
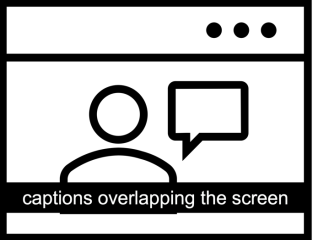
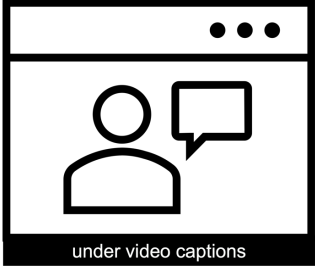



Audio-visual content

- Provide captions, transcripts, timestamps, and audio descriptions.
- Avoid captions overlapping the media content.

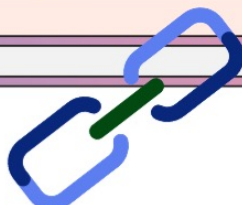
- Avoid much animation, GIFs, flashing content.
- Avoid autoplay by default.

Graphics



- Provide alternative text ("Alt Text") or image description.
- No need to begin the Alt Text with phrases such as "Picture of..." or "Image of..."
- Provide an overall Alt Text for an entire grouped graphics sharing the same message.
- Provide transcript for infographics.
- Avoid overlay text on a busy background.

Hyperlinks



- Use descriptive link text for hyperlinks.
- Avoid non-descriptive link text such as "Read more" or "Click here".
- Avoid using the full URL as the link text.
- Include hyperlinks in QR codes in the texts.


Basic tips

Creating digital materials




Inclusive content

- Use inclusive language. Avoid biased language.
- Consider disability representation and diversity in mind.



tables




- Do not use tables for layout formatting.
- Avoid using merged, split, nested, or multiple headings. Use simple tables, if possible.
- Avoid blank cells.
- Avoid inserting tables as an image. If image must be used, provide Alt Text or detailed text description of the table image.

Hashtags and emojis


- Capitalize the first letter of each word and/or adding underscore in the multiple-word hashtags.

~~"#adoptcamelcase"~~ ✓ "#Adopt_Camel_Case"

- Avoid using emojis at the middle of sentence. Do not overuse emojis or emoticons.




Use of colour



- Ensure sufficient colour contrast between background and text.

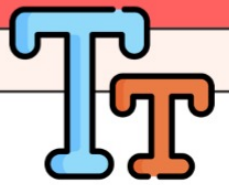
Poor contrast ✗ Better contrast ✓

- Do not use colour as the sole visual cue. Use multiple cues, such as line style, text, pattern fill, labels, and legend.



- Examples of colour contrast checkers that are free-of-charge:
 - [WebAIM Contrast Checker](#)
 - [WebAIM Link Contrast Checker](#)
 - [Colour Contrast Analyser \(CCA\) from TPGi](#)
 - [Adobe Colour Contrast Analyzer](#) and [Colour Blind Safe Checker](#)

text formatting



- Sans-Serif fonts are generally preferred to Serif fonts.

Sans-Serif fonts: A A (circled) E.g., Arial, Calibri

Serif fonts: A A (circled) E.g., Times New Roman, Courier

- Avoid all caps and small caps.

~~LOREM IPSUM~~ ✓ Lorem ipsum

- Avoid extreme font sizes within the text.
- Left justification is generally preferred to full justification.
- Do not use superscripts or subscripts shortcuts to mimic mathematical expressions, such as "x²"