



Electronic Content Accessibility Rubric

*Note: This rubric prioritizes tasks for the creation of inclusive documents. Additional steps may be required to make documents fully accessible.

Content Type	Inaccessible Document	Emerging	Developing	Proficient	Advanced
Microsoft Word (or similar)	<ul style="list-style-type: none"> • No structure • Images are used as text • Color is used as the only visual means of conveying information • Insufficient color contrast • Tables don't have header rows • Link text is not descriptive • No alt text provided for images 	<ul style="list-style-type: none"> • Use headings and styles • Make links descriptive • Designate a header row for tables 	<p><i>Universal Design Goal</i></p> <ul style="list-style-type: none"> • Provide alternative text for simple images • Ensure good color contrast 	<ul style="list-style-type: none"> • Simplify tables • Provide table data for charts & graphs 	<p><i>Accessibility Goal</i></p> <ul style="list-style-type: none"> • Provide long description for complex images, charts, graphs • Run accessibility checker & resolve all issues
Microsoft PowerPoint (or similar)	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Choose a theme with sufficient color contrast, including on hyperlinks • Make slide titles unique • Use built-in slide layouts 	<p><i>Universal Design Goal</i></p> <ul style="list-style-type: none"> • Make links descriptive • Designate the header row on tables • Provide alternative text for images 	<ul style="list-style-type: none"> • Adjust the reading order of slides • Provide long description for charts and graphs • Provide auto-captions for embedded videos • Provide transcripts for embedded audio files 	<p><i>Accessibility Goal</i></p> <ul style="list-style-type: none"> • Edit captions for embedded videos • Run accessibility checker & resolve all issues

Content Type	Inaccessible Document	Emerging	Developing	Proficient	Advanced
<p>PDF - Scanned</p>	<ul style="list-style-type: none"> • Document illegible, blurry or difficult to read • Document contains images of text only; no selectable, searchable text • No structure (tags) • No alt text provided for images • Tables don't have header rows • Illogical reading order 	<p><i>Universal Design Goal</i></p> <ul style="list-style-type: none"> • Find a clear, legible copy • Run text recognition • Set the document title • Set the primary document language 	<ul style="list-style-type: none"> • Add tags • Designate a header row for tables in scanned PDFs • Provide alt text for images 	<ul style="list-style-type: none"> • Reading order panel tags are in correct reading order • Reading order panel tags are correctly labeled (headings / structure) 	<p><i>Accessibility Goal</i></p> <ul style="list-style-type: none"> • Tag tree is structured correctly • Provide long description for complex images, charts, graphs • Run accessibility checker and resolve issues
<p>PDF – Converted from Other Programs</p>	<ul style="list-style-type: none"> • No structure (tags) • No alt text provided for images • Illogical reading order • Tables don't have header rows • Illogical reading order • Form fields don't have descriptive labels 	<p><i>Universal Design Goal</i></p> <ul style="list-style-type: none"> • Start with an accessible source document (e.g. Word, PowerPoint) • Enable tags when saving as PDF (avoid print to PDF, Canva) • Set the document title • Set the primary document language 	<ul style="list-style-type: none"> • Reading order panel tags are in correct reading order • Reading order panel tags are correctly labeled (headings / structure) 	<ul style="list-style-type: none"> • Forms have descriptive labels • Form field tab order is logical 	<p><i>Accessibility Goal</i></p> <ul style="list-style-type: none"> • Tag tree is structured correctly • Run accessibility checker and resolve issues

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Canvas	<ul style="list-style-type: none"> • Inconsistent organization of content, assignments, etc. • Uploaded documents are not accessible (PDF, etc.) • Videos are not captioned • Audio files don't have transcripts • Use of drag-and-drop quiz questions • Use of online proctoring tools (e.g. Respondus Lockdown Browser) • Math symbols are images or LaTeX (see STEM section) 	<ul style="list-style-type: none"> • Use the CSU Canvas template • Use headings • Make links descriptive • Provide PowerPoint documents alongside lecture videos for note-taking 	<p><i>Universal Design Goal</i></p> <ul style="list-style-type: none"> • Add alternative text to images • Upload searchable PDFs • Choose third-party add-ons with care • Avoid digital proctoring 	<ul style="list-style-type: none"> • Use the native Canvas math editor to produce equations in MathML • Post videos using a third-party tool that provides auto-captions (e.g. Echo360, Kaltura) • Allow transcripts for both video and audio files • All uploaded files are accessible (PPT, Word, PDF, etc.) 	<p><i>Accessibility Goal</i></p> <ul style="list-style-type: none"> • Edit auto-captions for accuracy • Use accessible question formats on quizzes & exams • Run UDOIT & resolve issues
Multimedia	<ul style="list-style-type: none"> • No captions • No audio description • Insufficient color contrast for text and/or captions • Captions overlap with text • No keyboard/mouse control of video player (play/pause function, etc.) • Caption options not visible on video player • No text transcript for audio files 	<ul style="list-style-type: none"> • Ensure that any text on the screen has sufficient contrast with the background • Describe visual content orally • Provide text transcripts for audio-only files • Provide auto-captions for video • Use a video player with buttons for playback and caption visibility 	<p><i>Universal Design Goal</i></p> <ul style="list-style-type: none"> • Provide transcripts for download in addition to captions • Use a video player that displays interactive transcripts alongside video (e.g. Echo360, Kaltura) 	<ul style="list-style-type: none"> • Provide edited captions for video • Provide edited transcripts for audio 	<p><i>Accessibility Goal</i></p> <ul style="list-style-type: none"> • Provide audio description for video <p>OR</p> <ul style="list-style-type: none"> • Provide text transcripts with narrative description of visual information for video

Content Type	Inaccessible Document	Emerging	Developing	Proficient	Advanced
STEM Content	<ul style="list-style-type: none"> Equations are images Equations are coded in LaTeX Equations are created with the Microsoft Equation Editor Texts are in PDF format 	<ul style="list-style-type: none"> Add alt text to equation images (as they should be spoken) Convert LaTeX to MathML or MathJax 	<p>Universal Design Goal</p> <ul style="list-style-type: none"> Use authoring software that outputs MathML or MathJax (e.g. MathType, Pandoc). Use the built-in Canvas equation editor, which outputs MathML 	<ul style="list-style-type: none"> Make documents available in HTML format as an alternative to PDF 	<p>Accessibility Goal</p> <ul style="list-style-type: none"> Convert existing images to code using math text recognition software (e.g. InftyReader, EquatIO) Edit math recognition results in an equation editor that can output MathML or MathJax (e.g. EquatIO, MathType)
Complex Images, Charts, Graphs, etc.	<ul style="list-style-type: none"> Alt text is insufficient to convey the full concept Interactive images are not usable with a keyboard or screen reader Color is the only means of conveying important information Maps 	<ul style="list-style-type: none"> Include long descriptions in the surrounding text whenever possible. Link to a long description in an appendix if space is lacking on the page. (Link back to the original location from the appendix.) 	<p>Universal Design Goal</p> <ul style="list-style-type: none"> Provide tabulated data for charts and graphs as part of the long description Ensure that color is not used as the only means of conveying information 	<ul style="list-style-type: none"> Check that any interactive images can be manipulated using a keyboard and screen reader Have alternatives available for interactive images 	<p>Accessibility Goal</p> <ul style="list-style-type: none"> Code interactive images for keyboard & screen reader access or request the publisher to do so Provide tactile graphics if appropriate for the subject (e.g. maps, anatomy)

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Tables	<ul style="list-style-type: none"> • Tables have no designated header row/column • Tables have merged cells • Tables have header information on multiple rows/columns • Tables are used for visual layout, not data 	<ul style="list-style-type: none"> • Designate a single header row and/or column 	<p><i>Universal Design Goal</i></p> <ul style="list-style-type: none"> • Consolidate multiple header row information into one row • Move overall table title to a heading or caption above the table to eliminate an extra header row 	<ul style="list-style-type: none"> • Move any text that is not data or a header outside of the table • Determine if merged cells can be unmerged and still convey the relevant concepts using full columns/rows 	<p><i>Accessibility Goal</i></p> <ul style="list-style-type: none"> • Split table up if you have merged cells in the middle that serve as a “title” for a new section • Split table up if you have a row that functions as a new header row in the middle of a table • Move any remaining content of merged cells outside the table
Web Content	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Use headings for structure • Make links descriptive 	<p><i>Universal Design Goal</i></p> <ul style="list-style-type: none"> • Provide Alternative text for images • Designate a header row for tables 	<ul style="list-style-type: none"> • Ensure text, hyperlinks and illustrations have good color contrast. • Use a video player that can be controlled using mouse, keyboard, screen reader 	<p><i>Accessibility Goal</i></p> <ul style="list-style-type: none"> • Run an accessibility checker that checks for WCAG AA standards on each web page (e.g. WAVE tool). Manually check and resolve errors and alerts. • Test with keyboard navigation