

H – Hashtag IDEAL

1. Headings



- Format headings to structure lengthy content.

2. Hyperlinks



- Use descriptive link text for hyperlinks.

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3. Alt text



- Provide alternative text ("Alt Text") or image description to graphics.

4. Audio-visual content



- Provide captions, transcripts, sign language interpretation, audio descriptions, timestamps. Be aware of autoplay, animations, or flashing objects.

5. Alternative formats



- Provide alternative formats of the same materials.

6. Accessibility check



- Use of simulators and accessibility checkers to help detect and fix inaccessibility.

#Hashtag IDEAL Mnemonic

19 core ideas of creating accessible digital materials

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7. Structured content



- Format headings to structure lengthy content.

8. Styles formatting commands



- Use styles formatting commands to convey meanings or structure, rather than manual formatting such as sizes, colour, bold or italics. Create lists using built-in numbered or bulleted lists.

9. Source files



- Ensure appropriate format and layout of the source files for format conversion.

10. Save as correct format



- Ensure document security is compatible with accessibility.

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11. Text and font



- Sans-Serif fonts are preferred to Serif fonts. Avoid using all caps or small caps for the text. Use camel case hashtags.

12. Tables



- Create simple tables with defined headers to present data. Do not use tables to format layout.

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13. Guided actions



- Provide descriptive information to guide actions and notify errors.

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14. Inclusive content



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

15. Interoperability



- Ensure compatibility of the materials across different platforms and gadgets such as computers and mobile web browsers.

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16. Distinguishable visual cues



- Use multiple visual cues to present information, such as colour, pattern fill, line style, data labels. Ensure sufficient colour contrast.

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17. Entire process



- Consider accessibility throughout the whole production.

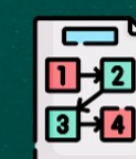
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18. Layout



- Create clear and informative layout. Do not put important information in headers, footers, or watermarks.

19. Logical order



- Ensure logical reading order of the contents.