



Committee on Accessible Transportation and Mobility **Transportation Research Board**

Guide for Accessible Presentations

This material was initially created by the TRB's AME50 and TRANSED 2022 Planning Committee for the TRANSED-DRT 2022 Virtual Conference. Thank you to Janett Jimenez Santos and her team for their valuable contributions. Please use this guide to help ensure accessibility for either live or remote presentations during your committee activities.

1. Slide Presentation

A slide presentation is a file with a series of slides or pages displayed on the screen that complements your exposition.

Elaboration

- Use the slide presentation template.
- Use a slide presentation software for screen reading such as PowerPoint.
- Avoid automatic slide transitions and transition effects.
- Use a unique title to each slide, so content may be differentiated.
- Choose the predefined language (English) in software.
- Provide alternative text to visual objects, such as images, photos, smart art, word art, forms, objects, graphics, tables, videos, etc.¹
(See *Microsoft PowerPoint 508 Accessibility Checklist* in the References section)
- Use the slide Reading Order pane (Power Point) to check accessibility for screen readers users to understand the slide.
(See *Web Accessibility in Mind. Power Point Accessibility* in the References section)

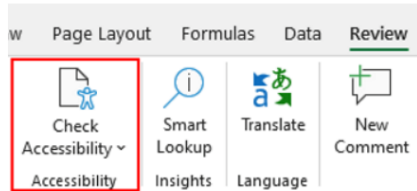
Use the PowerPoint Accessibility Checker - <https://support.microsoft.com/en-us/office/improve-accessibility-with-the-accessibility-checker-a16f6de0-2f39-4a2b-8bd8-5ad801426c7f>

¹ For inserting alternative text, Enter Alt-Text: Select the image or object > right click > Format Picture/Object/Chart> Alt Text. Enter a description that states the purpose and/or function of the object (in about 250 characters or less). For decorative objects, enter 'double-quote, space, double-quote'.

Use the Accessibility Checker

1. On the ribbon of the Microsoft 365 app, select the **Review** tab. If you're using Outlook, you'll only see the **Review** tab when writing or replying to messages.
2. Select the upper part of the **Check Accessibility** split button. The **Accessibility** pane opens to the right of the screen. The **Accessibility** ribbon activates at the top of the screen.

Tip: To see more options, select the lower part of the **Check Accessibility** button.



Text

- Preferable in English.
- Use maximum 30 to 40 words per slide; include concepts and brief descriptions on slides to avoid full or long sentences.
- Use simple words and easy to read.
- Use hierarchy for text content supported with highlighted key words.
- In the case of using abbreviations, show the complete name the first time.
- Ensure sufficient contrast between the text and its background.
- Font type: Sans Serif fonts, such as Arial.
- Font size: minimum 22 points.
- Use left aligned text and avoid justified.
- Use a line spacing of 1.5.
- For lists, preferable use paragraph bullets.
- In case of using hyperlinks, provide a clear description to the link destination, and not only an URL address.
- For tables
 - Use the option to insert tables, do not use drawn or in image tables.
 - Avoid merging cells or leave them empty.
 - Use table headers that are clearly identified visually.
 - If you use Table Styles, make sure the style has good contrast.

Color

- Use color contrast between background, images and text.
- Use plain backgrounds.
- Avoid using too much red, green and yellow colors, or shades of light grey.
- Avoid color as the only way to transmit highlight information.
- Information conveyed with color can also be conveyed by other means, for example text font, text style (bold, italic, underlined), text between asterisks, or size.

(See *Improving the Color Accessibility for Color-Blind Users* in the References section)

Images (photographs, illustrations, cartoon, pictograms)

- Use simple graphics.
- If a slide requires complex images (for example, flowcharts), group them in one image and, if necessary, provide an alternative text label.
- Avoid overloaded slides with too many images, shapes or colors.
- Avoid using animations (e.g. GIFS) with no more than 3 images per second.
- If slides contain animations, ensure they are brief and do not distract from the most important content in the slide.
- Avoid watermarks or floating objects.
(See *Creating Accessible PowerPoint Presentations* in the References section)

References for Slide Presentations

Creating Accessible PowerPoint Presentations

<https://webaccess.msu.edu/Tutorials/powerpoint-windows1.html>

Improving the Color Accessibility for Color-Blind Users

<https://www.smashingmagazine.com/2016/06/improving-color-accessibility-for-color-blind-users/>

Minnesota IT Services. PowerPoint Accessibility Checklist

<https://mn.gov/mnit/media/blog/?id=38-417349>

Microsoft PowerPoint 508 Accessibility Checklist

<https://www.ssa.gov/accessibility/checklists/ppt/pptchecklist.html>

Web Accessibility in Mind. Power Point Accessibility

<https://webaim.org/techniques/powerpoint/>

2. Verbal Presentation

- Voice in English.
- Speak clearly with proper cadence and diction; avoid speaking fast.
- Use simple, plain language and understandable terminology, avoid colloquialisms. If you have to use technical terms, define each at first mention.
- Keep short sentences. Avoid unnecessary words and passive tense.
- Start by introducing yourself with name, organization, etc.
- Indicate principal topics before giving details.
- If the slide presentation has text, read every word and describe visual content including images, tables or photographs.
- Complete one topic at a time. Avoid jumping between topics.
(See *Accessible Presentation Guide* in the References section)
- Use inclusive language. For example, avoid condescending euphemisms and avoid referring disability as an illness or a problem. For example, do not use phase such as wheelchair bound person or blind person, but person with blindness or person who uses a wheelchair.
(See *Disability-Inclusive Language Guidelines* in the References Section)

References for Verbal Presentations

Accessible Presentation Guide

<https://www.sigaccess.org/welcome-to-sigaccess/resources/accessible-presentation-guide/>

How to Look Good on Video Calls

<https://www.youtube.com/watch?v=W895TFfHPAg>

How to Make Your Presentations Accessible to All

<https://www.w3.org/WAI/teach-advocate/accessible-presentations/>

Disability-Inclusive Language Guidelines

<https://www.ungeneva.org/sites/default/files/2021-01/Disability-Inclusive-Language-Guidelines.pdf>

3. Day of Presentation for Video Presentations

- Be ready about 10 minutes before the session to test audio and video channels.
- Reach out to your session's moderator and technical administrator for support.
- Have ready the digital backing material in case the technical administrator has some trouble for displaying the materials.
- When your camera is on, aim it so that you are well centered and that a straight line is generated between your eyes and the camera. People generally look better on screen when the camera is eye level or slightly above. Avoid having the camera looking down or up at your eyes or your vision line. You may need to raise your laptop or device to ensure the proper height.



Image 1. Eye-level: horizontal line between the eyes and the camera.

Image 2. Comparison between having the camera under the eyes and having the camera at the same (horizontal) level that the eyes or vision line.

- Position your camera so you are centered in the screen and sit close enough to fill the picture top to bottom.
- To illuminate your face, provide lighting from behind the camera - not from the side or front. This avoids contrast between light and shade. If the image is too bright, diffuse brightness by reflecting the light off a ceiling or light-colored wall. If overhead light, make sure it does not create a shadow in your face.



Image 3. The light comes from behind the camera.

- Use a background as plain as possible. Avoid distractions behind you, such as a bookcase, painting, plants, movement, shining lights or sitting with a window

behind you. You can choose to set a blurred or virtual background to bring the speaker (you) into focus.

- Use clothes with minimal patterns or decoration that contrasts with the background.
- Avoid noisy places.
(See *How to Look Good on Video Calls* in the References section)

4. During Video Presentation

- Moderators will introduce speakers at the start of the session and discuss the session structure. Moderators will remind attendees of how to submit questions and announce when speakers will respond to questions.
- Face the camera when you are speaking.
- To ensure a clear audio, wear earbuds or headset to avoid echoing audio or audio feedback. You can also use an external microphone, i.e., USB-enabled microphone.
- Speak directly into the microphone near mouth or with a proper distance: not so far to be not audible, and not so close to produce noise. Keep microphone away from speakers to avoid audio feedback.
- If you experience echoing or feedback, lower the speaker volume if possible.
- Start by introduce yourself with name and organization. Make sure your audio is clear and understandable if there is a Sign Language Interpreter.
- When beginning your presentation or a workshop, describe its structure.
- Before start talking about each slide, verbally describe the graphics on it including images, tables, or photographs.
- In case your slide has text, read each word on it.
- In case you provide some information by chat, announce it verbally.
- Don't exceed the time provided to your presentation.

Language

- Speak clearly, with proper cadence and diction - not too quickly.
- Use simple and understandable terminology, avoid colloquialisms. If you have to use technical terms, define each at first mention.
- Keep short sentences.
- Avoid unnecessary words. Avoid the passive tense.
- Use inclusive language. For example, avoid condescending euphemisms and avoid referring to disability as an illness or a problem.
(See *Disability-Inclusive Language Guidelines* in the References section)
- Indicate principal topics before giving details.
- Treat and complete one topic at a time. Avoid jumping between topics.
- Respond specifically to questions.
(See *Accessible Presentation Guide* in the References section)

References for Video Presentations

Accessible Presentation Guide

<https://www.sigaccess.org/welcome-to-sigaccess/resources/accessible-presentation-guide/>

How To Look Good on Video Calls

<https://www.youtube.com/watch?v=W895TFfHPAq>

How to Make Your Presentations Accessible to All

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Disability-Inclusive Language Guidelines

<https://www.ungeneva.org/sites/default/files/2021-01/Disability-Inclusive-Language-Guidelines.pdf>