

Guidance: Baruch Main Website

Learn – WCAG 2.1-2.2 Standards for Websites

Images and Alternative Text (Alt Tags)

- Images must have text alternatives that describe the information or function represented by the images. This ensures that images can be used by people with different abilities, particularly regarding vision.

Contrasting Colors

- The visual presentation of text and images of text must have a contrast ratio of at least 4.5:1, except for the following:
 - **Large Text:** Large-scale text and images of large-scale text may have a contrast ratio of at least 3:1.
 - **Incidental:** Text or images of text that are part of an inactive user interface component, that are pure decoration, that are not visible to anyone, or that are part of a picture that contains significant other visual content have no contrast requirement.
 - **Logotypes:** Text that is part of a logo or brand name has no contrast requirement.

Font Sizes

- While no absolute minimum exists, best practices suggest default body text around 12pt (16px) and avoiding anything smaller than 9pt (12px) for better usability.
- Users should be able to resize text up to 200% without loss of content or functionality.

Headings

- Headings are structural elements that determine the flow of information on a webpage.

- The headings must be used in a hierarchical order, for instance, Heading 1 at the top of the page, Heading 2 as the next level down, Heading 3 to mark a subsection directly under Heading 2, etc.
- The style of each heading level has been defined by the template.
- Colors and fonts have been designed carefully to comply with the accessibility requirements and Baruch College style guide (only true of Baruch main website).

Links

- Links should consist of descriptive text and should make sense out of context. Users may navigate through your page using the TAB key, landing only on links in the page. Phrases such as “click here,” “more,” “click for details,” and so on are ambiguous when read out of context and should be not used.
- Links should look like links, and nothing else should look like them.
- Links must have sufficient contrast between the link text, any surrounding text, and the background.

Check: What to Review

Editoria11y and WP Accessibility tools are available to help check these settings from within WordPress while you edit.

Headings

- Check that heading styles are used to create headings (Heading 1, Heading 2, Heading 3, etc.)

Images and Alt Text

- Determine if it is a functional or decorative image
 - Mark as decorative
 - Add alt text to functional
- [Images must have text alternatives](#) that describe the information or function represented by the images. This ensures that images can be used by people with different abilities.
 - Scenario 1: [Functional images](#). Example of functional images on the [Undergraduate Admissions](#) landing page, where the illustration of the NVC is a link, the speech bubble image is a link, and so on.

- Scenario 2: [Informative images](#). Example of an informative image on this news story about the [Suit Up for Success program](#).
 - "Three students are browsing and trying on workwear suits"
- Scenario 3: Decorative images
 - Provide a null text alternative (alt="") when the only purpose of an image is to add visual decoration to the page, rather than to convey information that is important to understand the page. Example of decorative images for each of four sections on the [Admissions Resources](#) page.

Color Contrast

- Use the [WebAIM Contrast Checker](#)

Fonts

- Use [WAVE - Web Accessibility Evaluation Tool](#)

Fix: How to Update or Remove Something that is Inaccessible

Headings

- Highlight text for header
- Change to correct header level (e.g, H1, H2, H3). Don't skip a header level in hierarchical order. H1 is the topmost header, H2 is within an H1, H3 is within an H2, etc. To change size of the text, don't change the header level, but instead use font size setting.

Images and Alt Text

- Click on image in the WordPress editor and make sure there is descriptive alt text for functional images

Color Contrast

- Pay attention to the notifications in WordPress when setting font or background colors.