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| **Do…** |  | **Don’t…** |  |
| --- | --- | --- | --- |
| Use a combination of colour, shapes, and text to convey meaning | Rectangular start button in green with white text | Use colour alone to convey meaning | Red, yellow, and green circles to denote colour coding |
| Align all text left and use 1.5 line spacing | Lines denoting left aligned and 1.5 spaced text | Justify text or align to centre or right | Lines denoting centre or right aligned text |
| Use headings in sentence case, sub-headings, and bullets to break up information | Lines and boxes denoting a clear and ordered onscreen layout | Make complex or cluttered layouts and menus | Lines and boxes denoting a complex or cluttered onscreen layout |
| Use heading styles in online text boxes and Microsoft Word documents | **<h1>****AaBbCc** | Rely on text size and layout for structure | Text showing a font size and header to poorly form layout |
| Add alternative (alt) text to images and transcripts for videos | **<alt>** | Provide rich media content without a text alternative | Red circle with play button to signify video content |
| Use good colour contrasts and a readable font | Yellow circle with black text to demonstrate good colour contrast | Underline words, use italics, or write in capitals | ***DON’T DO THIS*** |
| Use a textbox to increase contrast between images and text | Image with contrasted and overlayed text box to improve clarity | Use text over images or patterned backgrounds | Image with poorly contrasted text to illustrate lack of clarity |
| Write descriptive and meaningful headings and hyperlinks | Contact us | Write uninformative links and headings | Click here |
| Add captions to audio and video content | Illustration of video player with captions switched on | Automatically play audio and video content | Illustration of video player without captions switched on and no ability to pause |

# Remember…

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| 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**](https://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.