

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

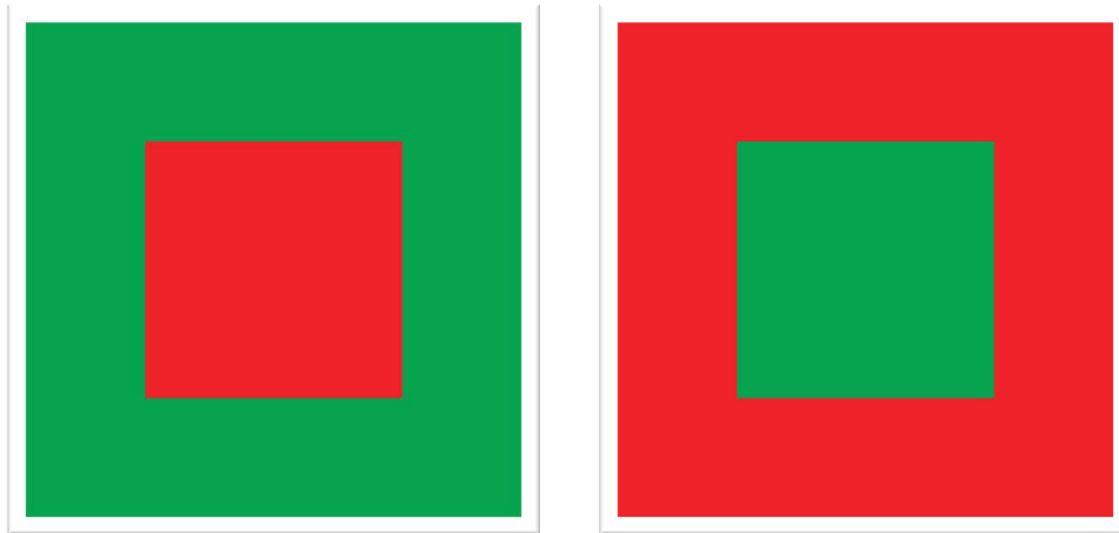
The “color” of a color.



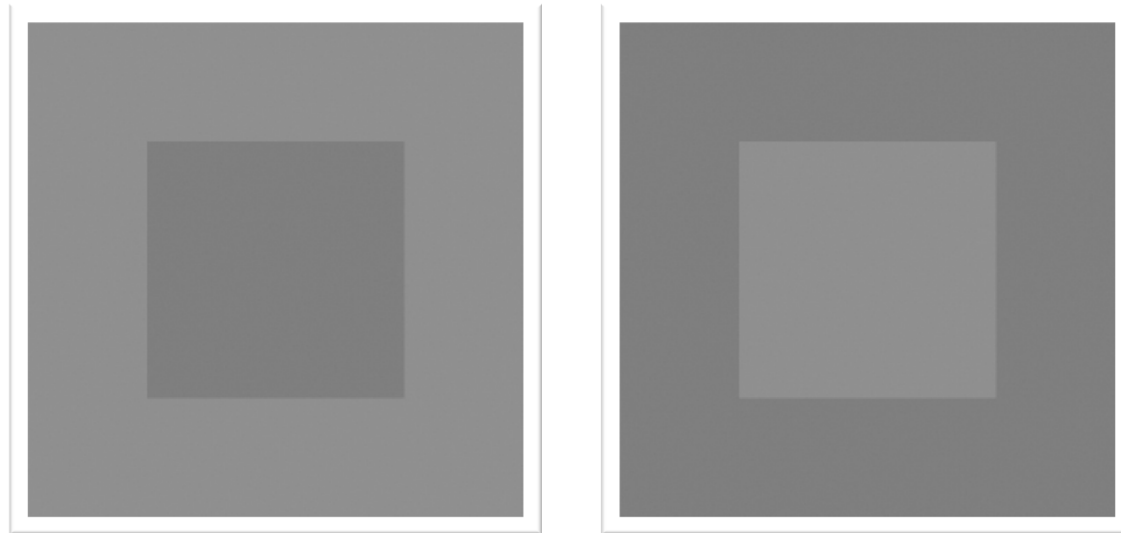
VALUE

The relative lightness or darkness of a color.



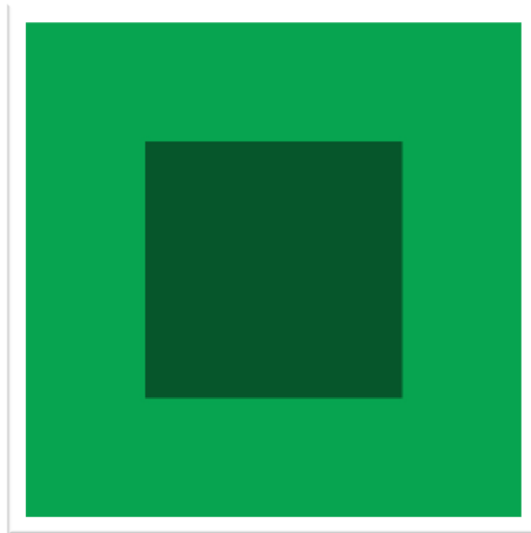


Pairing different **hues**...

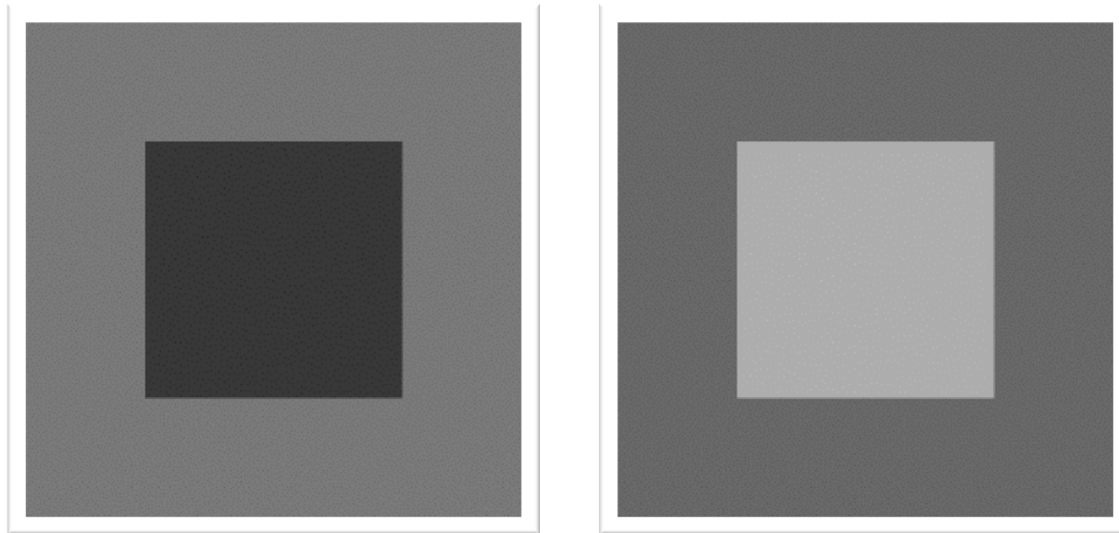


...does not necessarily create **contrast**.

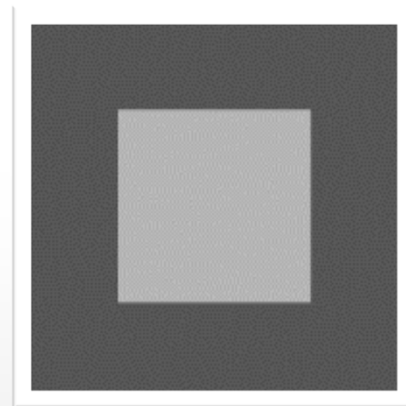
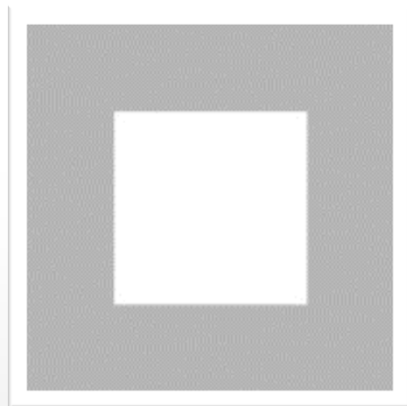
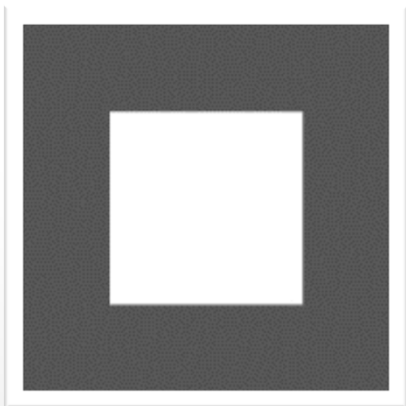
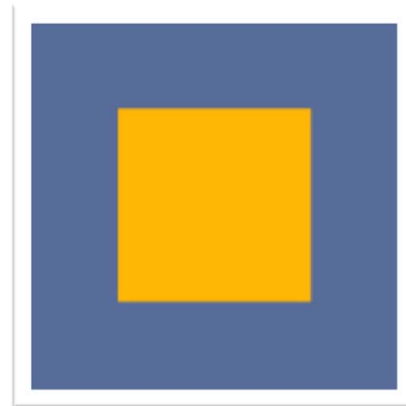
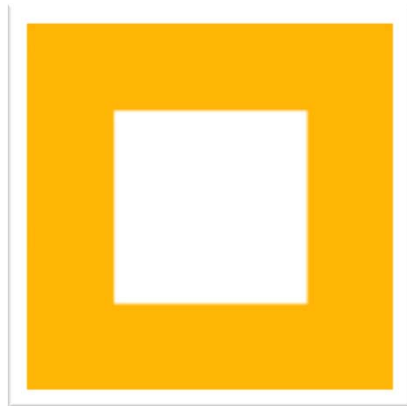
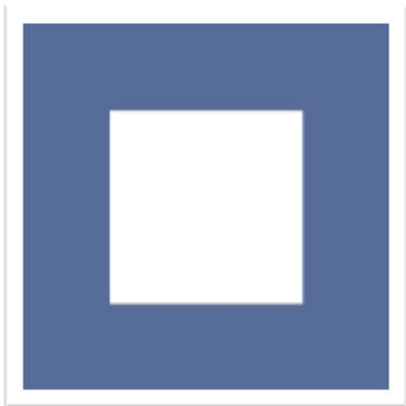
(1.37:1)



Pairing different **values**...



...creates **contrast**.



5.55:1

1.79:1

3.09:1

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

<https://addons.mozilla.org/en-us/firefox/addon/juicy-studio-accessibility-too/>

- ✓ Snook contrast check

http://snook.ca/technical/colour_contrast/colour.html

- ✓ Adobe Illustrator color guide feature

http://help.adobe.com/en_US/illustrator/cs/using/WS3B0DBDED-9FA7-47e9-B4BE-0D493E1034E2.html

- ✓ UCLA web accessible color palette
(in preparation)

QUESTIONS?

EALT UPDATE

(Electronic Accessibility Leadership Team)

- ✓ EALT Report to UC IT Leadership Council
<http://www.ucop.edu/irc/ealt/documents/committee-report-itlc.pdf>
- ✓ 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