

0:00:00.000,0:00:02.760

Okay, I think we're going to go ahead and

0:00:02.760,0:00:06.120

get started there's a few things, house

0:00:06.120,0:00:08.940

rules, that I like to go over before we

0:00:08.940,0:00:12.030

begin the actual topic of the day. We

0:00:12.030,0:00:14.280

will be talking about images and alt

0:00:14.280,0:00:17.010

text today. I anticipate that this

0:00:17.010,0:00:20.250

webinar will go quite quickly and we

0:00:20.250,0:00:22.050

will have time to help answer your

0:00:22.050,0:00:26.010

questions at the end, so please if you do

0:00:26.010,0:00:29.080

have questions feel free to put that in

0:00:29.100,0:00:34.840

the chat and we will for sure get those answered.

0:00:37.360,0:00:38.980

First, if you could please make

0:00:38.980,0:00:42.930

sure to mute your microphones. Do not use

0:00:42.930,0:00:47.730

video. Basically, that's a distraction for

0:00:47.730,0:00:50.430

me, but I would like to try to get video

0:00:50.430,0:00:54.800

involved in these webinars in the future.

0:00:54.800,0:00:57.860

Please ask questions in the chat...

0:00:57.860,0:01:00.719

I'll give a presentation for

0:01:00.719,0:01:03.600

roughly 20 minutes and then we'll have

0:01:03.600,0:01:07.350

around 20 minutes for Q&A and as always

0:01:07.350,0:01:09.740

please be respectful of others.

0:01:18.360,0:01:22.820

There are some resources that we have available

0:01:22.830,0:01:27.240

for you and I'm just going to list them

0:01:27.240,0:01:30.270

off quite quickly. They're the same ones

0:01:30.270,0:01:35.440

that I usually describe before each webinar.

0:01:36.200,0:01:38.660

We are biology information

0:01:38.670,0:01:42.899

technology group referred to as bit

0:01:42.900,0:01:46.590

and my name is Ann Greazel and I'm part of

0:01:46.590,0:01:49.840

this team. You can learn more about us by

0:01:49.840,0:01:55.440

visiting our website [biology dash IT dot IA state dot edu](http://biologydash.it.ia.state.edu)

0:01:56.960,0:01:59.120

There's a luggage showcase

0:01:59.130,0:02:02.369

page that you might be interested in

0:02:02.369,0:02:05.070

this is located on our luggage

0:02:05.070,0:02:08.240

documentation website. You can go to our

0:02:08.240,0:02:13.480

biology IT site slash luggage underscore doc slash

0:02:13.480,0:02:18.220

showcase. It's also a main menu tab.

0:02:19.640,0:02:23.300

There's our luggage feature examples if you're

0:02:23.310,0:02:25.800

wondering some of the things that

0:02:25.800,0:02:27.960

luggage can do for you on your website

0:02:27.960,0:02:30.690

we have examples here that you might

0:02:30.690,0:02:33.960

want to take a look at and again that's

0:02:33.960,0:02:37.260

on our luggage doc website slash luggage

0:02:37.260,0:02:40.060

dash feature dash examples.

0:02:42.740,0:02:47.040

The digital access website is a great place to go if you're

0:02:47.040,0:02:49.580

...wanting to learn more

0:02:49.590,0:02:52.760

about making all of your content more

0:02:52.770,0:02:55.590

digitally accessible that includes not

0:02:55.590,0:02:59.040

only web, but your word documents, your

0:02:59.040,0:03:02.880

PDFs, and even your email you can

0:03:02.880,0:03:05.760

learn more on Zayira Jordan's website. It

0:03:05.760,0:03:09.540

is digital access dot IA state dot edu and if

0:03:09.540,0:03:10.980

you take a look at that the home page

0:03:10.980,0:03:13.470

has been updated, so there's some

0:03:13.470,0:03:15.100

information there or yeah.

0:03:17.780,0:03:20.400

So without further ado I'm going to go ahead and

0:03:20.400,0:03:23.130

get started. I'm talking about images and

0:03:23.130,0:03:27.360

alt text and it looks like we have a

0:03:27.360,0:03:29.280

developer here, John, who's putting the

0:03:29.280,0:03:32.340

links for you in the chat so if you'd

0:03:32.340,0:03:34.460

like to follow along as I talk about

0:03:34.460,0:03:37.620

some of these things please feel free to do that.

0:03:40.980,0:03:43.940

We just have one slide today so

0:03:43.950,0:03:45.360

what I thought I would do is go over

0:03:45.360,0:03:48.120

this slide briefly and then I will visit

0:03:48.120,0:03:51.000

each of these resources and explain a

0:03:51.000,0:03:54.600

little bit about them. After that I will

0:03:54.600,0:03:58.440

dive into alternate text specifically.

0:03:58.440,0:04:02.180

This will hopefully give just a more

0:04:02.190,0:04:05.550

well-rounded overview of what it means

0:04:05.550,0:04:09.660

to be compliant. Next month, I'm looking

0:04:09.660,0:04:12.360

to try to do an accessibility webinar

0:04:12.360,0:04:15.180

that might go a little more in depth and

0:04:15.180,0:04:18.120

we'll see if we can get some people from

0:04:18.120,0:04:21.270

campus to join me in that, so that

0:04:21.270,0:04:24.150

it won't just be me up here, but we'll

0:04:24.150,0:04:27.680

have a few other people to join us in

0:04:27.680,0:04:29.680

an accessibility discussion.

0:04:32.540,0:04:36.440

Images in alt text, the actual standard states that all

0:04:36.460,0:04:38.850

non-text content that is presented to

0:04:38.850,0:04:41.480

the user as a text alternative that

0:04:41.480,0:04:43.900

serves the equivalent purpose.

0:04:45.080,0:04:49.580

There are several resources that you can go to,

0:04:49.580,0:04:51.840

to help understand some of these standards

0:04:51.840,0:04:55.400

that are in alt text.

0:04:56.940,0:05:00.420

The quick reference guide we'll visit first...

0:05:00.420,0:05:04.470

that discusses all the standards from

0:05:04.470,0:05:08.060

the W3C website in accordance with the

0:05:08.060,0:05:11.260

WCAG 2.0 standards.

0:05:11.900,0:05:15.920

One resource that I like to go to a lot is the

0:05:15.920,0:05:21.320

they call it the Wuhcag checklist. That's just a

0:05:21.320,0:05:26.880

pronunciation for the WCAG checklist...

0:05:26.880,0:05:30.660

Basically, there's a gentleman who has

0:05:30.660,0:05:32.820

a law degree and who is a creative

0:05:32.820,0:05:35.610

writer that has written these standards

0:05:35.610,0:05:39.380

out in a little bit more user-friendly,

0:05:39.380,0:05:41.520

sort of context.

0:05:42.140,0:05:46.440

Then we have digital access website which has a page

0:05:46.440,0:05:48.900

specifically about alternate text which

0:05:48.900,0:05:52.860

I will visit so that you can have that

0:05:52.860,0:05:55.360

as a resource for you, as well.

0:05:55.360,0:06:00.180

Then, section 508, this is the actual law

0:06:00.180,0:06:03.600

pertaining to the fact that our websites

0:06:03.600,0:06:06.000

need to be accessible and that's been

0:06:06.000,0:06:09.240
revamped and so there's a page about

0:06:09.240,0:06:12.400
laws and policies that explains the

0:06:12.420,0:06:16.240
revamp and what that means ...

0:06:16.240,0:06:20.520
Basically, the bottom line is that we're going

0:06:20.520,0:06:24.030
to need to be compliant working towards

0:06:24.030,0:06:27.240
that compliance goal, for sure, by January

0:06:27.240,0:06:29.980
of 2018, is what it looks like.

0:06:32.240,0:06:32.980
Okay.

0:06:34.220,0:06:36.760
I'm going to share a different screen

0:06:36.760,0:06:38.960
so just one moment here.

0:06:46.600,0:06:47.560
All right.

0:06:51.920,0:06:54.640
So, we'll see what that looks like.

0:06:54.640,0:06:58.280
This is the WCAG checklist it's a quick

0:06:58.280,0:07:00.530
guide and sometimes people don't know

0:07:00.530,0:07:02.930

about this. If you just search for WCAG

0:07:02.930,0:07:07.490
or W3C it's buried a little bit in terms

0:07:07.490,0:07:10.039
of how to find this, but I feel that

0:07:10.039,0:07:12.740
Zayira has shared this with me and that

0:07:12.740,0:07:17.800
it is a very nice way to view all of the guidelines.

0:07:17.800,0:07:19.400
You have the ability on the

0:07:19.400,0:07:22.000
left to filter, so you can decide to

0:07:22.000,0:07:26.320
filter by level A and level double A standards.

0:07:26.320,0:07:28.160
That's what we're going to be

0:07:28.160,0:07:31.900
striving for. Triple A is above the bar.

0:07:31.900,0:07:35.420
That's very high level

0:07:35.420,0:07:38.419
accessibility standards and in some

0:07:38.419,0:07:40.430
cases we are actually meeting triple A

0:07:40.430,0:07:44.090
standards so it's very good to identify

0:07:44.090,0:07:46.219
where you're meeting those standards and

0:07:46.220,0:07:50.400

try to do it for as much as you can,

0:07:50.400,0:07:52.639

but for our purposes today we're going to

0:07:52.640,0:07:55.260

select a level A and level double A.

0:07:57.140,0:08:00.700

When we do that the list will show us all of

0:08:00.710,0:08:03.259

the standards that pertain to level A

0:08:03.259,0:08:06.349

and double A with descriptions. We're

0:08:06.349,0:08:07.780

going to talk about alt text today

0:08:07.780,0:08:11.380

that's guideline 1.1 ... Excuse me

0:08:11.380,0:08:13.340

text alternatives.

0:08:13.340,0:08:14.780

I need to get some water.

0:08:18.560,0:08:19.560

Okay.

0:08:21.280,0:08:25.100

So you can see the actual

0:08:25.100,0:08:26.980

description here and this is where I

0:08:26.980,0:08:29.740

took the text for my powerpoint slide.

0:08:29.740,0:08:36.000

You can also see some examples. So, here's

0:08:36.000,0:08:37.460

a situation if you have a short

0:08:37.460,0:08:39.110

description can serve the same purpose

0:08:39.110,0:08:40.600

and present the same information as

0:08:40.600,0:08:45.620

non-text content situation be a short

0:08:45.620,0:08:47.090

description cannot serve the same

0:08:47.090,0:08:49.010

purpose and present the same

0:08:49.010,0:08:51.920

information as non-text content. So, this

0:08:51.920,0:08:53.990

is going to go into all of the different

0:08:53.990,0:08:56.000

ways that you can comply with this

0:08:56.000,0:08:58.700

standard a lot of which we're paying

0:08:58.700,0:09:01.430

attention to on the development side and

0:09:01.430,0:09:03.710

you as content editors are getting access to

0:09:03.710,0:09:06.620

easily be able to, for example, add alt

0:09:06.620,0:09:10.000

text and comply with these standards.

0:09:10.840,0:09:15.400

If you look at the Wuhcag checklist you

0:09:15.400,0:09:20.260
can go through here and see ... all of the

0:09:20.260,0:09:24.160
level A, level double A, and even

0:09:24.160,0:09:25.800
triple A standards.

0:09:26.380,0:09:28.560
We'll go up to the

0:09:28.560,0:09:30.700
first one which we're talking about the

0:09:30.700,0:09:32.460
non-text content.

0:09:33.820,0:09:34.960
You can see that

0:09:34.960,0:09:39.160
it's explained very nicely, easily.

0:09:39.160,0:09:43.480
You can understand quite simply from a very

0:09:43.480,0:09:47.000
simple, straightforward context what it

0:09:47.000,0:09:48.580
is that you need to do, in order to

0:09:48.580,0:09:52.160
comply. So add alternate text to all of

0:09:52.160,0:09:55.760
your images. Add alt text your audio and

0:09:55.760,0:09:59.540
video. Add a name to all of your controls

0:09:59.540,0:10:02.480
such as search or submit. So, you can read

0:10:02.480,0:10:05.760
a little bit more about this standard

0:10:05.760,0:10:08.120
from these guidelines as well.

0:10:10.820,0:10:16.180
The digital access website has a page on it

0:10:16.180,0:10:19.240
that's specific to alt text.

0:10:19.260,0:10:21.380
I'm going to find that page.

0:10:23.580,0:10:26.660
Oops, sorry. That's a good page too.

0:10:28.520,0:10:31.580
This is the alternate text page

0:10:31.580,0:10:33.980
where you can watch videos

0:10:33.980,0:10:36.720
regarding alt text ...

0:10:36.720,0:10:39.620
This page, it's not just about web, but this is

0:10:39.620,0:10:41.930
explaining how you can provide alt text

0:10:41.930,0:10:45.720
on your images in Word, for example, ...

0:10:45.720,0:10:50.360
in PDFs, so we need to be cognizant

0:10:50.360,0:10:51.530
of the fact that we communicate

0:10:51.530,0:10:54.980
digitally in many different mediums so

0:10:54.980,0:11:00.360
it's a email documents and that sort of thing too.

0:11:00.360,0:11:03.220
So, a video ... make sure that

0:11:03.230,0:11:06.050
they're captioned and make sure that you

0:11:06.050,0:11:10.670
can find those accessibility controls

0:11:10.670,0:11:13.300
within the software that you use.

0:11:14.540,0:11:17.320
If you're unfamiliar with that,

0:11:17.330,0:11:19.970
Zayira is a great resource and she's been

0:11:19.970,0:11:24.410
holding workshops on these topics

0:11:24.410,0:11:26.240
and I know that last week we did have a

0:11:26.240,0:11:30.200
workshop specific to adding

0:11:30.200,0:11:33.220
accessibility compliance to your

0:11:33.230,0:11:36.920
documents as well as explaining how to

0:11:36.920,0:11:40.300
do captioning in YouTube, for example, on

0:11:40.300,0:11:43.010

your videos, so you'll want to watch for

0:11:43.010,0:11:46.780

those events that happen on campus.

0:11:48.260,0:11:50.320

If you'd like to learn more about the

0:11:50.330,0:11:55.280

actual section 508 law you can read

0:11:55.280,0:11:57.980

about it here you can see that there was

0:11:57.980,0:12:02.450

a final rule that was presented and you

0:12:02.450,0:12:05.210

can also see that every first to the

0:12:05.210,0:12:09.440

WCAG 2.0 guidelines and that you can read more

0:12:09.440,0:12:12.920

specifically about about the actual

0:12:12.920,0:12:15.680

section 508 rule.

0:12:17.520,0:12:19.960

I just wanted to make sure that you all have those

0:12:19.960,0:12:22.360

guidelines and can read through those.

0:12:25.520,0:12:27.940

Are there any questions right now that

0:12:27.950,0:12:30.290

anyone has before I demonstrate how you

0:12:30.290,0:12:32.500

can add alt text to your images?

0:12:37.400,0:12:39.500

I think it's a pretty, quiet small group

0:12:39.500,0:12:44.260

today, so I'll just go for it here.

0:12:45.360,0:12:48.620

When you add content and specifically

0:12:48.630,0:12:51.510

will do this in the luggage platform and

0:12:51.510,0:12:54.180

we have the Drupal theme on this

0:12:54.180,0:12:56.760

platform so you can see that our sites

0:12:56.760,0:13:00.330

are in the new ISU Drupal theme. If

0:13:00.330,0:13:03.690

you add content you can go to page, for

0:13:03.690,0:13:08.340

example, and you'll be able to add a

0:13:08.340,0:13:11.340

title and fill out the fields as we've

0:13:11.340,0:13:15.060

discussed before, but you can also add

0:13:15.060,0:13:18.060

images so you could choose a file and

0:13:18.060,0:13:20.040

I'm hopefully going to find my example

0:13:20.040,0:13:24.330

files quickly here and we have a person

0:13:24.330,0:13:26.820

on campus who is Barb McBreen who's done

0:13:26.820,0:13:29.640
a great job of providing some options

0:13:29.640,0:13:32.190
for images for us to use for this

0:13:32.190,0:13:33.810
purpose so I'm going to go ahead and

0:13:33.810,0:13:36.990
upload one of those it's a nice picture

0:13:36.990,0:13:39.330
of central campus, I think. So, I'm going

0:13:39.330,0:13:41.520
to go ahead and put some alt text here.

0:13:41.520,0:13:45.240
When you put alt text on an image keep

0:13:45.240,0:13:47.100
in mind that you do not need to put

0:13:47.100,0:13:50.220
image of our photo of, you'll just need

0:13:50.220,0:13:57.420
to put ... some brief ... succinct text in

0:13:57.420,0:13:58.950
regards to you know what the image

0:13:58.950,0:14:04.400
actually is. So I could put ...

0:14:04.400,0:14:09.060
central campus on a bright, sunny day.

0:14:10.640,0:14:14.100
Then you can insert the image and when you

0:14:14.100,0:14:19.890

insert the image the alt text is also

0:14:19.890,0:14:22.410
inserted with the image. So what that

0:14:22.410,0:14:24.570
means is that a screen reader, for

0:14:24.570,0:14:28.920
example, will pick up on that and ...

0:14:28.920,0:14:31.060
read that alt text.

0:14:32.340,0:14:33.360
Let's see.

0:14:34.320,0:14:37.980
That's pretty easy to do. There are

0:14:37.980,0:14:40.110
various things that we can talk about in

0:14:40.110,0:14:42.540
regards to alt text, but I think that for

0:14:42.540,0:14:45.600
the most part as content editors the

0:14:45.600,0:14:47.400
main thing is to make sure that all of

0:14:47.400,0:14:50.400
your images have alt text on them

0:14:50.400,0:14:53.360
when you insert them, so you'll want to

0:14:53.370,0:14:56.250
double click on your images and make

0:14:56.250,0:14:58.499
sure that that alt text exists

0:14:58.499,0:15:02.069
and that's something that you'll be able

0:15:02.069,0:15:05.039
to do. We are working on making the

0:15:05.039,0:15:08.609
alternate text component here required.

0:15:08.609,0:15:11.489
So, that will be required in the near

0:15:11.489,0:15:14.069
future and it is required on several of

0:15:14.069,0:15:17.009
our sites, but we've updated the platform

0:15:17.009,0:15:22.040
and it is required now ... in the new updates.

0:15:24.300,0:15:25.520
Alright.

0:15:27.760,0:15:30.539
So, I think I'm going to

0:15:30.539,0:15:32.459
go ahead and end there. I wanted to keep

0:15:32.459,0:15:36.479
this short and sweet today, in regards to

0:15:36.479,0:15:38.849
presentation, but if you have any

0:15:38.849,0:15:41.309
questions on websites that you're

0:15:41.309,0:15:45.480
working on or accessibility questions

0:15:45.480,0:15:47.639
I'd be happy to help pass those along

0:15:47.639,0:15:51.359

to Zayira as well and get responses to

0:15:51.359,0:15:54.959

you in that way and at least put you in

0:15:54.959,0:15:57.659

contact with the right people to get

0:15:57.659,0:16:00.379

those questions answered.