

# What Makes Something Accessible?



**The fact is, not all of your potential viewership will find your designed content accessible.** In 2018, the American Foundation for the Blind reported that an estimated 32.3 million, or 13% of adult Americans either struggle with vision or are unable to see at all.

In 2022, we are fortunate to be part of an ongoing effort to create accessible content for all audiences. Companies and designers alike are responding to these statistics. A 2021 survey by Forrester reports that 84% of companies are actively increasing their efforts to be more digitally accessible.

In the design world, we're seeing a rising trend toward accessible style choices. High contrast color combinations, large, clear fonts, and an overall clean simplification are a few examples of accessible design evolution.

## LET'S EXPLORE ACCESSIBLE PRACTICES



Structure content in a linear way that makes logical sense for users. Web users look for relevant information, so break up content with lists, subheadings, and multimedia elements.



When adding images, infographics, and other visual elements, provide alternative text or 'alt-text'. For audio content, provide closed captioning. Users who are deaf and hard of hearing will have difficulty understanding content without this.



Although figurative language can make your content more exciting and it may be appropriate in certain contexts, literal language is more appropriate for accessible content. Idioms, metaphors, and other figurative expressions can create confusion for some readers.