

Read Me

Thank you for being a brand ambassador for The Ohio State University College of Food, Agricultural, and Environmental Sciences.

These guidelines are intended to help you create accessible files by using our **Microsoft PowerPoint template files**. When used properly, these assets help people recognize our brand in a variety of spaces and channels across the globe.

Our templates can be used as-is or customized to represent your unit's look and feel. Questions about how to apply brand guidelines can be found at the CFAES Brand site:

[**cfaes.osu.edu/brand**](https://cfaes.osu.edu/brand)

All documents must meet accessibility standards. Make your PowerPoint file(s) accessible by following the guidelines on the next pages.



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

Creating Accessible PowerPoint Documents

USE THE ACCESSIBILITY CHECKER

Check your document or presentation with PowerPoint's built-in Accessibility Checker tool found on the Review tab, and follow its suggestions to resolve potential issues. The Accessibility Checker will not catch all accessibility issues, but it will serve as a good starting point. The best practice is to launch it as soon as you start working on your file and check it periodically as you're working.

ADD TITLES TO EVERY SLIDE

Each slide needs a unique and descriptive title added to the title area of the template. If slides share the same topic, make sure that slide titles remain unique.

ADD ALT TEXT

Add alt text to all images, or mark decorative ones as such. Include all critical information that is presented in the image, especially if the image includes text.

USE MEANINGFUL HYPERLINK TEXT

Links should always include text that describes the purpose of link. Remember to include the full hyperlink in your document so people can copy and paste or type in if they get a printed copy. If it's long or

complicated, use the university's free go.osu service to shorten it. You can also generate a QR code to include.

LOGICAL READING ORDER

Some recipients of your presentation or document may be using a screen reader, so make sure the reading order of each slide is logical. From the Home tab, navigate to Drawing group > Arrange > Selection Pane. Objects read beginning at the bottom of the list moving to the top. You can correct any errors using the arrows at the bottom or by dragging and dropping elements into the correct reading order.

INCLUDE CLOSED CAPTIONS AND TRANSCRIPT FOR ANY AUDIO OR VIDEO

STAMP add-in lets you add closed captions to files. It can also import Timed Text Markup Language (TTML) files directly, turn captions on/off, edit/delete captions, align captions if video resized, and import text formatting info. To set export options, select the image in the document, then in the menu select Object > Object export options.

EMBEDDED VIDEOS

Always include alt text to alert viewers to the presence of any embedded videos. Also mention in the directions that the keystroke to stop/start play is the spacebar. An example would be: “Watch the Hydroponic Plant Growth video. Press the spacebar to stop and start play.”

INCREASE VISIBILITY FOR COLOR-BLIND PEOPLE

- Avoid using orange, red, and green in your template and in text.
- Use texture in graphs, as well as color, to highlight points.
- Circle information rather than relying on color highlighting.
- Keep overall text-to-background contrast high for maximum readability.
- View the presentation in grayscale to make sure your content is readable. View tab > Color/grayscale group > click Grayscale.

AVOID FLASHING OR BLINKING OBJECTS

This includes flashing text, graphics that turn on or off repeatedly, changing between different images on screen, and other animations and visual transitions.

TRANSITIONS AND ANIMATION

Limit the use of these when possible. They can be time-consuming and tedious for screen reader users. If you do use them, consider one per slide, at most.

Consider the example of a slide containing bullet points which fly in from the right. As each bullet transitions onto the screen, a screen reader will return to the top of the page and recommence reading the page’s contents from the beginning. To advance to the next bullet, the user will need to press the Play button. This can create a frustrating experience for the screen reader user.

Carefully consider use of decorative animations. Constant motion on the screen can cause screen readers to refresh frequently, and they’re also challenging for users with ADHD.

REVIEW OUTLINE VIEW

The outline view shows all regular text and presents it as a hierarchical outline, but it doesn’t display all accessible content. So don’t use this as your sole reliable check of accessibility.

SPEAKER NOTES

The Speaker notes panel is accessible and can be used to provide descriptions for inaccessible objects, such as graphs, diagrams, and floating objects.