



disabled and deaf people  
and the arts

10 ways to make your website  
more accessible

# 1. Your navigation

- Order
- Colours/symbols/ pictures
- Consistency
- Breadcrumbs

[www.shapeartists.org.uk/ArtistsResource/index.asp?PageID=72](http://www.shapeartists.org.uk/ArtistsResource/index.asp?PageID=72)



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## 2. Get the text right

- Use plain English
- Write scannable copy



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# 3. Alt tags



Image1



Children watching a performance of The Boy Who Grew Flowers at Sadler's Wells

Shape

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## 4. Provide more than one format

- Provide PDFs, BSL, audio, word documents and easy read documents

[www.shapearts.org.uk/link\\_up](http://www.shapearts.org.uk/link_up) [www.tate.org.uk/home/bsl.htm](http://www.tate.org.uk/home/bsl.htm)

- Provide captions, audio, BSL, or HTML for multimedia content on your site.
- It's cheaper and easier than you think!



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## 5. Have an accessibility page

- How have you made your website accessible? Who is the contact for feedback or enquiries? What standards do you comply with?

[www.blackpoolgrand.co.uk](http://www.blackpoolgrand.co.uk)

[www.tate.org.uk/modern/](http://www.tate.org.uk/modern/)



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## 6. Check your tags

- Does your site use XHTML? HTML? CSS?
- Make sure your designers use the correct tags ie [www.shapearts.org.uk](http://www.shapearts.org.uk)



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# 7. User acceptance testing

- Make sure that you have disabled and deaf people in your user groups
- Try to have a range of disabled and deaf people from a range of backgrounds



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## 8. Scalable Fonts

- Can you change the font size on your website using just your browser?

<http://www.hampsteadtheatre.com/content.asp?CategoryID=987>

[www.blackpoolgrand.co.uk](http://www.blackpoolgrand.co.uk)



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## 9. Sensible link phrases

- Don't use 'click here'
- Each link should make sense in its own right, similar to ALT tags



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# 10. Colour and Contrast

- Avoid pale and clashing colours
- Don't place text over images
- Make sure that text and graphics are understandable when viewed without colour.



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# Web examples

- National Archives (2007 MLA Jodi Winner)  
[www.learningcurve.gov.uk/prisoner4099/](http://www.learningcurve.gov.uk/prisoner4099/)
- My web, my way –  
[www.bbc.co.uk/accessibility](http://www.bbc.co.uk/accessibility)
- The Reading Mission – non-flash site  
[www.readingmission.org.uk/accessible](http://www.readingmission.org.uk/accessible)

# More info

- BBC's Access 2.0 blog [www.bbc.co.uk/blogs/access20](http://www.bbc.co.uk/blogs/access20)
- [www.useit.com](http://www.useit.com)
- BBC Ouch! [www.bbc.co.uk/ouch](http://www.bbc.co.uk/ouch)
- BBC Accessibility policy  
<http://www.bbc.co.uk/accessibility/bbc/standards.shtml>
- My email [taryn@shapearts.org.uk](mailto:taryn@shapearts.org.uk)



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