



Accessible Content Management with Adobe Experience Manager

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What is Accessibility?

- Accessibility involves two key issues:
 - How users with disabilities access electronic information
 - How content designers, developers, and authors produce content that functions with assistive devices used by individuals with disabilities.
 - Accessibility is not a feature, it's about procedures, processes, and techniques

The Importance of Best Practices

- Accessibility is NOT a Feature, it's a Result
 - There is NO Accessibility Button – Accessible Content Creation is a Process NOT a Feature
 - Achieving Accessibility Requires Human Testing in addition to Automated Checking
 - Checking Can Only Detect for the Presence or Lack of Required Items
 - Cannot Check if an Item is Correct or Appropriate

Challenges (Where you probably are right now)

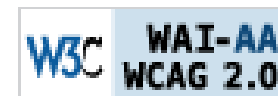
- You have a zillion web pages and/or documents
 - That aren't actually documents, but a bunch of fragments thrown together
 - That 10 or 100 or 1000 or 10000 people can edit
 - Of which you're one of 3 who know what they're doing
- You have a CMS
 - Which came with templates you threw away
 - Probably developed by a consulting firm
 - And you don't know what they did
- You have an accessibility problem
 - And somebody probably told your CIO their tool can solve it

Remediation Steps (What to do)

- Look at your top pages on your top sites
- Fix the most popular, most broken content
- Solve template problems first
- Minimize errors entering the system
- Train your users...just a little
- Establish standards for
 - Design
 - Scripting
- Give yourself some room
- Always focus on people

Web Content Accessibility Guidelines (WCAG) 2.0

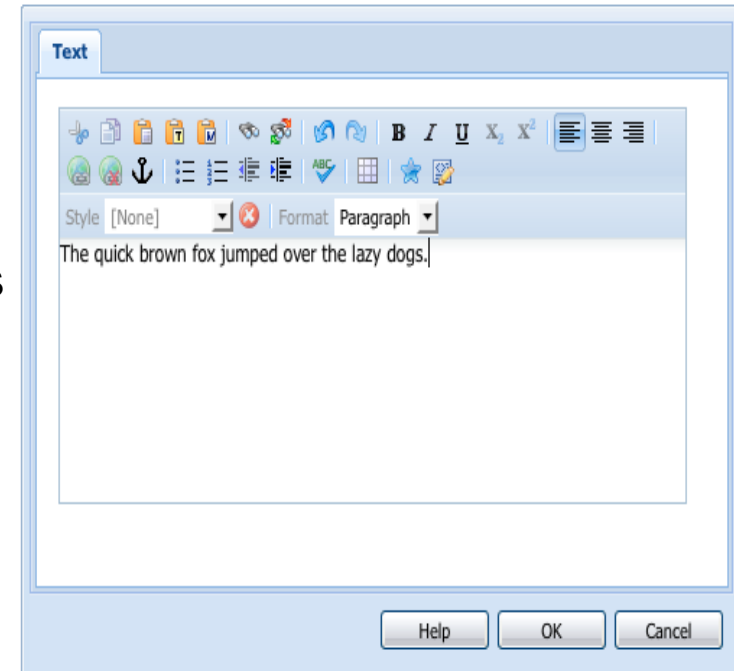
- A set of technology agnostic Accessibility guidelines developed by W3C
 - <http://www.w3.org/TR/WCAG/>
- Supported by non-normative documents
 - Understanding WCAG 2.0
 - <http://www.w3.org/TR/UNDERSTANDING-WCAG20/>
 - Techniques for WCAG 2.0
 - <http://www.w3.org/TR/WCAG20-TECHS/>
- 3 levels of conformance: Level A, Level AA & Level AAA
 - Level AA is realistic & widely used/accepted
 - WCAG2 being used as basis of legislation
 - Latest Section 508 updated draft in the US, Canada, Australia, EU, etc



- Producing Accessible Sites and Applications with AEM
- <http://dev.day.com/docs/en/cq/current/administering/supporting-accessibility.html>
- Guide explains how to meet WCAG 2.0 success Criteria using AEM.

Prerequisites: Administrators

- Rich Text Editor
 - Install & configure the paraformat plugin to enable formatting options.
 - H1 through H6, lists, paragraphs, etc
 - Also add any block level semantic elements that are not available by default.
 - Enables administrators to specify additional HTML tags/attributes that can be used by content authors

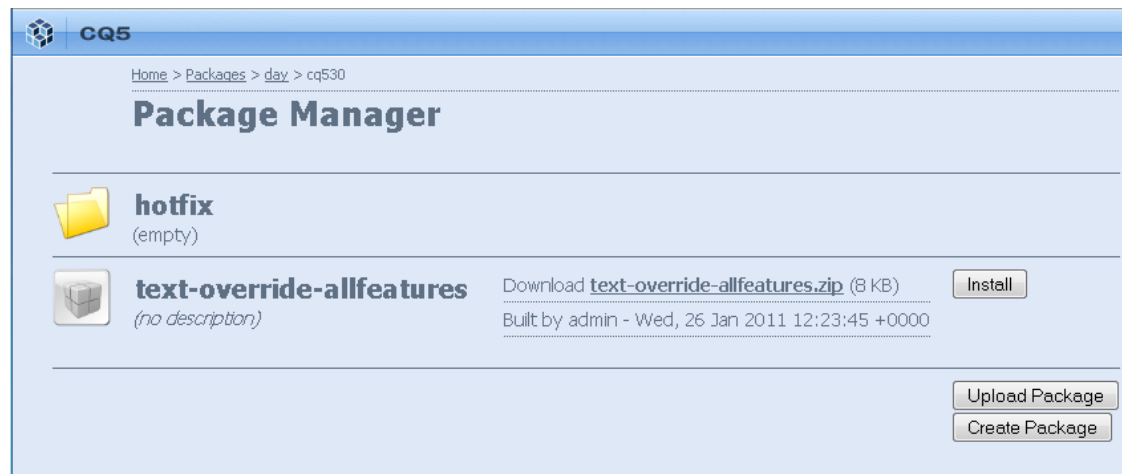


Prerequisites: Administrators

- Decide on the formats styles that content authors can use: paragraph, h1, h2, etc
- Then specify the paragraph formats available in drop-down list of RTE
- Formats can be added as nodes under the RTE Plugins/paraformat node

Prerequisites: Administrators

- Install the “Enable All RTE Features” Package
- Provides a default set of formats and styles that can be further configured
- Also adds a source edit mode for modifying resulting HTML
- Download the package from the support site:
http://dev.day.com/docs/en/cq/current/administering/package_manager.html#Package%20Share

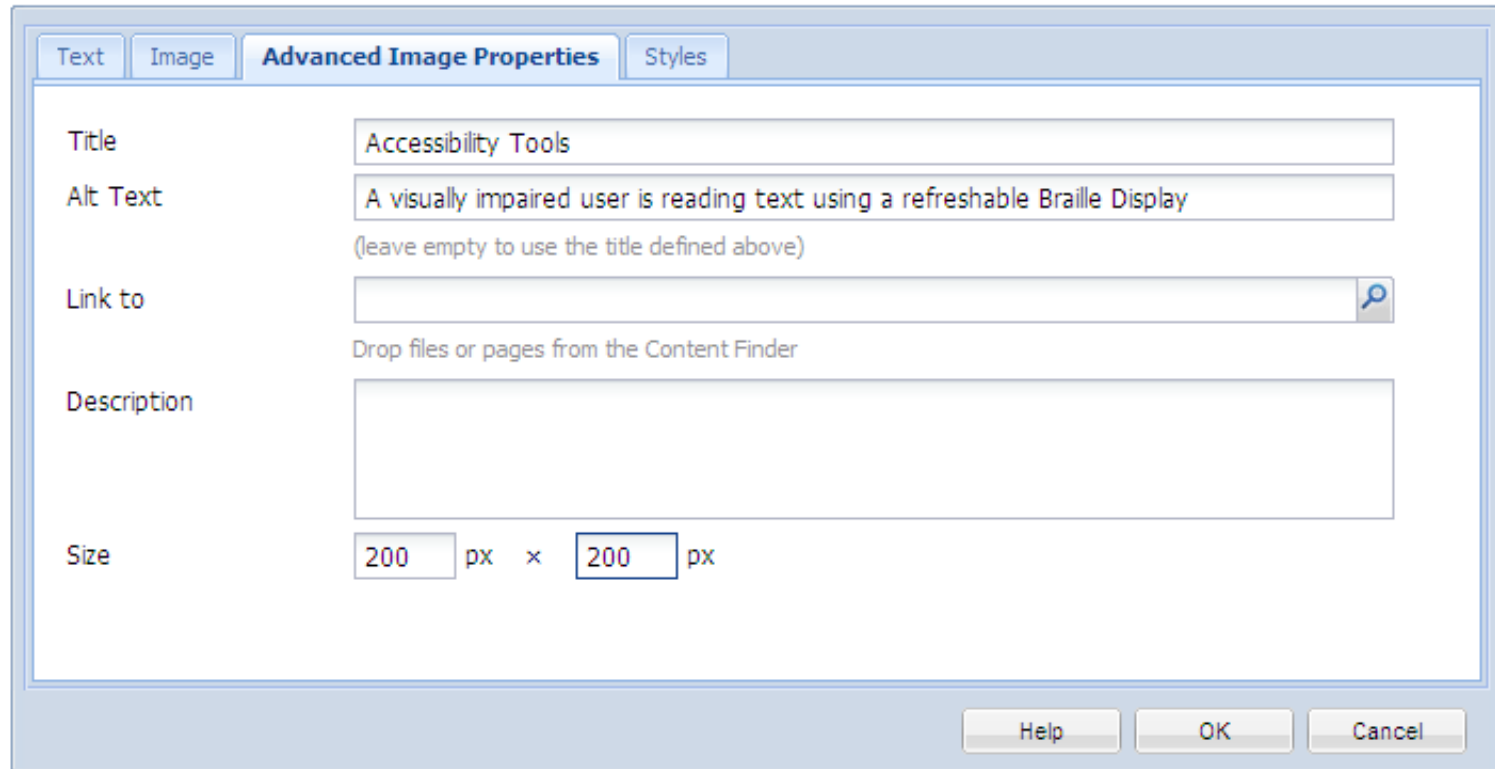


Providing Text Alternatives

- Provide meaningful alt text for static graphics & images used as interactive components
- Image component dialog box > Advanced image properties tab > alt text
- If the image is decorative, use a space character in the alt text field to inform screen readers to ignore the image
- For complex images such as pie charts:
 - Provide a short explanation in alt text
 - Provide more detailed information in description field

Providing Text Alternatives

- Advanced Image Properties dialog



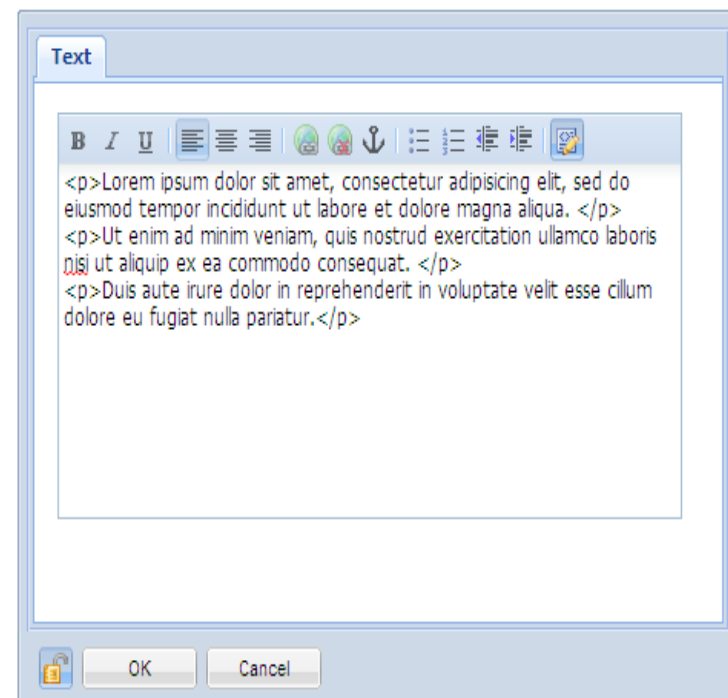
The screenshot shows the 'Advanced Image Properties' dialog box with the following fields and values:

- Title:** Accessibility Tools
- Alt Text:** A visually impaired user is reading text using a refreshable Braille Display
(leave empty to use the title defined above)
- Link to:** (empty field with a search icon)
- Description:** (empty text area)
- Size:** 200 px × 200 px

Buttons at the bottom: Help, OK, Cancel

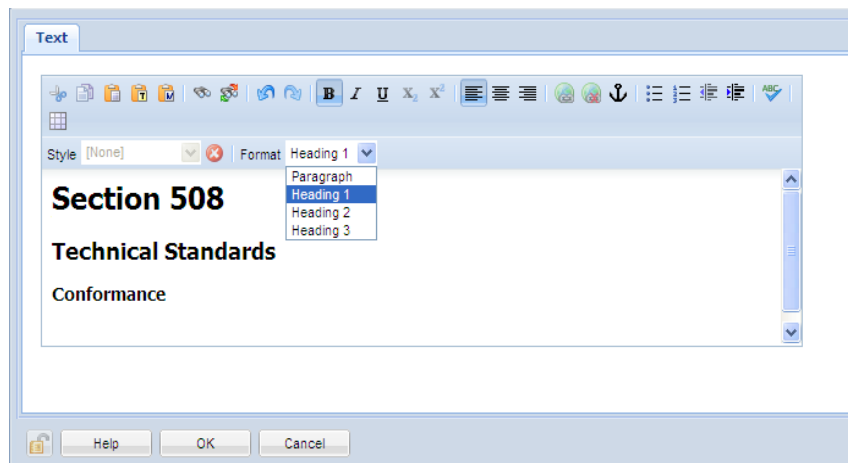
Appropriate Structural Elements

- Use appropriate structural element for your page content in the Rich TextEditor
- `<p>` for paragraphs, `` or `` for lists, etc
- `` or `` for bold and emphasised text
- Use format menu in RTE to pick correct structural element



Using Headings

- Create structure to your web pages by adding section headings
- If RTE Features Package is installed, H1, H2 & H3 are already available (Refer to Slide 20)
- Additional heading levels (H4 through H6 can be configured by administrators (Refer to Slide 20)
- Correctly nested headings help screen reader users navigate content easily
- Do not use headings to provide simple emphasis, use `` or ``



Using Lists

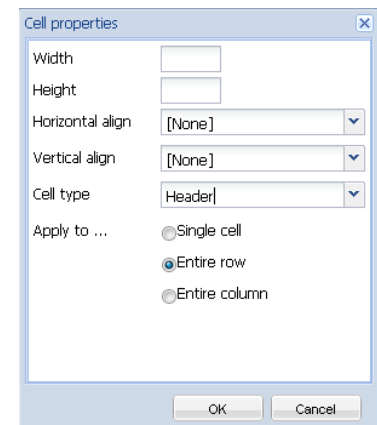
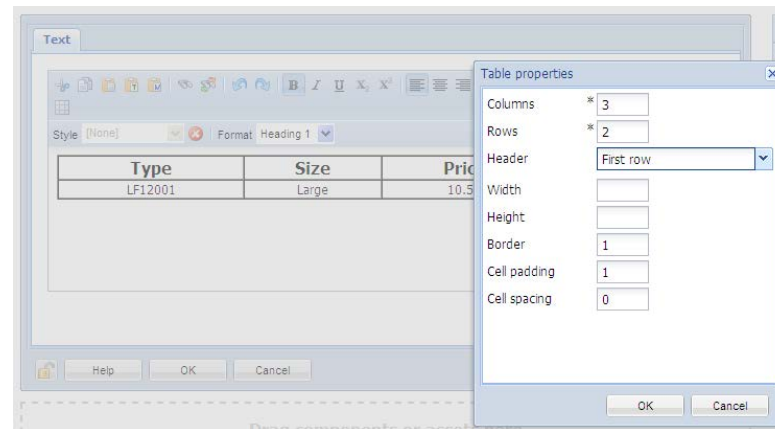
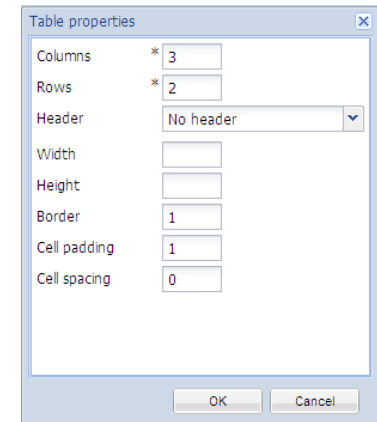
- All 3 HTML list types are supported:
- Ordered, unordered & definition lists
- Select the list type from the format menu
- Using lists correctly provides additional navigation capabilities for screen reader users

Using Tables

- Tables of data must be identified using HTML table elements:
 - One `<table>` element
 - A `<tr>` element for each row of the table
 - A `<th>` element for each row and column heading
 - A `<td>` element for every data cell
 - A `<caption>` element to display a visible caption for the table
 - A `<summary>` element to provide a synopsis of the table for non-sighted users
 - `<summary>` is not visually displayed
 - The `scope` attribute of `<th>` can be used to indicate that the cell is a header for a particular row or column
 - For complex tables, `header` and `id` attributes need to be used for explicit associations

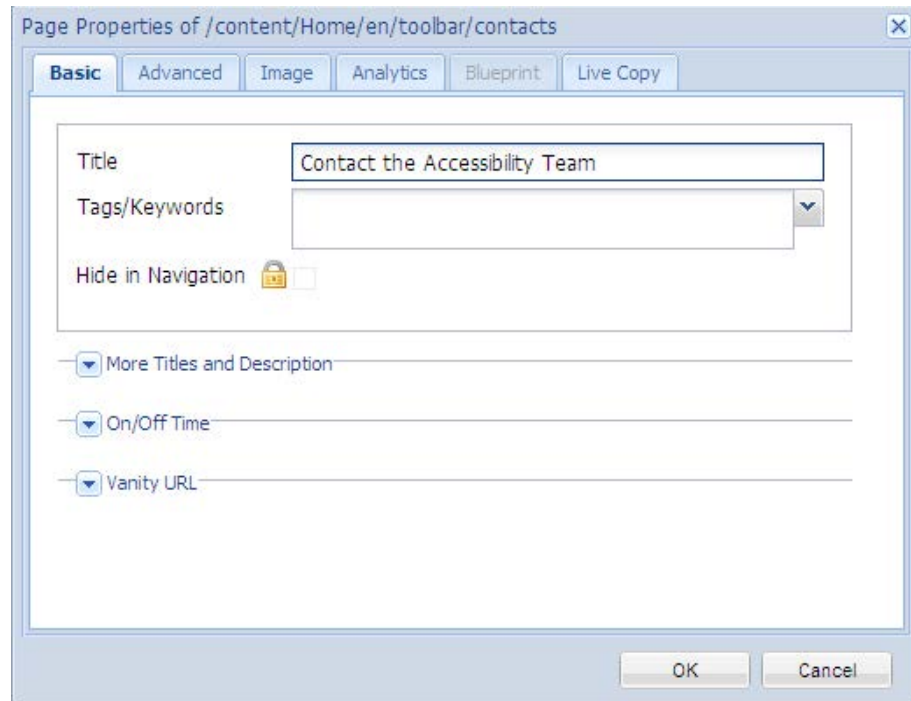
Using Tables (Continued)

- Insert table in the Rich Text Editor
- Select the type of headers:
 - Top for column headers, left for rows or both
- Create or edit header cells by opening context menu > cell properties dialog



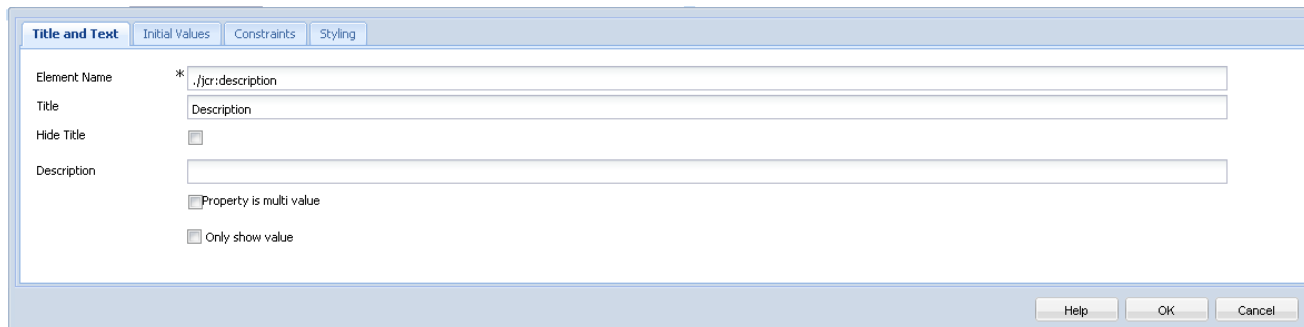
Page Titles

- Provide a meaningful page title for all HTML pages
- Specify the title when creating a new HTML page
- Edit the page title in the page properties dialog



Labels for Form Fields

- All form fields need to have meaningful labels
- To edit the default label “title” for a form component:
 - Open field properties for that component
 - Edit the label (Title) in the Title & Text tab
- Label (Title) can be hidden but only do this if absolutely necessary
- Most screen readers announce hidden labels
- For ImageButton components, modifying title modifies the alt text



Link Purpose and Context

- Bad example of link text:
 - click [here](#) for details of our evening classes for autumn 2010.
- Good example:
 - [Evening classes for autumn 2010](#) – details.
- Screen readers can display list of links in a page for users to navigate
- Title attribute may be used for providing extra instructions
- Use of title attribute is not recommended because:
 - Text in title attribute is only available to mouse users
 - Assistive Technology support is inconsistent – title attribute recognition may be turned off by default

- Adobe Accessibility Resource Center
adobe.com/accessibility
- Adobe Accessibility Blog
blogs.adobe.com/accessibility
- Producing Accessible Sites and Applications using AEM:
<http://dev.day.com/docs/en/cq/current/administering/supporting-accessibility.html>

Q&A



Adobe