

Accessibility Evaluation Rubric

| Category / Criterion | Meets (Compliant) | Does Not Meet (Non-Compliant) |
|--------------------------------------|--|--|
| 1. Text & Readability | | |
| Contrast | Text and images must meet the WebAIM Color Contrast Checker requirements, matching WCAG standards. | Text or images fail to meet the required contrast ratios for their size. |
| Use of Color | Color is not the sole method of conveying content or distinguishing visual elements. Links are distinguished by underlines or a 3:1 contrast ratio with a hover indicator. | Information is conveyed only through color . Links have no visual indicator other than color. |
| Font & Alignment | Uses only Sans-serif fonts and left-aligned text or images. | Uses serif fonts, centered text, or fully justified text. |
| Resizing & Presentation | Content is functional at 200% zoom . Text blocks are no more than 80 characters wide with adequate line/paragraph spacing. | Content is lost when zoomed. Text blocks are too wide or lack sufficient spacing. |
| Images of Text | Text is used instead of images unless for decoration or if the presentation cannot be made with text alone. | Images are used to display content that could have been created with standard text. |
| 2. Non-Text Content | | |
| Alt Text | All images have meaningful alt text ; decorative images use alt="". | Images lack alt text or contain generic file names. |
| Complex Images | Charts, maps, and infographics include long descriptions or adjacent text explanations. | Data visualizations are provided without a corresponding text-based alternative. |
| Audio/Video (Prerecorded) | Descriptive transcripts are provided for prerecorded audio-only and video-only files. | No transcript is provided for prerecorded media lacking an alternative track. |
| Captions & Descriptions | Prerecorded video has synchronized captions and audio descriptions for visual content not in the audio. | Videos lack accurate captions or fail to describe important visual actions. |
| 3. Structure & Navigation | | |
| Headings & Lists | Headings follow logical order (no skips); lists use built-in tools . | Bold text is used instead of headings; lists are formatted manually. |

| | | |
|------------------------------------|--|---|
| Tables | Tables are used for data only and include defined column and row headers . | Tables are used for layout; headers are not programmatically defined. |
| Reading Order | The reading and navigation order (determined by code) is logical and intuitive . | The sequence of content is confusing when read by assistive technology. |
| Link Purpose | Link text is descriptive and concise ; URLs are not used as link text. | URLs are listed as link text; links use vague phrases like "click here". |
| Link Indicators | Use underlines or other visual indicators (not color alone) to denote links; indicate if a link opens a new window. | Links are only distinguishable from surrounding text by their color. |
| 4. Interaction & Timing | | |
| Seizures & Movement | Content does not flash more than 3 times per second ; non-essential animations can be disabled. | Content contains rapid flashing or animations that cannot be turned off. |
| 5. Implementation | | |
| Document Format | All documents use accessible layouts: clear structure with headings, lists, and tables, descriptive link text, alt text for images, high color contrast (4.5:1), and simple formatting (sans-serif fonts, adequate spacing). | Uses inaccessible file types or poorly structured documents. |
| Accessibility Review | Accessibility checkers are run ; a statement lists known limitations and improvement plans. | No review was performed; no statement or contact info for improvements is provided. |

Key Takeaways for Compliance

- **WebAIM Standards:** All text and images must be validated using the **WebAIM Color Contrast Checker** to ensure readability.
- **Semantic Structure:** Use **built-in tools** for headings and lists to ensure that the document's structure and reading order remain logical for screen readers.
- **Media Alternatives:** Every piece of prerecorded multimedia requires an alternative, such as **synchronized captions** for video or **descriptive transcripts** for audio.