The Universal Design Cheatsheet

1. Image description (alt text) on images = “what text would you use if you couldn’t use an image”
2. Headings are important! Don’t fake them with bold text
3. Link text should make sense on its own. click here = FAIL
4. Color. Do not rely on color alone to establish meaning
5. Convert documents to webpages. Use HTML pages, not PDFs, DOCX, PPT...
6. Transcripts must be used on videos and audio
7. Color contrast greater than 4.5 to 1. Contrast FAIL.