Electronic Content Accessibility Rubric

*Note: The following rubric guides the creation of “inclusive” documents that are broadly usable. Additional steps may be required, however, to make documents fully “accessible.”

<table>
<thead>
<tr>
<th>Content Type</th>
<th>Advanced</th>
<th>Proficient</th>
<th>Developing</th>
<th>Emerging</th>
<th>Inaccessible Document</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Microsoft Word</strong></td>
<td></td>
<td>Advanced +</td>
<td>Developing +</td>
<td>Emerging +</td>
<td>• No structure</td>
</tr>
<tr>
<td>(or similar)</td>
<td></td>
<td>• Run accessibility checker &amp; resolve all issues</td>
<td>• Good Color contrast</td>
<td>• Use headings and styles</td>
<td>• Images are used as text</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Provide Alternative text for images, charts, graphs</td>
<td>• Use formatted lists</td>
<td>• Color is used as the only visual means of conveying information</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Make links descriptive</td>
<td></td>
<td>• Insufficient color contrast</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Designate a header rows for tables</td>
<td></td>
<td>• Tables don’t have header rows</td>
</tr>
<tr>
<td><strong>PDF</strong></td>
<td></td>
<td>Proficient +</td>
<td>Developing +</td>
<td>Emerging +</td>
<td>• Link text is not descriptive</td>
</tr>
<tr>
<td>(scanned and</td>
<td></td>
<td>• Tags are correctly labeled (headings)</td>
<td>• Add tags to scanned PDFs</td>
<td>• Clear, legible copy</td>
<td>• No alt text provided for images</td>
</tr>
<tr>
<td>converted)</td>
<td></td>
<td>• Forms have descriptive field labels</td>
<td>• Adjust the reading order of tags (both scanned &amp; converted)</td>
<td>• Scanned documents have been OCR’d and are therefore searchable</td>
<td>• Document illegible, blurry or difficult to read</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Form field tab order is logical</td>
<td>• Provide alt text for images, charts, graphs</td>
<td>• PDFs converted from other documents have tags</td>
<td>• Document contains images of text only; no selectable, searchable text</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Accessibility Action Wizard has been run and issues have been remedied</td>
<td>• Designate a header row for tables</td>
<td></td>
<td>• No tags</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Illogical reading order</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Tables don’t have header rows</td>
</tr>
<tr>
<td>Content Type</td>
<td>Advanced</td>
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</tr>
</tbody>
</table>
| Web Content (including online courses, websites, ebooks, etc.) | Proficient +  
• Run WAVE tool on web pages & resolve all errors; manually check and resolve alerts as needed  
• Run UDOIT tool in Canvas courses & resolve issues | Developing +  
• Good Color contrast | Emerging +  
• Provide Alternative text for images  
• Designate a header row for tables | • Use headings  
• Make links descriptive | • No structure  
• Links are not descriptive  
• Color is used as the only visual means of conveying information  
• Insufficient color contrast  
• No alt text provided for images  
• Elements cannot be reached by keyboard or screen reader  
• Illogical tab order  
• Tables are used for visual layout |
| Microsoft PowerPoint (or similar) | Proficient +  
• Run accessibility checker & resolve all issues | Developing +  
• Adjust the reading order of slides | Emerging +  
• Choose a theme with sufficient color contrast, including on hyperlinks  
• Provide alternative text for images, charts | • Make slide titles unique  
• Use built-in slide layouts  
• Designate the header row on tables  
• Make links descriptive | • No outline  
• Titles are not unique  
• Links are not descriptive  
• Color is used as the only visual means of conveying information  
• Insufficient color contrast  
• No alt text provided for images, charts  
• Illogical reading order |
| Video / audio                | Proficient +  
• Use a video player that allows searching & navigation, displays interactive transcripts alongside video | Developing +  
• Provide transcripts for download in addition to captions and audio description | Emerging +  
• Provide audio description for video  
• Use a video player that can be controlled using mouse, keyboard, screen reader | • Provide captions for video  
• Provide text transcripts with audio description for video  
• Provide text transcripts for audio  
• Ensure that any text on the screen has sufficient contrast with the background | • No captions  
• No audio description  
• Insufficient color contrast  
• No control over video player  
• No transcript |