Accessible events – Tips for texts, tables, images and graphics, audio, video and multimedia, printed materials, PDFs and websites.

Texts (content, layout and structure)

- Use simple sentence structures, geared to everyday language.

- Avoid or explain technical terms, foreign words and abstract expressions.

- Omit details if not essential to understanding.

- Use practical comparisons and examples to help understanding.

- Pictures, symbols and pictograms are helpful for people with learning difficulties.

- Make sure the text is clearly structured, concise and unambiguous.

- Arrange content using titles, sub-headings, bulleted lists, cross-references and paragraphs.

- For complex texts, provide a summary with key statements and information in plain language.

- Typesetting: flush left, ragged right (no full justification)

- Optimal line length should not exceed 70 characters per line.

- Line spacing min. 1.2

- Sans serif font: Arial

- Font size: 12 pt. (Arial)

- Write numbers as digits.

- Avoid special characters.

- Use upper and lower case.

- Don't write flow texts in small caps.

- Use a single-colour background, don't back texts or captions with illustrations.

- Ensure high contrast between text and background.

- Provide sign language films and audio versions for the hearing-impaired and those with reading difficulties.

Tables

- Use tables solely to present data, not to arrange content or for decorative effect.

- Create tables with the buttons provided and mark up the header rows using the designated elements.

- For complex data tables, provide a summary in plain language.

Images, graphics, and colours

- Provide alternative text for those with a visual or cognitive disability.

- Alternative texts should answer questions such as: What purpose does the image serve, what content does it show, and what information complementary to the textual content does it convey?

- Decorative images and graphics not intended to convey information do not require alternative text and so are ignored by a screen reader.

- Describe images containing a high level of information (e.g., directions, diagrams and organisation charts) in a longer, separate text. While the alternative text gives a concise overview, this description should give all the information needed for understanding.

- The description can be inserted as hidden text, using the designated field in the web and word processing programme, or displayed visibly in the document to enhance understanding for all.
- The size and contrast of graphics should be adjustable.
- Choose a colour scheme that provides high contrast, particularly between text and background.
- Consider that some readers may be red–green colour deficient.
- Information should not be conveyed by colour alone; for example, lines in a diagram should be distinguishable by their shape as well as their colour.

Audio
- Provide a transcript of audio content for people with hearing disabilities.
- Prepare speech as a separate sign video for the hearing-impaired.
- Ensure that key spoken information is clearly understandable and not obscured by background noise or music.
- Audio recordings of texts and descriptions of images and graphics are helpful supplements to written language.

Video and multimedia
- Text alternatives should be available for all multimedia content. A transcript helps not only those with a hearing impairment, but anyone who wants to grasp the content and purpose of a video.
- Provide text alternatives in sync with images; use captions.
- Provide audio descriptions for videos so they can be understood by everyone without images or screen readers.
- Write content in plain language, whenever possible, or provide a separate film version in plain language.

Printed materials
- Select a font size of at least 12 pt. (Arial)
- Use high contrasts.
- Long documents should have a table of contents and page numbers.
- Don't use glossy paper or glossy varnishes for printing.
- Avoid complicated folding techniques.

PDF files

- Structure content using the word processing formatting tools; use templates for titles, subtitles, lists, highlighting, quotations, etc. The screen reader recognises these elements and passes them on to the user.
- Form fields must be fully accessible to keyboard users; all fields and links must be accessible and described in an understandable, perceivable way.
- Images and graphics that convey content must be described accordingly.
- Typeface and text and background colours must be adjustable in the display software.
- Export PDF files carefully, ensuring that the document's structure and properties are saved.

Websites

- All information and functions must be perceivable by all users.
- All elements that serve to make a website accessible must be operable by everyone.
- All content and operating elements must be understandable by everyone.
- The website must be robust and compatible with current and future technologies.