



## **Increasing accessibility and readability of web pages.**

There are some guidelines for creating an accessible and professional web design

Text can be a very important tool in the context of professional web design. It can be extremely flexible as it can be changed into Braille or audio, used to describe non-text elements and can be presented visually in numerous sizes. However, if not used carefully it can also be destructive. Examples of text being harmful are:

1. Not changeable to suit the preferences of end user.
2. Presented in dense blocks, which makes it difficult to read.
3. Difficult to read due to font incompatibilities, so small it can't be read.
4. Unreadable because of inadequate contrast between text color and background or 'busy' backgrounds.
5. Presented as an image - that can't be resized or read by people using screen readers.
6. Difficult to read due to movement or blinking or text.

With some careful thought and application of a few basic guidelines, these problems can be avoided for .

A. Instead of setting a font size or type, leave that decision to the user.

For many designers however control over the web text is needed due to reasons of branding, styling and sometimes due to subject necessities. Control of web text can also realize usability gains. CSS provides useful features like limited control over margins, adjustments with line width, line height, color and font choice and size. You can use all of this to present the text of your web site in a way that makes it easier to read. Remember the easier it is to read the more accessible it is.

Accessible text is very important for professional web design. Readability of the text should not be compromised by inaccessible color schemes. Visitors will be shown the web page with the default font and font size that they have set in their web browser preferences and can change these properties to suit their own needs.

If however, control over the size, color, layout and typeface is needed then you must realize that you will never be able to completely control how a user will see your text. The reason is that HTML defines the logical structure of documents; leaving the presentation of the page up individual computer capabilities and devices that displays the page.

Your own "suggestions" can be provided for how a web page should look, but the fact is that users can override your



settings to match their own web browser preferences. And that's how it should be on a accessible website design India.

There is no one best font for accessibility. It is fact that for any particular user there is no 'most accessible font'. There might be one, but it will not be the same one for every user. In the world printed documents this means creating numerous versions for every document to meet the different presentation needs of each individual. On a professional website design India, we can provide one web page capable of being presented in many different ways, through the use of style sheets.

We cannot decide what will be the most accessible font for a user. We must fall back on the assumption that the user himself knows best and let him pick a font which he is comfortable with.

On an accessible website users should be able to do the following:

1. Style sheets should be turned off so that the page adopts the default settings in a users web browser. This is another good reason not to use the deprecated font tag; presentation attributes will still be present after the user turns off the style sheet.
2. Substitute their own style sheet, assuming that browser has this facility. Override all the preferences set in your style sheet with their own including font size, style and colors. Here a critical issue is the unit used to set the font size, that is, absolute units against relative units.

Creating a accessible and usable font is no walk in the park and it will to helpful to keep in mind these tips while doing so.

1. The type of browser will affect the text visually.
2. Availability of fonts will be different for different operating systems. Text size will depend on the operating system itself and its screen resolution.
3. Some typefaces are designed to look good on paper and some are designed to look good on web pages. If the fonts designed for paper are used on screen then it might create a messy effect.
4. Different computers have different defaults and a user can change the preferences on his browser.

Normally web pages are created with images as heading instead of text, to get around the limitations spoken of above. Sometimes all the text will be contained in one image. This option does give the designer complete control over the look of the text but it also creates some problems. Professional web design India in this manner will be accessible to a lesser amount of people. Some other key issues are:

1. The download time becomes longer as the image increases the size of the page.
2. Images can't be enlarged via the browser preferences. The size of the image will remain the same no matter how large the text becomes.



3. Readability may be less, as it will not be possible to increase color or contrast.

4. If no 'alt' attribute is added to the text in the image, it will be lost when images are turned off in the client browser. Alt attributes will need to be added to each graphic.

5. Using images instead of real text reduces the amount of information related to page structure. For example, a heading will be marked with the <h1> tag, whereas an image with the heading will not be. So, the text will not create the desired effect. Marking headings appropriately is useful especially for those people who use screen readers.

6. It is not easy to change the presentation of text across the site, instead using style sheets to change the presentation is more efficient.

B. To ensure the text on your professional web design India is readable, size is a important factor. Accessibility and usability are the primary concerns of a professional web designer. People who are visually impaired will obviously find large text easier to read. If you provide them this benefit, does it mean that people who are not visually impaired will be able to read your pager quicker?

Whatever your intentions are, the fact is that placing big text on your web page may actually deter some people from your website. This is because there are people who find small text more accessible. So, if both the texts might repel visitors, what can be done to ensure that the text on the page is accessible to the widest audience possible? Instead of worrying about the right size, we can create something that is called flexible text. To put it simply ensure that the user can set the size of the text to whatever he is comfortable with. Accessibility of a website relating to text is basically letting the user set his own browser preferences.

By not controlling the text on the professional web design, you are removing accessibility barriers, at least, those relating to text which you might put unknowingly in the way of your visitors. However does it also mean that your pages will not look as nice as you want them to? And also will that adopt the user's browser preferences and the default HTML style sheet? The outcome is uncertain.

However, with the use of relative units, you can get the best of both worlds. You can give the user control of relative text size and you get to set text sizes that won't offend your preferences. With this method, if a user changes the text size in their browser, then the text off all the pages will change, but the relative size of the text structure will remain the same.

By incorporating relative units to set the text size of your web pages, you can be sure that even if you can't predict the user's requirement or the type of output device, the visitors will be able to make it big if he needs, just by changing their browser preferences. Below are some example of relative units you could use to give your users that ability:

1. em units
2. percentages
3. relative keywords such as smaller or bigger



Different users will have different needs. Some might prefer large text, while some small. Some users are comfortable with a highly contrasting color scheme, while some can only read yellow text on a black background. To provide accessibility for everyone, professional web design should be flexible in design, so that they may change the text and color for their comfort and needs.