

WRITING TIPS

Write in plain English using simple sentence structures and bulleted lists.

Avoid jargon.

Avoid acronyms when possible and always define on first use.

Use headings to separate blocks of text and use bold to emphasize words and phrases.

Use heading formats. Do not use ALL CAPS.

Do not use underlines.

Use quotation marks for quotes and titles that aren't italicized.

Use one space after a period.

Choose action-oriented words.

HYPERLINK TIPS

Provide descriptive links and clear calls to action.

Do not use phrases like "click here" or "learn more."

Hyperlink words instead of the URL or a small footprint like a single letter, single word, or small graphic.

Create large clickable links and buttons for actions you want visitors to complete.

Ensure that links are clear and large enough to be accessed by fingers.

DESIGN TIPS

Use bold to convey emphasis.

Use highlight boxes for emphasis.

Add descriptive ALT text to all images unless they are purely decorative.

Do not use graphics to convey textual information.

Always include captions or provide a transcript for all video content. Do not rely on auto-generated captions!

Ensure that text-to-background contrast ratio is 4.5:1 for standard paragraph text and 3:1 for large (header) text.

Do not use orange text on a white background or any color text on an orange background.

Do not solely rely on colors to convey information.

Consider context and environmental factors when planning images.

Use a logical top-down layout to organize information on the screen or page.

Left-align text. Center rarely and avoid using justified text.

Avoid using emojis and icons within paragraph text.

Design with mobile in mind. Think about how content will look and flow on smaller devices.

Design documents for digital use!

Take the time to learn to create accessible PDFs.

Test everything!

BRAND RESOURCES

Web accessibility: brand.utk.edu/websites/accessibility

Color combinations: brand.utk.edu/colors/accessibility-color

UT RESOURCES

General information: accessibility.utk.edu

Accessibility of learning materials: oit.utk.edu/instructional/strategies/accessibility-of-learning-materials/

Universal design for learning: oit.utk.edu/instructional/udl/

Workshops: workshop.utk.edu

DESIGN RESOURCES

inclusivedesignprinciples.org

accessibility.blog.gov.uk/2016/09/02/dos-and-donts-on-designing-for-accessibility/

COLOR CONTRAST CHECKERS

jxnblk.com/colorable/demos/text/

contrastchecker.com

ACCESSIBLE PDF TUTORIALS

lynda.com

adobe.com