

# Digital Screen Accessibility Guidelines

University of Oklahoma | Division of Student Affairs

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Our campus screens are silent, non-interactive displays. Because assistive technologies cannot interpret content displayed as static TV graphics, each slide must be visually accessible and include an accessible alternative way to access the same information.

**ADA Compliance Notice:** These guidelines support OU's compliance with the ADA Title II update, which requires all digital content to meet WCAG 2.1 Level AA accessibility standards. Submissions that do not meet these standards may not be approved for display. All OU faculty, staff, and students who create or maintain digital content are covered by this requirement.

## 1. Keep Text Readable at a Distance

Design for someone walking by, not holding the screen.

### Do

- **Use large text and short phrases**
- Limit to 5–7 lines of text max
- Prioritize: Event Name → Date → Time → Location → Action

### Avoid

- Paragraphs
- Full schedules
- Dense flyers
- Tiny disclaimers

*If it takes more than 5 seconds to read, it won't be readable on a screen.*

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## 2. Use High Contrast Colors

People must be able to read it quickly and clearly.

### Recommended

- Dark text on light background OR light text on dark background
- Strong contrast between text and background
- Solid or simple backgrounds

### Avoid

- Text over photos without overlay

- Gradients behind text
  - Light gray on white
  - **Crimson on black** (low contrast — avoid this combination; crimson on white is acceptable and aligns with OU brand standards)
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### 3. Choose Accessible Fonts

#### Use

- Simple sans-serif fonts
- Medium or bold weights
- Clear letter spacing

#### Avoid

- Thin fonts
  - Script or decorative fonts for body text
  - ALL CAPS paragraphs
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### 4. Don't Use Color Alone to Convey Meaning

Not everyone sees color the same way. This includes people with color blindness, low vision, or those viewing screens in bright light.

#### Instead of:

*"Items in red are required"*

#### Write:

*"Required items are labeled 'Required'"*

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### 5. Provide an Accessible Information Link (Required)

**This is the most critical accessibility requirement for campus screens.** Because the slide itself cannot be accessed by assistive technologies, the linked page **is** the accessible version of your content. The QR code and URL are not optional additions — they are the only accessible pathway for users who rely on screen readers or other assistive technology.

Every slide must include both a QR code AND a short URL linking to full event details.

#### The link must go to:

- An OU webpage

- A campus calendar page
- Or another fully accessible information page
- Not just social media alone

**The linked destination must:**

- **Meet WCAG 2.1 AA accessibility standards** — not just exist
- Contain the full event information shown on the slide
- Not be a PDF as the sole information source, unless that PDF is itself fully accessible
- Not require a login to access, unless the event is internal-only

**Include text like:**

*“More info & accessibility details: [ou.edu/example](#)”*

*“Scan for full event information”*

If you’re unsure whether your linked page meets accessibility standards, visit [ou.edu/digital-accessibility](#) for guidance and resources.

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## **6. Include Accessibility Contact (When Applicable)**

For events requiring registration or participation, add:

*“Need accommodations? Contact: [email@ou.edu](#)”*

Full accommodation details can be included on the linked page rather than the slide itself.

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## **7. No Flashing or Strobing Animation**

Slides must not contain content that flashes or strobos more than three times per second. Rapidly flashing content can trigger seizures in people with photosensitive epilepsy and is prohibited under WCAG 2.3.1.

**If your slide includes animation or video:**

- Keep motion minimal and non-disorienting
  - Ensure no content flashes more than 3 times per second
  - Looping animations should be simple and steady — no rapid strobing or color flashing
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## **8. Timing Expectations**

Slides display briefly. Design accordingly. Your slide should be understandable in 3–5 seconds:

- **What is it?**
- **When is it?**
- **Where is it?**
- **How do I learn more?**

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## Quick Checklist Before Submitting

✓	Item	Why it matters
✓	Large, readable text	<i>Readable at a distance</i>
✓	High contrast colors (avoid crimson on black)	<i>WCAG 2.1 AA requirement</i>
✓	Simple fonts, no thin or script fonts	<i>Legibility at a glance</i>
✓	No paragraphs or dense text	<i>5-second readability rule</i>
✓	Color not used as the only indicator of meaning	<i>Supports color blindness &amp; low vision</i>
✓	No flashing or strobing animation	<i>Seizure safety — WCAG 2.3.1</i>
✓	QR code + short URL included	<i>Required accessible alternative</i>
✓	Link leads to a fully accessible page (WCAG 2.1 AA)	<i>The link IS the accessible version</i>
✓	Linked page contains full event information	<i>Not just a homepage or social media</i>
✓	Accommodation contact included (if event requires registration)	<i>ADA event compliance</i>

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## Questions & Resources

For questions about accessibility requirements or to request a review of your submission, visit [ou.edu/digital-accessibility](https://ou.edu/digital-accessibility) or contact [marcomm@ou.edu](mailto:marcomm@ou.edu).

Additional training and guidance are available on [OU's Digital Accessibility Learning Resources webpage](#). All OU employees also have access to accessibility training through LinkedIn Learning, Microsoft 365, and YuJa Panorama (available via Canvas).