Tips and Tools for Creating ACCESSIBLE COLOR SCHEMES

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WHY COLOR CHOICE MATTERS

✓ Not just accessibility, but **usability**
✓ Affects all users, except those that are blind
✓ Special vision needs include:
  - Low vision (can be caused by aging!)
  - Color blindness
  - Intense web use
  - Mobile devices
WHAT ARE THE STANDARDS?

✓ WCAG 2.0
Web Content Accessibility Guidelines, from W3C
http://www.w3.org/TR/WCAG20/#visual-audio-contrast

✓ Contrast between foreground and background
AA (minimum): 4.5:1
AAA (enhanced): 7:1

✓ Do not rely on color alone to convey important information or possible action
WHY 4.5:1

Accounts for the loss in contrast that results from moderately low visual acuity, congenital or acquired color deficiencies, or the loss of contrast sensitivity that typically accompanies aging.
WHY 7:1

Compensates for the loss in contrast sensitivity usually experienced by users with vision loss equivalent to approximately 20/80 vision. Generally provides compensation for the loss in contrast sensitivity experienced by users with low vision who do not use assistive technology and provides contrast enhancement for color deficiency as well.
EXCEPTIONS

✓ Large-scale text (should be 3:1)
✓ Incidental text
✓ Logotype
UNDERSTANDING CONTRAST RATIO

The contrast ratio is referring to the difference in color value, not hue.
HUE

The “color” of a color.
VALUE
The relative lightness or darkness of a color.
Pairing different **hues**...
...does not necessarily create **contrast**.

(1.37:1)
Pairing different values…
...creates **contrast**.
EXAMPLE: LOW CONTRAST

✓ Hammer Museum
  http://hammer.ucla.edu/programs/programs

EXAMPLE: HIGH CONTRAST

✓ UCLA Film and Television Archive
  http://www.cinema.ucla.edu/education
OTHER THINGS TO CONSIDER

✓ Be cautious when using text on top of images
  http://www.fishrestaurantcharleston.com/

✓ Carefully consider link and highlighted link colors
  http://hammer.ucla.edu/
TIPS

- Utilize different values of the UCLA graphic identity colors

- Underline links in order to distinguish them from main text

- Reserve UCLA Gold for non-text elements (i.e. bullets, arrows, borders)
EXAMPLE: HIGH CONTRAST, UCLA BRANDED

✓ UCLA Mobile Web Framework
http://mwf.ucla.edu/
TOOLS

✓ Juicy Studio accessibility toolbar

✓ Snook contrast check
  http://snook.ca/technical/colour_contrast/colour.html

✓ Adobe Illustrator color guide feature

✓ UCLA web accessible color palette
  (in preparation)
QUESTIONS?
EALT UPDATE
(Electronic Accessibility Leadership Team)

✓ EALT Report to UC IT Leadership Council

✓ Assessing 7 sites from each campus to provide “electronic accessibility snapshot”
  Main site, Undergraduate Admissions, Graduate Admissions, Housing, Disabled Students Office, Staff Job Listings (HR), Healthcare
RECENT RECOMMENDATIONS to ITLC

- Provide campus representatives to pitch in on projects
- Consider accessibility in hiring
- Include EALT in RFP-driven IT initiatives
- Ask procurement staff to consider accessibility in purchases
- Recognize a policy is forthcoming
- Fund tools