



Creating accessible listings and ads on Dance.NYC

Dance/NYC strives to make website content and features accessible to all users. The Dance/NYC website has implemented standards and best practices to assist users (blind, low-vision, deaf, hard of hearing, and/or those with other disabilities) access and contribute website content.

We look to our users to assist with this effort by submitting listings and ads with accessibility in mind. With a few simple considerations, we can help ensure that all users can enjoy and benefit from Dance/NYC's offerings.

General reminders when creating listings and ads:

Text

- Use language that clearly communicates your offering.
- Avoid all caps or all bold for continuous or large amounts of text
- Avoid italics

Images with text

Images with text may be difficult for blind and/or low-vision users to access. Please refrain from using animated .gif files. Instead, upload .jpeg or .tif files. Use the Alternate Text field to describe both the image and any text contained within the image itself.

For more information:

- Understanding text equivalents for images:
<http://www.w3.org/TR/UNDERSTANDING-WCAG20/text-equiv-all.html>
- Implementing the Alternate Text function within the image tag:
<http://www.w3.org/TR/WCAG20-TECHS/H37.html>

Minimum contrast

There should be sufficient contrast between the foreground text color and the background color. HTML content on Dance.NYC meets minimum contrast standards. We highly discourage any attempts to alter the text or background color of listings.

When using text within images and video, all text should maintain a minimum contrast ratio of 4.5:1 (or 3:1 for large text). Note: Logotypes need not meet this requirement.

To check contrast ratios:

- <http://webaim.org/resources/contrastchecker/>
- <http://contrastchecker.com/>

Understanding minimum contrast:

- <http://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html>

Video closed captions and transcripts

Video content should have a text-equivalent for blind, low-vision, deaf and hard-of-hearing users.

YouTube offers tools for creating both transcripts and closed captions for deaf and hard-of-hearing users.

YouTube's transcript functionality allows you to enter the dialogue in the video, and speech recognition technology automatically matches your captions with the dialogue.

For more information on creating YouTube transcripts:

- https://support.google.com/youtube/answer/2734799?hl=en&ref_topic=3014331&vid=1-635773173924024362-3453448632

YouTube automatically creates captions when videos are uploaded. Captions are generated automatically, so quality may vary. It is important to review captions and make edits as needed.

For more information on editing automatically generated captions:

- https://support.google.com/youtube/answer/2734705?hl=en&ref_topic=3014331&vid=1-635773173924024362-3453448632

Understanding media alternatives:

- <http://www.w3.org/TR/UNDERSTANDING-WCAG20/media-equiv-text-doc.html>