

PDF Accessibility – Best Practices for Authoring

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Adobe Systems

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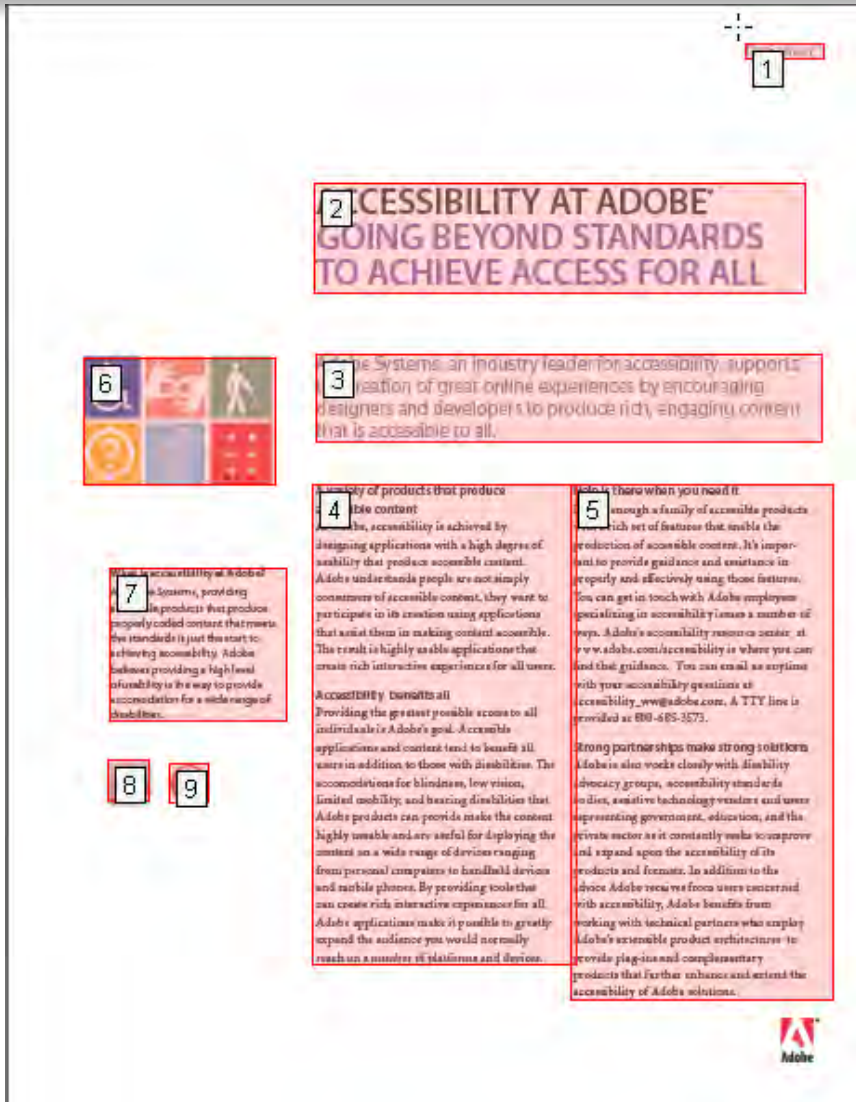
Friday, March 26, 2010



Agenda

- Accessible Features of the File Format
- Accessible Features of the File Format Viewer
 - Acrobat / Reader
- Accessible Authoring Workflow
 - Microsoft Word / OpenOffice Writer
 - Adobe InDesign
 - Adobe LiveCycle Designer
- Finishing Touches
 - Using Acrobat Professional
- Checking the Results

The File Format: Accessibility Requirements



■ Reading Order

- **Logical Reading Order and Tab Order** – Does it make sense when you listen to it?

■ Elements

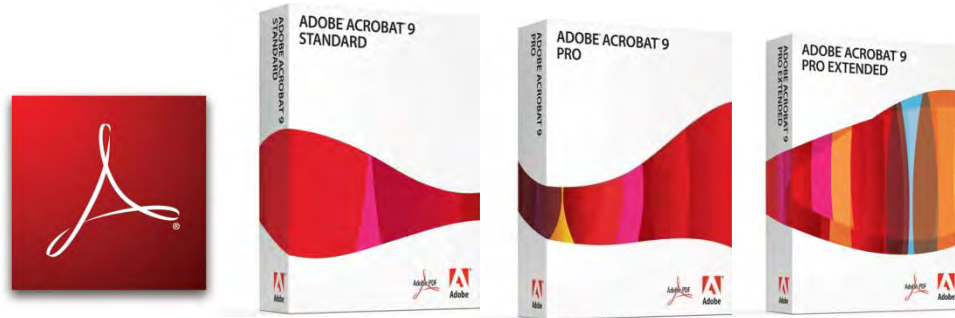
- **Expressed as Tags** - `<H1>`, `<H2>`, `<p>`, etc.

■ Attributes

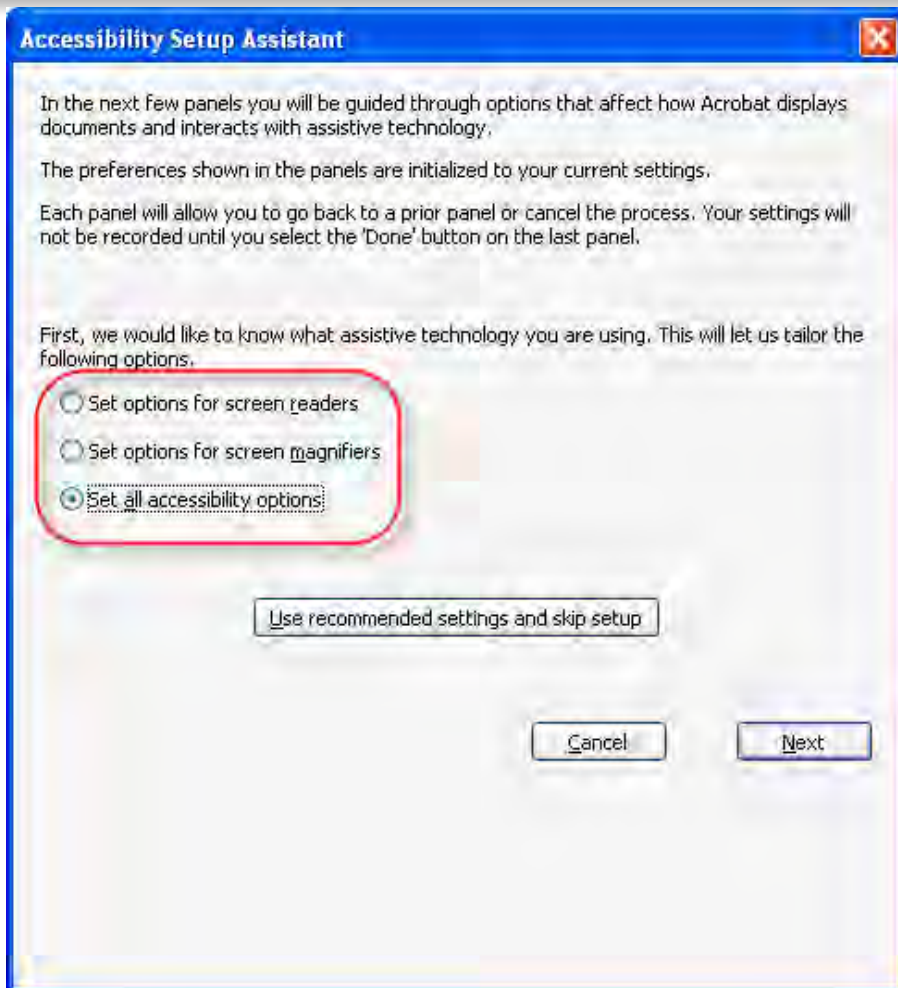
- **Alternate Text Descriptions for Non-Text Elements** – Descriptions for tags and form fields
- **Language IDs** – Specify the Document's primary language. Specify alternate languages used in the document

Viewer Features: Lowering Barriers to Accessibility

- Works in Conjunction with Conventional Assistive Technology
 - Screen Readers:
 - Windows: IBM Home Page Reader, JAWS, SuperNova (Reader / Magnifier), Window-Eyes
 - Linux: Orca
 - Mac OS: VoiceOver
 - Voice Recognition: Dragon NaturallySpeaking (Windows)
 - Screen Magnifiers: Lunar, ZoomText (Windows)
- Built-in Features in Adobe Reader 9 and all versions of Adobe Acrobat 9 Mean There is Accessibility without Additional Software
 - Incorporates Operating System Accessibility Features
 - Read Out Loud, Reflow, High Contrast View, Autoscroll, Accessibility Setup Assistant



Viewer Feature: Optimize Adobe Acrobat / Adobe Reader for Best Results



- Accessibility Setup Assistant Configures the User Agent for Optimal Performance with Assistive Technology

- Adobe Acrobat

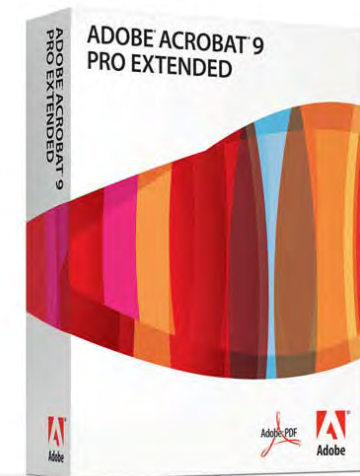
Advanced > Accessibility > Setup Assistant

- Adobe Reader

Help > Accessibility Setup Assistant

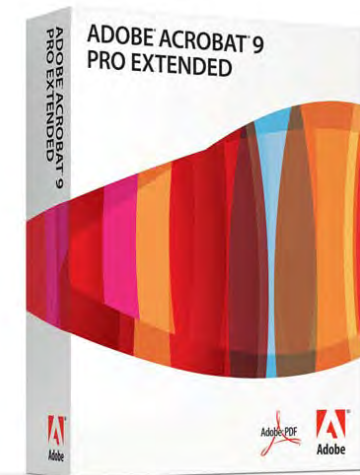
Adobe Acrobat Pro Versions Additional Accessibility Support

- Compatible with Conventional Assistive Technology
- Has Built in Accessibility Accommodations
 - Read Out Loud
 - High Contrast
 - Reflow
 - Autoscroll
 - Accessibility Setup Assistant

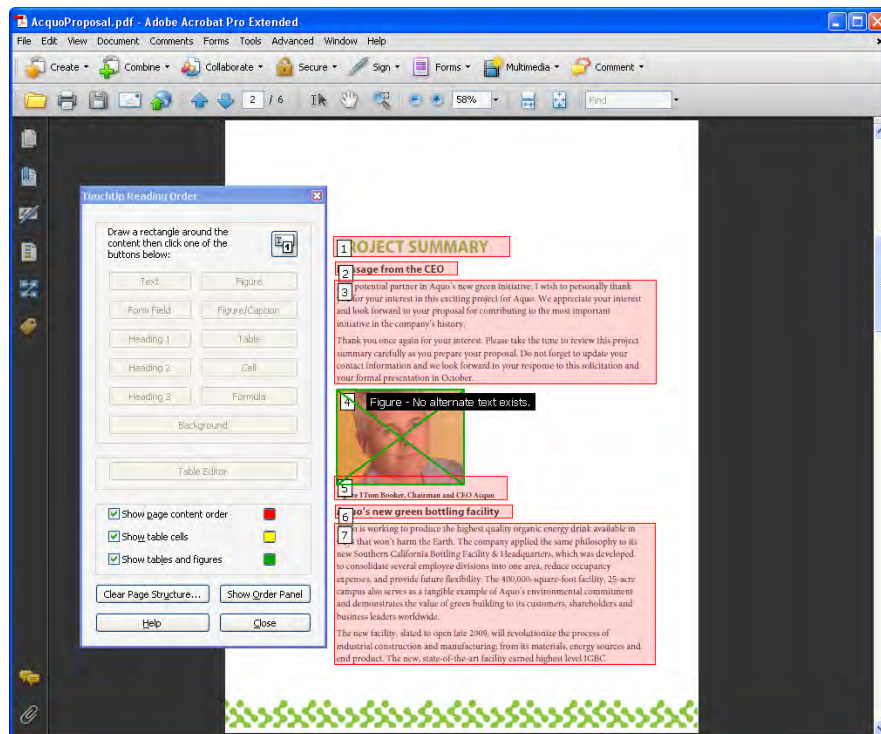


Adobe Acrobat Pro Versions Additional Accessibility Support

- Compatible with Conventional Assistive Technology
- Has Built in Accessibility Accommodations
 - Read Out Loud
 - High Contrast
 - Reflow
 - Autoscroll
 - Accessibility Setup Assistant
- Facilitates Accessible Authoring
 - OCR
 - Add Tags
 - Touch Up Read Order Tool
 - Accessibility Checker

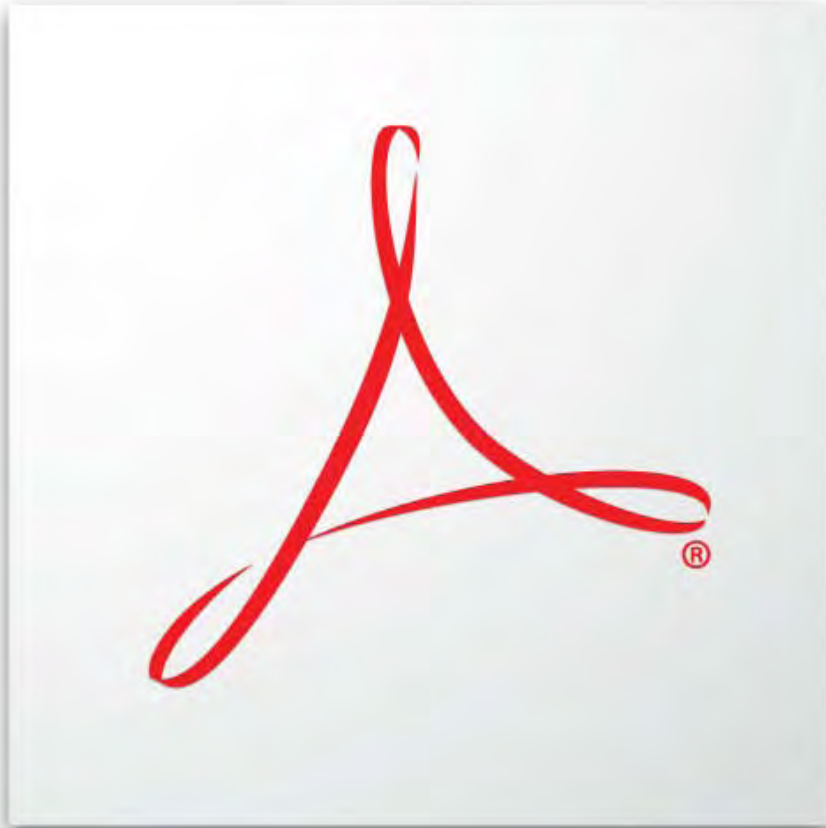


Product Feature: Acrobat TouchUp Read Order Tool



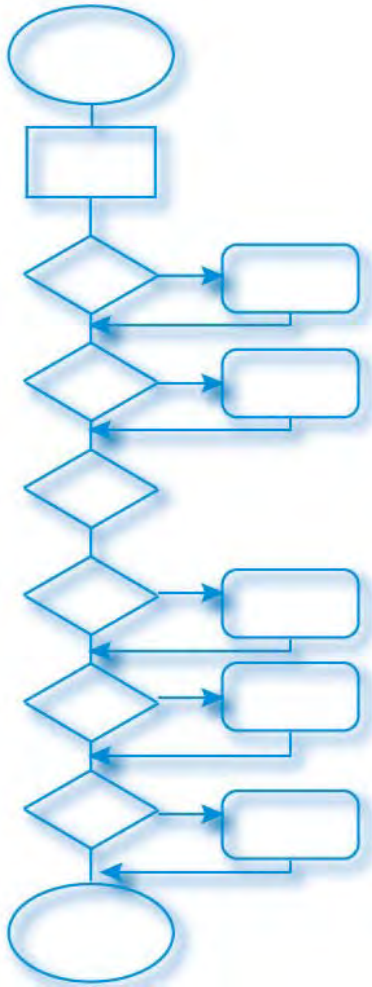
- TouchUp Reading Order Tool in Acrobat 9 Professional for PDF Accessibility Repair
 - Review and correct reading order
 - Review and correct basic tagging issues
 - Add Alternate Text to Figures
 - Add Short Descriptions to Form Fields
 - Tag simple tables quickly and easily
- Benefits
 - Quick and easy to detect tagging errors
 - Easy to fix most common errors

Accessible Authoring Workflow for PDF



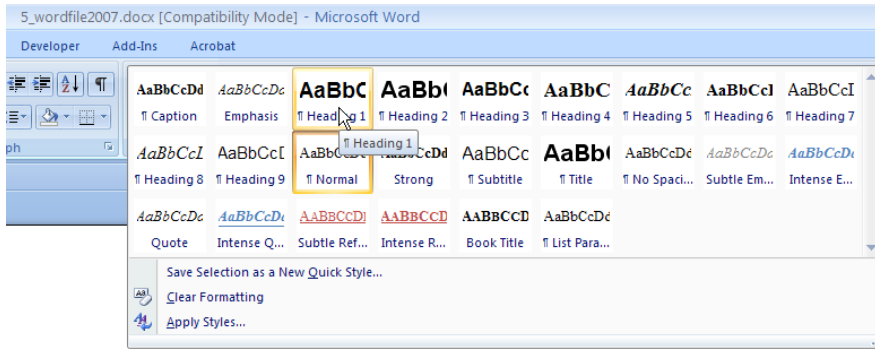
- **You are now ready to Create an ACCESSIBLE PDF File**
- Applications that Create Tagged PDF
 - PDF Maker (for Microsoft Office) – Windows Only
 - PDF Maker Plug-In for Internet Explorer
 - OpenOffice Writer
 - Adobe InDesign
 - Adobe FrameMaker
- PDF Forms
 - LiveCycle Designer (Application Distributed with Acrobat 9 Pro)
- Finishing Touches
 - Adobe Acrobat 9 Pro to Validate and Fix Problems

The PDF Accessible Authoring Workflow: Common Themes



- **Use Styles**
 - Not Character Formats
- **Establish the Read Order**
 - Way the Application Asks You To
- **Use Table Editing Tools**
 - Not Spacing
- **Add Alternative Descriptions Using the Tool if You Can**
 - Do it whenever you add a figure
- **Configure the Application**
 - Check the right options
- **Now that it's a PDF – Check the Results**
 - Adobe Acrobat Pro / Netcentric Commonlook

Use Styles



- Do Not Use Character Formats

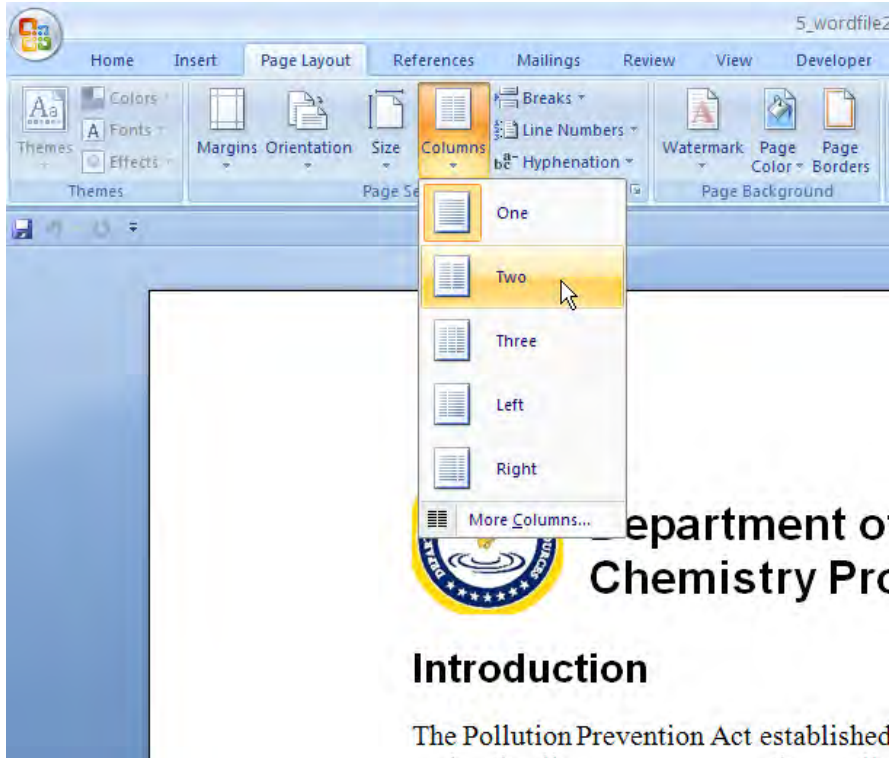
Content of Environmental Resources: Green Energy Program Fact Sheet

established a
reduce pollution at
the Pollution
1 opportunity to
programs and

consumer and industrial applications, green
chemistry is promoting pollution prevention
at the molecular level.

How Was the Green Chemistry Program Started?

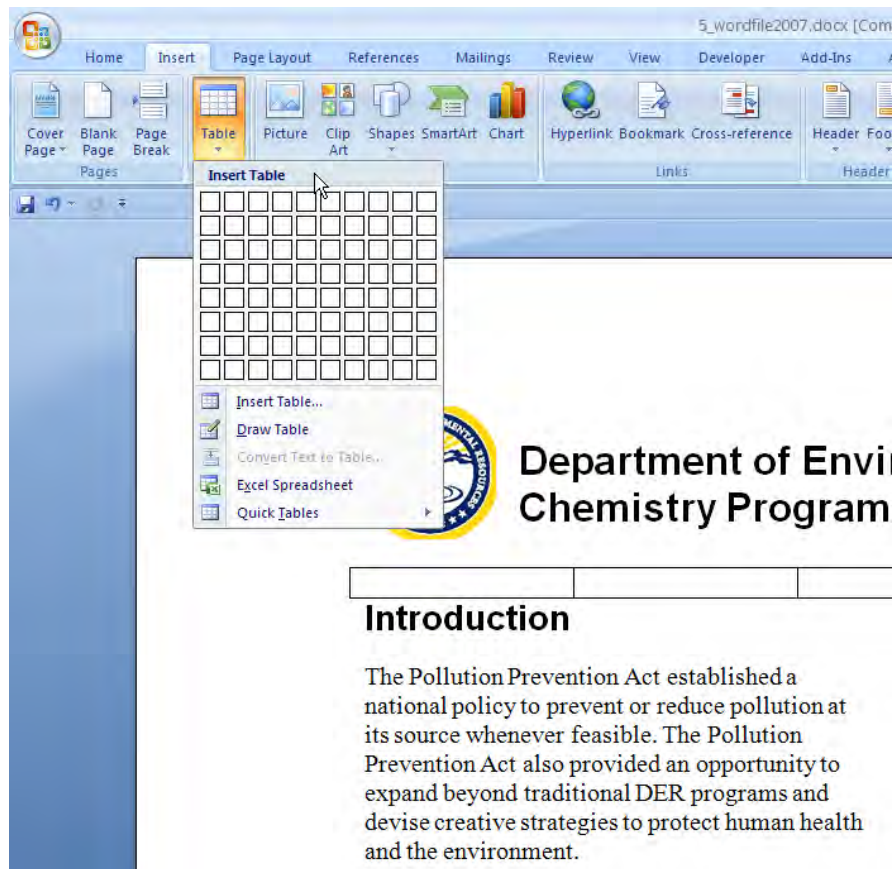
Establish the Read Order



- Columns NOT Tables

Use Table Editing Tools

- Create a Table don't Use Tabs



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Home Insert Page Layout References Mailings Review View Developer Add-Ins

Cover Page Blank Page Page Break Table Picture Clip Art Shapes SmartArt Chart Hyperlink Bookmark Cross-reference Header Footer

Pages Links Header

Insert Table

Insert Table...
Draw Table
Convert Text to Table...
Excel Spreadsheet
Quick Tables

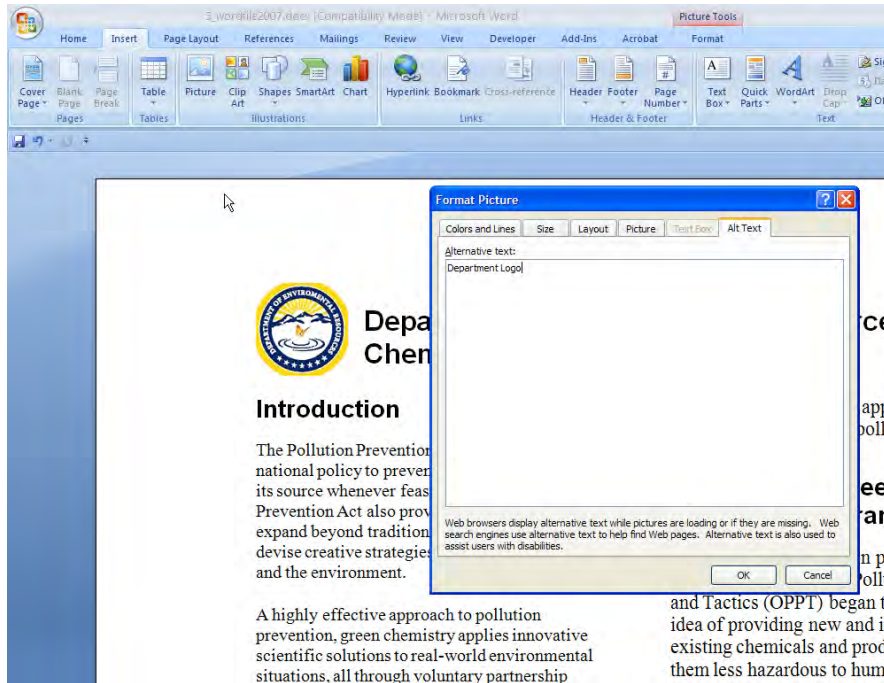
Department of Environmental Chemistry Program

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Introduction

The Pollution Prevention Act established a national policy to prevent or reduce pollution at its source whenever feasible. The Pollution Prevention Act also provided an opportunity to expand beyond traditional DER programs and devise creative strategies to protect human health and the environment.

Add Alternative Text Descriptions



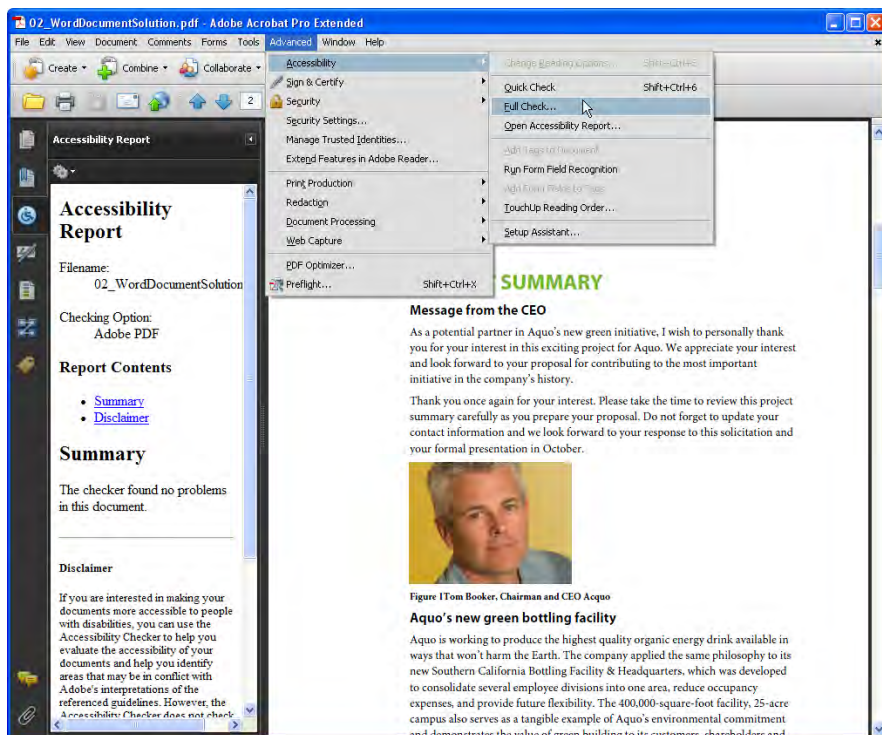
- People Often Forget this Step

Configure the Application



- Add Alternative Text to Graphics in the Word File
 - Select an image, use Format Picture dialog, add ALT text using the Web tab
- Do NOT Use Spaces, Tabs to create tables, use the Table Editor
- Do NOT Use Character formatting for Headings, Use Styles
- Set Your Preferences
 - From the Microsoft Word Menu:
Adobe PDF > Change Conversion Settings
 - ALT + B + S
 - Make sure "Enable Accessibility and Reflow with Tagged PDF" option is selected
- Convert with Adobe PDFMaker
 - From the Microsoft Word Menu:
Adobe PDF > Convert to Adobe PDF
 - ALT + B + C
 - Select the icon
- Check the Results in Adobe Acrobat 8
 - Advanced > Accessibility > Full Check
 - Alt + A + A + F
- Follow the Suggestions for Repair, Repeat Until No Errors Detected

Check the Newborn PDF - Make Sure You Have Not Missed Anything



- **Run the Accessibility Full Check**

- Menu:
Advanced > Accessibility > Full Check

- ALT + A + A + F

- **Make recommended and appropriate repairs –**

- Read the Report, Follow the Hyperlinks

- **Repeat this process until “No Problems Found”**

Loose Ends (Some Common Errors That Crop Up)



- Check the Language Attribute in Acrobat
 - File > Properties (Ctrl D)
 - Choose the Advanced Tab, Select the Appropriate Language
- Use Tags Panel to Provide Table Headers <TH> in First Table Row
- In LiveCycle Designer, First Page Subform Needs to Have a Language Set
- Fix Tab Order Does Not Correspond with Read Order Error
 - Display the Pages Panel: View > Navigation Panel > Pages
 - Select a Page and then Select All (Ctrl + A)
 - Select Page Properties and Check “Use Document Structure”

A Caution Regarding Automated Checking



- There is NO Accessibility Button
- Tell Your Customers 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
- Accessibility is a New Item for the Production Workflow – Like Authoring, Layout, Proofreading, etc.
- Note Also, Publishers Will Need to Employ a Variety of Techniques and Methods

- Adobe's Accessibility Website:
Your Resource for
Accessibility Information for Adobe Products
 - www.adobe.com/accessibility
- Adobe's Acrobat Accessibility Guides
 - <http://www.adobe.com/accessibility/products/acrobat/training.html>
- Adobe's Voluntary Product
Accessibility Templates (VPATs)
 - <http://www.adobe.com/resources/accessibility/tools/vpat/>

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