MS Word
Heading Levels & Alt. Text

Tech Tuesday Series

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Learning Objectives

1. Learn what heading levels and alt. text are and their importance to accessibility.

2. Learn best practices for working with heading levels and alt. text.

3. Learn to use the navigation pane to organize heading levels.

Universal Design is about making user content flexible enough to be used by people with a wide range of abilities. This includes people with chronic disabilities and those who have temporary disabilities.

Accessible content can make the difference between someone's ability to access needed material and having a barrier to that access.

Today's Session

We will focus on heading styles and alt. text in Microsoft Word. Knowing how to use these features effectively can help you become more efficient in creating documents and build in accessibility for users of assistive technology.

Headings with *Style*

A document's heading structure is arguably the most important element of a document to a person using a screen reader.

Beyond being a visual cue to sighted readers, proper heading structures allow users of screen readers to navigate a document comparable to sighted users.

Exercise A

Headings with *Style (part 1)*

Heading Styles Provide:

- Ease of navigation by readers using screen readers or other assistive technology.

- An easy way to consistently format documents.

- Allows users of assistive technology to focus on relevant content.

Headings with *Style (part 2)*

DO's

- Use the prescribed heading levels in MS Word

- Create your own additional styles

- Customize current styles as needed

Don't

- Use visual manual formatting to mimic heading levels

- Skip heading levels in the hierarchy (e.g., using Heading 4 directly below a Heading 2.)

Headings with *Style (part 3)*

- **This section is styled heading level 1**

  - This sub-section of 1 is styled heading level 2

  - This sub-section of 1 is styled heading level 2

    - This sub-section of 2 is styled heading level 3

Demonstration 1

Headings In Action!

Working with Alt Text

Adding alt text to images, tables and graphs is essential to making that content accessible to users of screen or text readers.

Alt Text
Best Practices

Alt. Text Should Be:

- Succinct- Keep extra descriptive content to a minimum.

- Not Redundant- If the complete description is in a caption or the body of the text, do not add alt. text. (Identify it as decorative)

- Equivalent to the image- The description should convey the same intended meaning as the graphic.

- Free of descriptive text, e.g., "graphic of."

Adding Alt Text to Your Document

Alt. text can be added to your document in a few different ways:

- Use the description box in the alt. text dialog. *Using the title field is not necessary, but I recommend it.*

- Provide the description in the surrounding text.

- Link to another part of the document where when more descriptive information is required.

Alt text In Action!

Resources

- Webaim.org
- Lynda.com (Search: Word 2013 Styles In-Depth)
- Customize or create new styles in Word

Thank You!

Q&A

Upcoming Tech Tuesday Sessions:

- April 24th – Importance of Proper Scanning
- May 8th – Video Captioning Using YouTube

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