

Do		Don't	
Use a combination of colour, shapes, and text to convey meaning	Start	Use colour alone to convey meaning	•••
Align all text left and use 1.5 line spacing		Justify text or align to centre or right	=
Use headings in sentence case, sub-headings, and bullets to break up information		Make complex or cluttered layouts and menus	
Use heading styles in online text boxes and Microsoft Word documents	<h1> AaBbCc</h1>	Rely on text size and layout for structure	20pt, bold Header
Add alternative (alt) text to images and transcripts for videos	<alt></alt>	Provide rich media content without a text alternative	
Use good colour contrasts and a readable font	Aa	Underline words, use italics, or write in capitals	DON'T DO THIS
Use a textbox to increase contrast between images and text	clear	Use text over images or patterned backgrounds	L plear
Write descriptive and meaningful headings and hyperlinks	Contact us	Write uninformative links and headings	Click here
Add captions to audio and video content	Captions are important	Automatically play audio and video content	

Remember...

In depth guidance, tips, and further support relating to the design of digitally accessible material can be found at www.ucl.ac.uk/digital-accessibility or email digital-accessibility@ucl.ac.uk

'Digital accessibility guidance' by UCL Digital Education is adapted from the Government Digital Service's 'Dos and don'ts, designing for accessibility' posters, 'Designing for diverse learners' developed by Lee Fallin and Sue Watling at the University of Hull, and 'Digital Accessibility Checklist' from York St John University.

