

Accessibility

without compromising
creativity

“Websites are boring
now because of
accessibility.”

ACTUAL QUOTE FROM AN ACTUAL PERSON

Introduction

“You can’t put limits on
my creativity, man.”

A PERSON OBJECTING, PROBABLY

Let's lay it all out
on the table.

What's the point?

Some facts

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An estimated 1.3 billion people – about 16% of the global population – currently experience significant disability.

<https://www.who.int/health-topics/disability>

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Add in the number of people who would benefit from accessibility.

<https://www.forbes.com/sites/guilexou/2020/08/23/covid-reminds-us-that-web-accessibility-helps-all-users-not-just-the-disabled>

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And that number will only get bigger. By 2030, all baby boomers will be older than age 65.

<https://www.census.gov/newsroom/press-releases/2018/cb18-41-population-projections.html>

\$

Oh. And disabled people have money, too.

<https://share.america.gov/disability-pride-month-celebrates-americans-with-disabilities-act-anniversary/>

<https://it.usembassy.gov/disability-pride-month-celebrates-americans-with-disabilities-act-anniversary/>

IN 2023,

96.3%

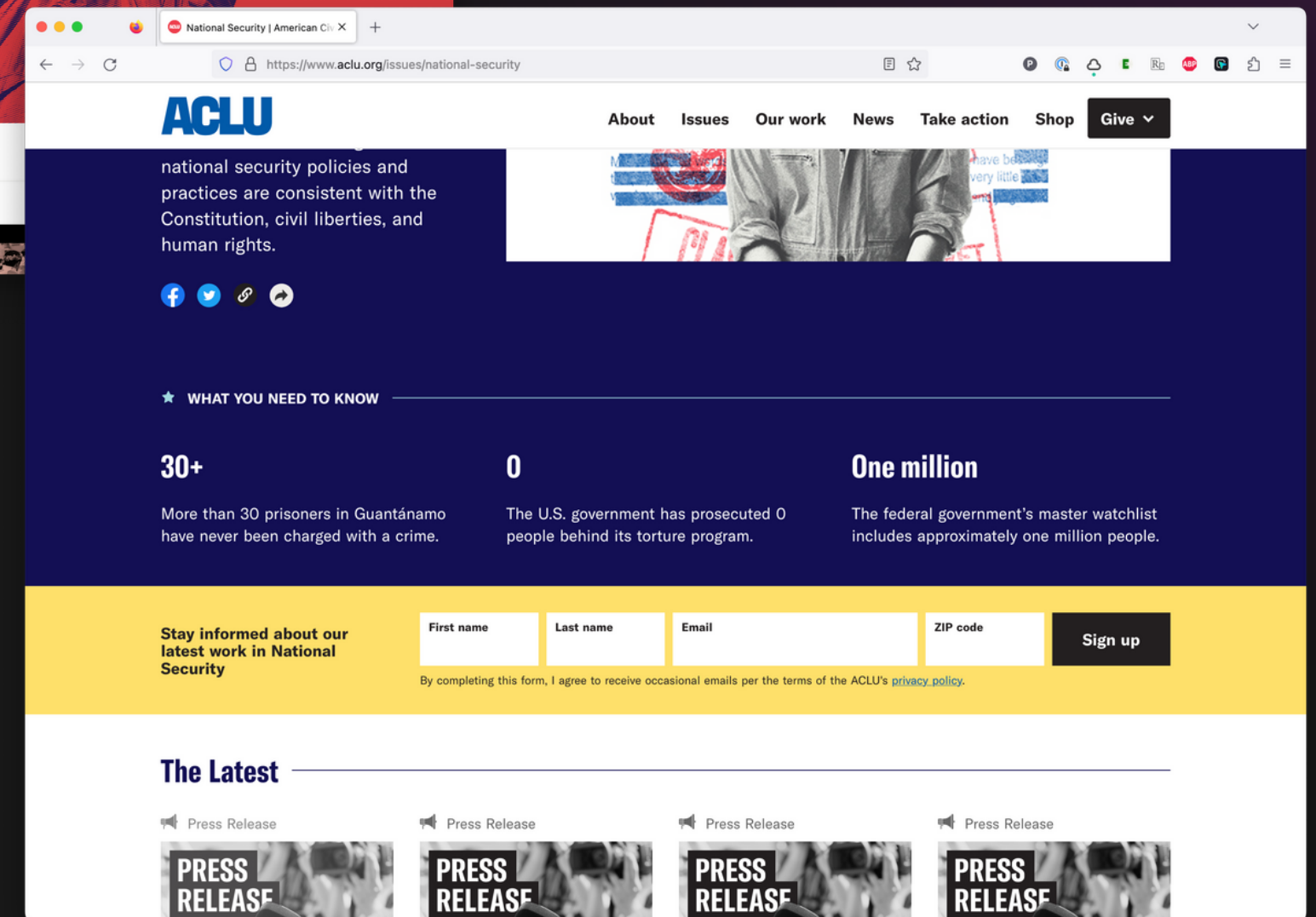
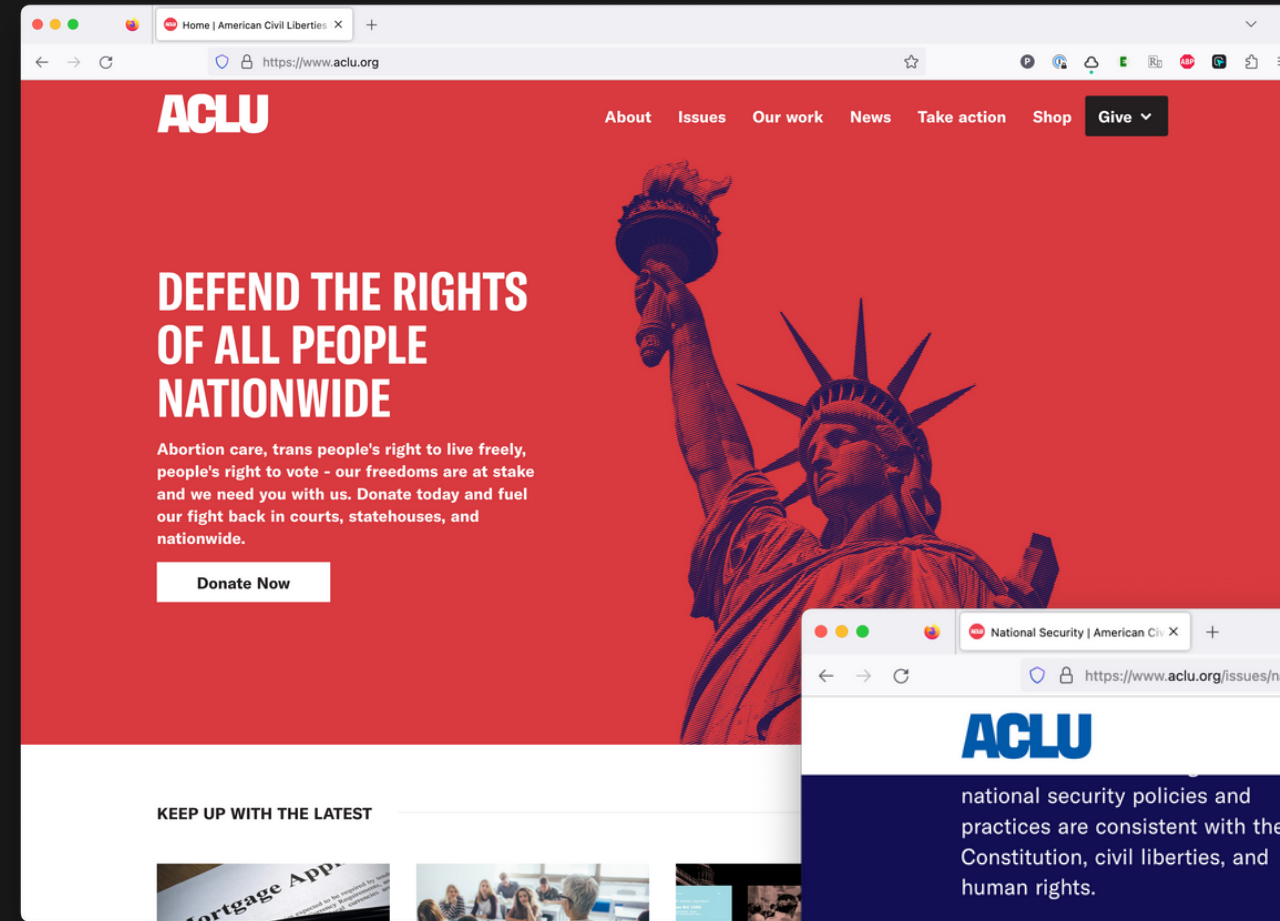
of home pages had detected
WCAG 2 failures.

Over the last 4 years, the pages with
detectable WCAG failures has decreased by
only 1.5% from 97.8%.

Some Examples

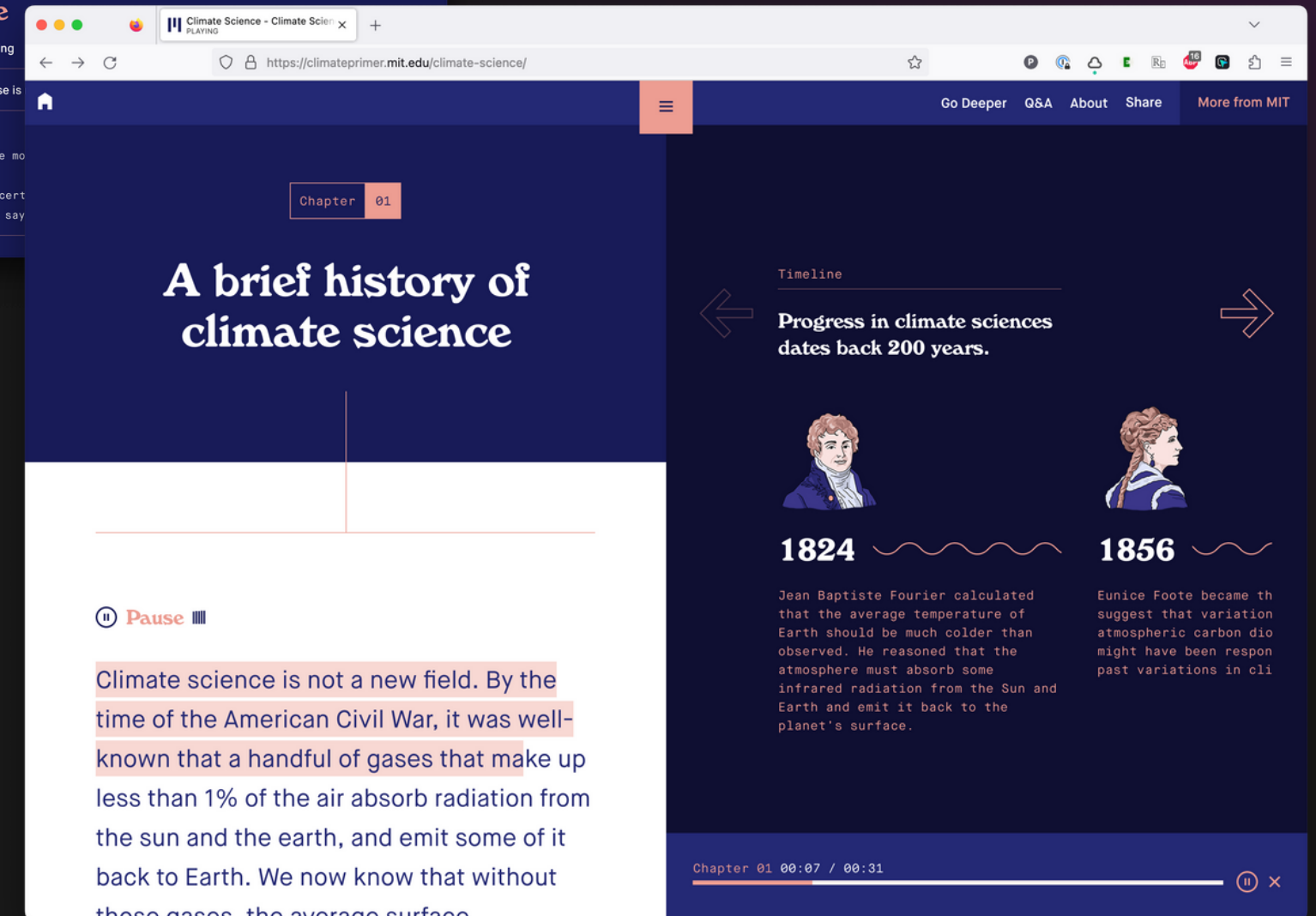
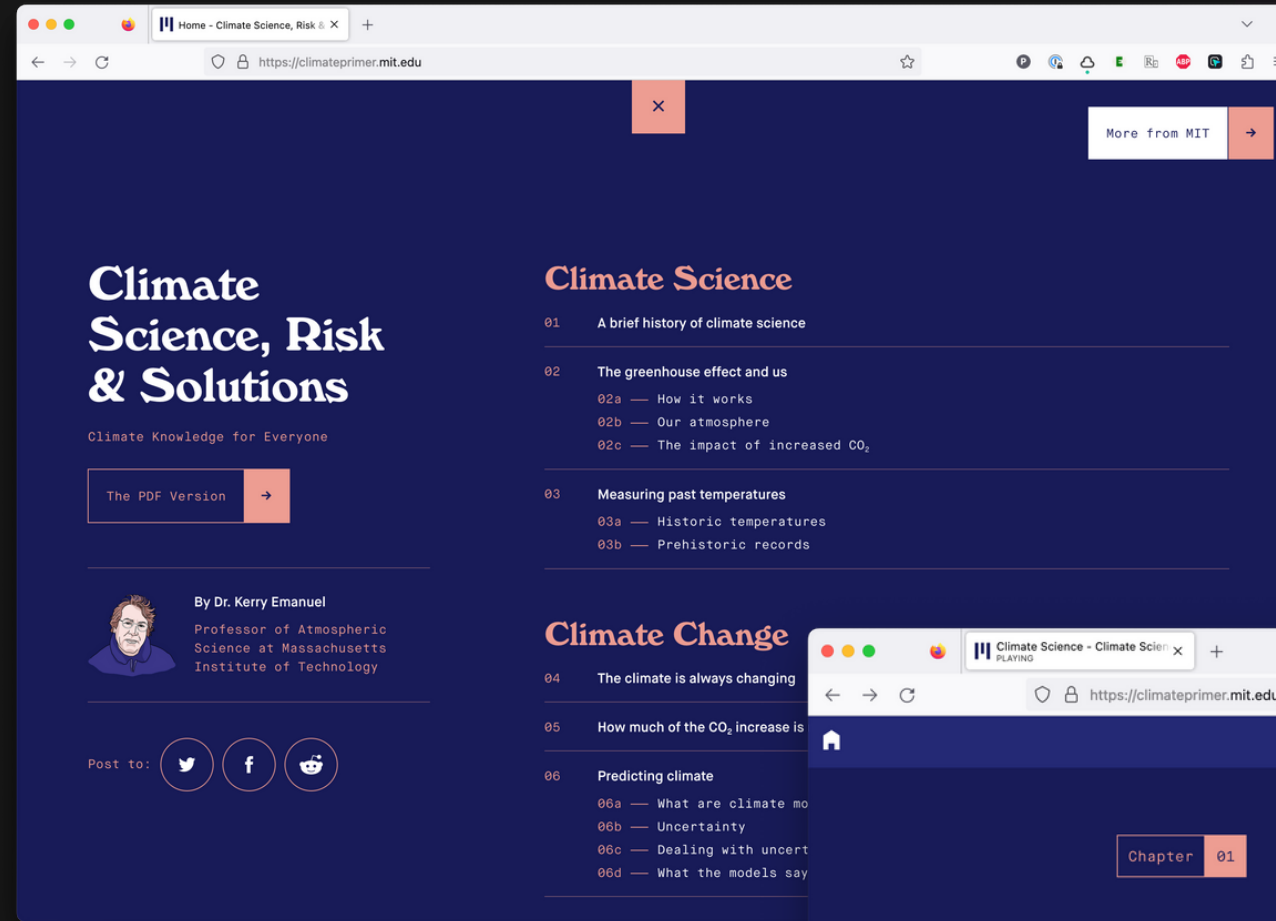
<https://www.aclu.org/>

- impactful, dynamic colors with properly contrasting text
- varied section layouts
- has focus states
- navigation is keyboard accessible with proper markup
- group of buttons coded as list



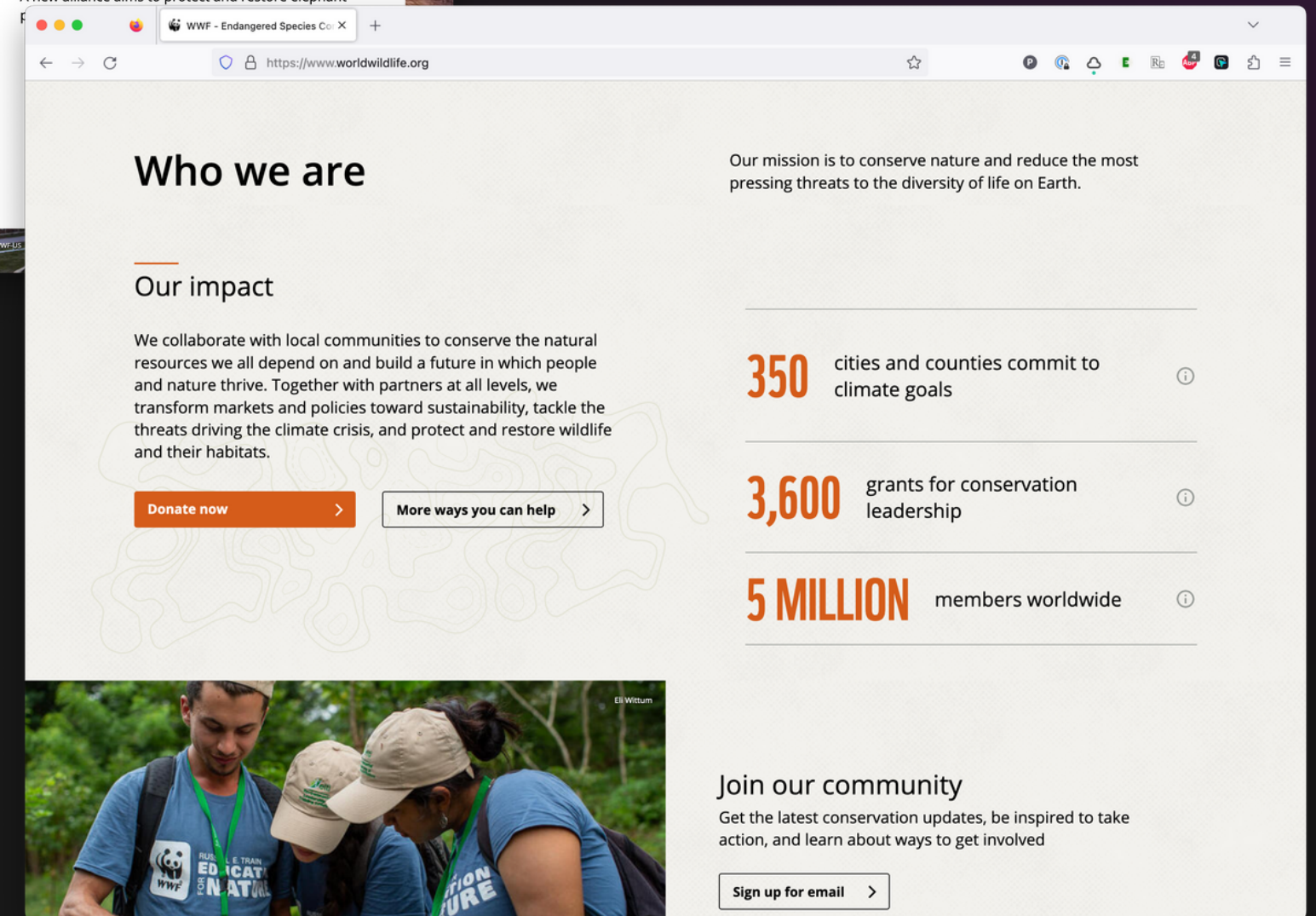
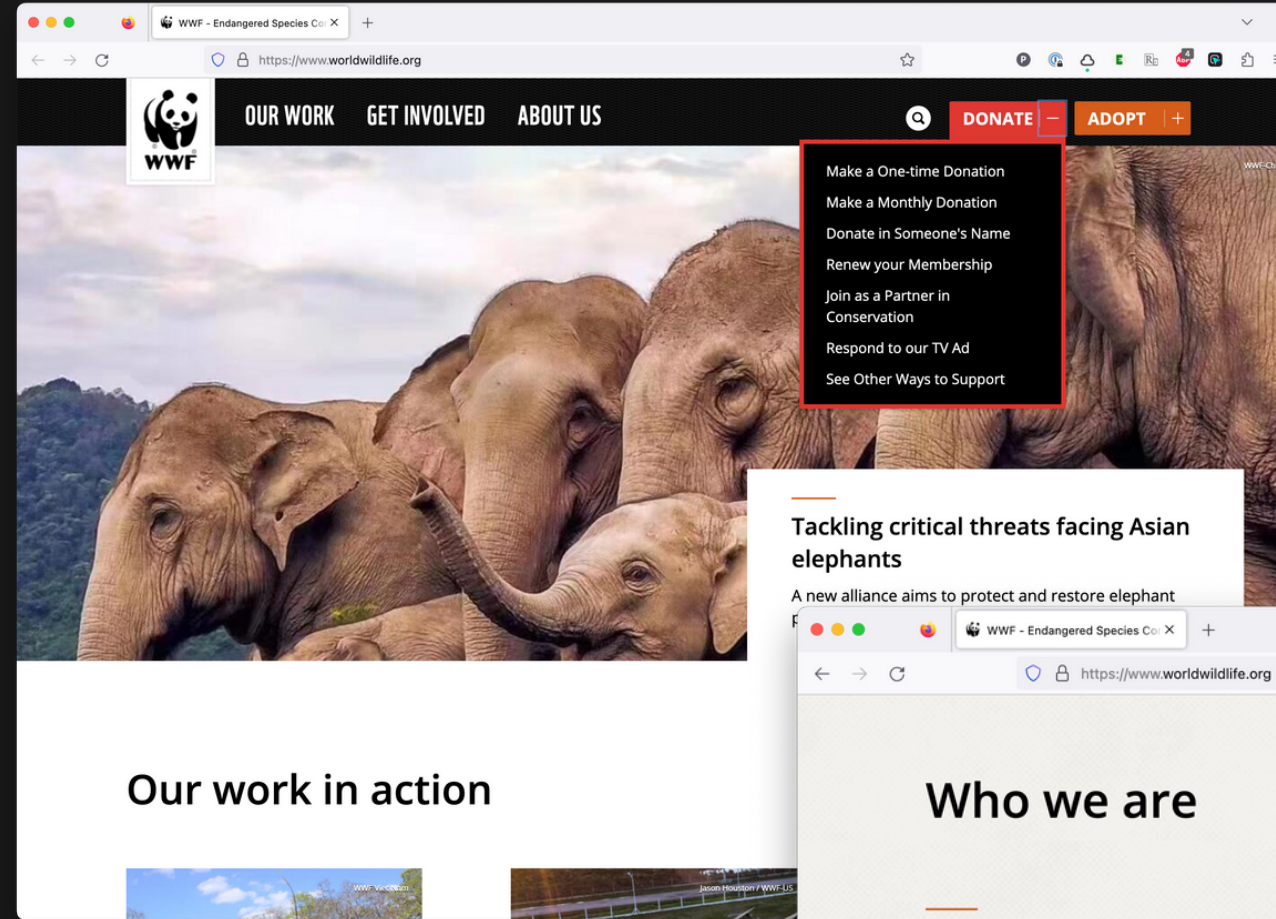
<https://climateprimer.mit.edu/>

- interactive full screen
- accessible popup menu
- great use of color
- has focus states
- keyboard accessible audio player that indicates where in the text is being read
- well organized internal pages with lots of text and data and multiple ways to consume the content



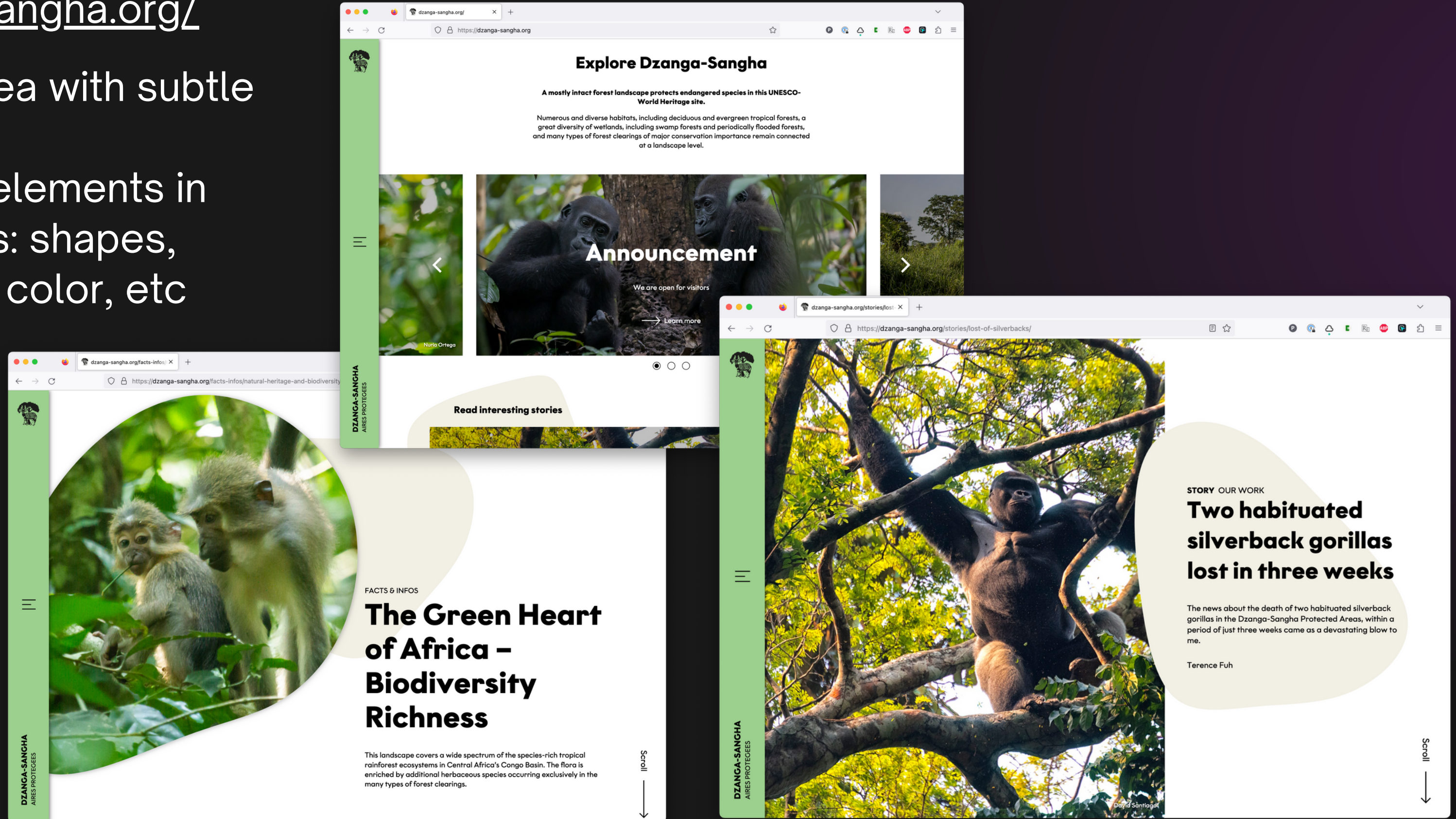
<https://www.worldwildlife.org/>

- really great example of expanding navigation items
- informational tabs that are unique (markup not quite screen reader accessible but has potential)
- great use of colors, icons, images, and varied layouts
- a lot of opportunity here to bring the inner pages in line with the home page



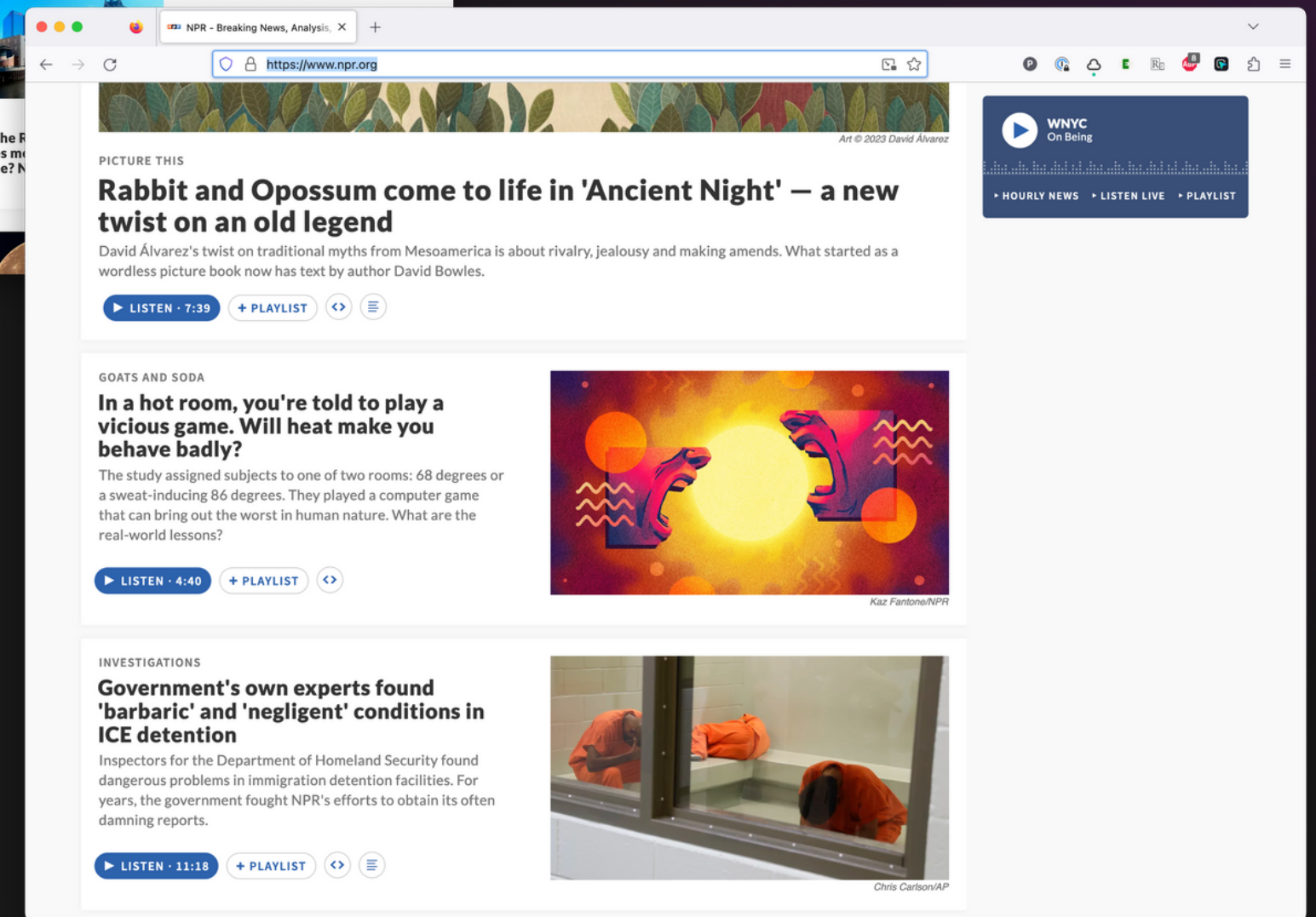
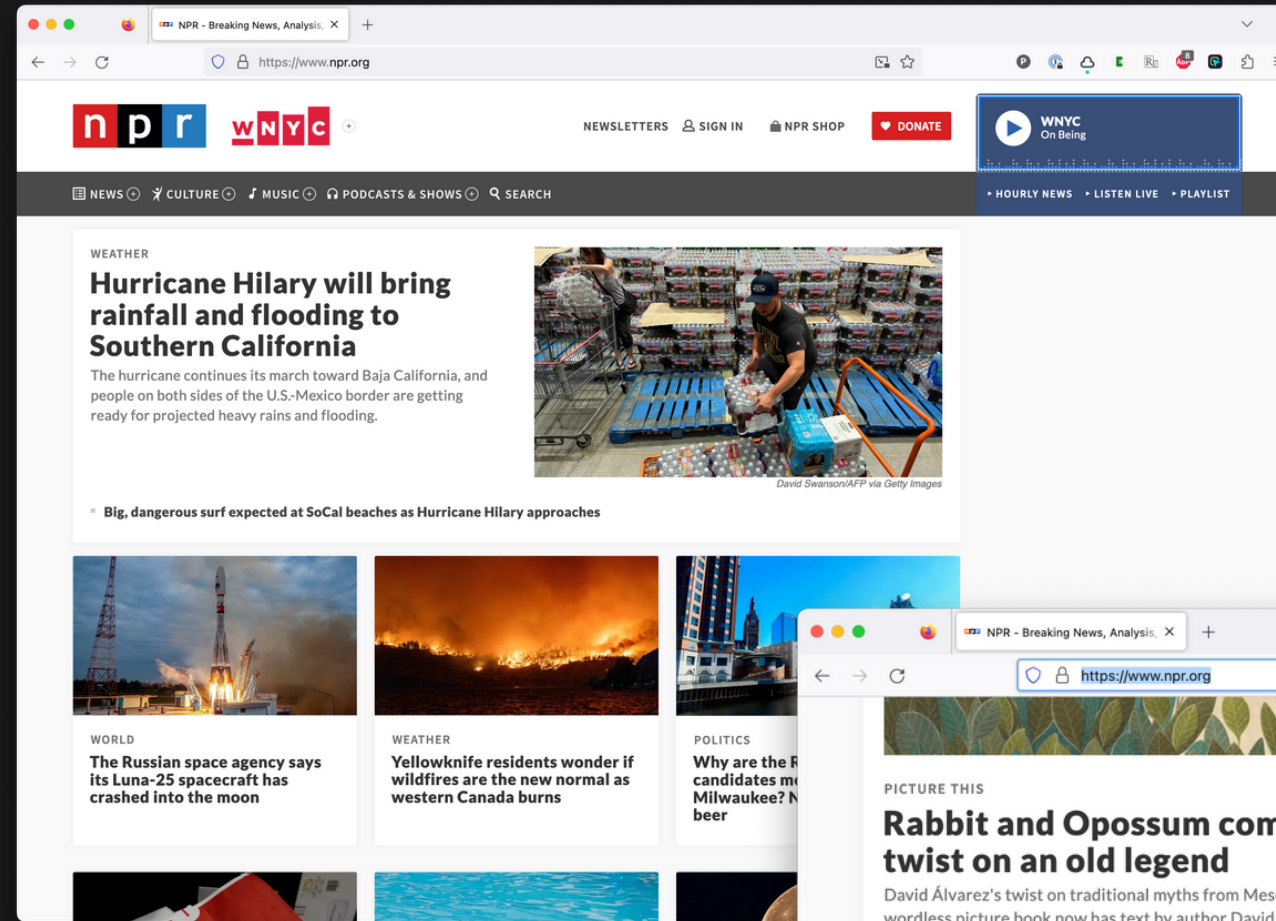
<https://dzanga-sangha.org/>

- nice hero area with subtle scroll effect
- uses brand elements in various ways: shapes, illustrations, color, etc



<https://npr.org/>

- respects ad blockers without extra message
- link for audio player
- keyboard shortcuts
- additional navigation icons appear when tabbing
- thoughtful use of color, buttons, and icons
- they have a text-only version of their site



Where do we go from here?

- <https://theadminbar.com/accessibility-weekly/>
- <https://equalizedigital.com/tag/wordpress-accessibility-meetup/>

Thank you!



<https://overnightwebsite.com/links/>