



USC DORNSIFE OFFICE OF CREATIVE CONTENT WEBSITE PROJECT UPDATE

Website Project Hub: dornsife.usc.edu/website-project

Contact: webproject@dornsife.usc.edu

Dear colleagues,

The **redesigned USC Dornsife website** has been built in accordance with the federal Americans with Disabilities Act website accessibility guidelines. While many of these requirements are built into the design, it is the responsibility of all who create content to make sure that best practices are observed as we continue to build and maintain the site.

Here are some important requirements that all websites must meet to maintain accessibility:

1. Provide text alternatives: Always include descriptive text known as “alt text” for images that appear on the site. Alt text should describe the appearance or function of an image on a page but it should be brief, as the most popular screen readers will stop reading alt text aloud after 125 characters. Our WordPress content management system includes fields for alt text to accompany each image. [View an example here >>](#)

2. Provide alternatives for time-based content: For time-based media such as video and audio recordings, provide captions and/or transcriptions. Video on our site is embedded via YouTube or Vimeo, which both provide auto-generated captions if your content was not created with captions.

3. Create adaptable content: Our website is responsive, which means it changes configuration if someone is viewing a page on a desktop computer, a mobile phone, or another device. When writing for a web page, instructing someone to “click the button to the right” may become illogical if the web layout changes based on the device it’s being accessed on. A link or button

that reads “Next Page” or “Learn More” is more useful than one that simply says “Click Here.”

4. Ensure visual content is distinguishable: Make it easy for site users to see content. Our site was designed to meet size and contrast guidelines for text. However, there may still be cases where a content creator is responsible for ensuring good separation of foregrounds and backgrounds such as when text overlaps an image in a graphic. Consider how busy the image is and the contrast of light and dark between foreground and background.

5. Avoid seizure triggers: Avoid including rapidly flashing content to protect users with photosensitivities or epilepsy. If content must include rapid flashing, you must include a content warning.

6. Create easily navigated content: Provide ways to help users navigate your website and find content. Break up long passages of text by using the provided title and heading styles. Not only will this allow sighted users to more quickly skim content for what they need, but it allows users of assistive technologies like screen reading software to aurally do the same.

[Read and bookmark this information online >>](#)

[Read more in our web accessibility guidelines \(SSO required\) >>](#)

[Learn more from the Web Accessibility Initiative >>](#)

If you have any questions about web accessibility or if you need assistance in making sure that your site meets the ADA requirements, our team is available to help. Please email webproject@dornsife.usc.edu.

Thank you for your dedication to this important project and our shared commitment to accessibility.

Michelle Boston
Associate Dean for Digital Content Strategy

Stephen Koenig
Senior Associate Dean for Creative Content



USCDornsife

Dana and David Dornsife
College of Letters, Arts and Sciences

This email was sent to . To ensure that you continue receiving our emails,
please add us to your address book or safe list.

manage your preferences
opt out if you no longer want to receive USC Dornsife E-Communications
Got this as a forward? **Sign up** to receive our future emails.

[Subscribe](#) to our email list.