add captions on Youtube: https://support.google.com/youtube/answer/2734796?hl=en
- The image gallery content type in drupal has an option for Alt text and Caption when uploading a photo. Using both to be more descriptive in the caption is best. The caption will also be the tool tip when hovering.
- Aria Labels are used on elements and/or videos to explain what the video or element is about. It is a way to add "alt text" without having an "alt text" box option.
- https://developers.google.com/web/fundamentals/accessibility/semantics-aria

Cross Browser Checks

https://inspirationfeed.com/free-cross-browser-testing-tools/

File Management

Organized Web File Management starts with files that must be optimized (reduced data size), checked for accessibility issues and given a clear concise title before uploading. This is great practice for websites as it assures that they are accessible for all and reduce page speed and load time. It also enhances SEO (Search Engine Optimization) so that web browsers can search for files easily and determine that your page is a good resource to reference.

Web Page Load Time is important!

The probability of bounce increases 32% as page load time goes from 1 second to 3 seconds.

Think with Google

Google/SOASTA Research, 2017.

Webpage Load Time

In its simplest terms, page **load time** is the average amount of **time** it takes for a page to show up on your screen. It's calculated from initiation (when you click on a page link or type in a Web address) to completion (when the page is fully loaded in the browser).

Beyond improving search engine rankings, optimizing your page load time is a great way to help users get where they're going faster. Users who are frustrated by a slow-loading site are likely to "bounce" - that is, visit your site once, leave and never return. (https://bigcommerce.com)

Load Time Video in Detail:

https://youtu.be/6ckTVIpuCu8

Online File System: IMCE

https://studentaffairs.unt.edu/imce

Everyone should have a folder for their department with subfolders. Please add accordingly. Any files over 1mb should be removed and resized. Most webpages do not need files over 1mb.

**Image Deletion Issues on IMCE*

Some files are giving us issues when we are wanting to delete them. If you run into this, please send us an email. Most of the time drupal prefers that we delete the image from the content first before we delete it from the IMCE. We tend to get these errors when the content has already been deleted. EX: Staff profiles When someone's profile has been deleted before the photo has been deleted.

Image Optimization

Image optimization is creating and setting up the image for web. Most images need to be cropped by data size and orientation for webpages before uploading.

Data Size: Minimizing the data before uploading to the web, not cropping the orientation of the photo. The data needs to be 70-500KB (Kilobytes) for web, 500KB is on the high side. Most cameras & camera phones take photos that are 3-20MG (Megabytes). (1000KB=1MG) This will help load time on all devices and storages space on our database.

For easiest data cropping, utilize "save for web" option or adjust your presets by lower percentages and resolution at 72px to crop.

Images Titles: Good practice to save the web optimized photo with a descriptive, simple title before uploading to the IMCE.
Ex: Correct Title for Web: yellow tulips
Incorrect Title: IMG00645_5412_Tulip.jpg
Not only is this good for accessibility but it is also better for SEO.

Image Optimization Resources

- Step by Step "How-To" Photoshop Image Optimization: https://www.abetterlemonadestand.com/optimizing-images-for-web/
- 10 Best Optimization Tips: https://www.shopify.com/blog/7412852-10-must-know-image-optimization-tips
- Basic Photoshop Cropping Tutorial: https://www.youtube.com/watch?v=Ev2w1dkB6lE
- Advanced Photoshop Cropping Tutorial: https://www.youtube.com/watch?v=61yEOZsFL34
- Breakdown Optimization for Web in Detail for Developers: https://developers.google.com/web/fundamentals/performance/optimizing-content-efficiency/image-optimization

- Stock Photography Resources: DSA Stock Photography, Identity Guide, Pexles.com, Flickr, Other Websites
- Image Optimization for web Video understanding file types and needed sizes: https://events.drupal.org/seattle2019/sessions/make-your-website-faster-saving-images-correctly

DSA Web File Sizes

https://studentaffairs.unt.edu/docs

Typical Image Sizes for DSA Web Photos:

Standard: **Suggested image dimensions**: 1200px x 400px Maximum safe image file size: 1MB Target file size: 250KB - 500KB **Mobile**: **Suggested image dimensions**: 740px x 417px Maximum safe image file size: 500KB Target file size: less than 125KB	Hero Block
2250x750 (1000kb for best resolution)	Slider Announcements
200x140	News & Blog Post
360x160	Program & Service Photo
370x210	Event Photo

Video Optimization by Iframe:

Video can be added to a page in one of two ways: using a YouTube link or using a video file (reduced size mp4s only) which must first be uploaded to the IMCE file system. **We prefer to upload videos from Youtube so they are accessible with closed captioning and so that they reduce on load time.**

- To add video to a page, click on the Iframe (world) icon.
- In the pop-up window, under URL input either the YouTube link or, if using a file, the path to the file.
- Add an advisory title for the "alt text."
- Specify the width and height (**by percentage)** and click OK.
- You can also use Iframes for interactive maps from google and social media feeds like twitter. We now have a "video block" option that I can setup for your department, but you can basically get the same feel with embedding it into your page.

Putting it All Together- Optimizing Files for DSA Web:

1. Open file from source.
2. Utilize Accessibility Training (pdfs & word docs) and/or Photoshop Training (photos & videos) presets to resize data.
3. Save in shared drive with DESCRIPTIVE short title, check data size by properties.
4. Upload to IMCE by your department/program folder. (No files over 1mb)
5. Add alt text to photos when uploading.
6. Insert file into content by searching the Media Library for your clear title.
7. Check for alt text, if not added please do so.
8. If linking, set advisory title or long description urls.
9. If linking an image to a pdf, make sure it is accessible.
10. Adjust images by percentages for mobile responsivity.
11. Check accessibility by utilizing screen readers and webaim checkers.