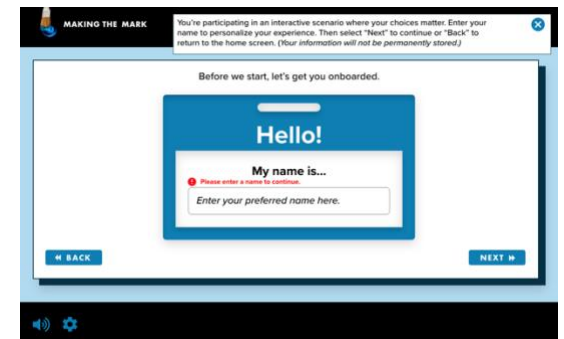| Storyboard Overview	
RLO Title	Making the Mark: Access Your Access
Description	An introduction to WCAG (Perceivable) for nonprofit development and communications staff members working in visual communications and web design
Duration	20-21 total slides, including title slide
Objective	Identify and define the WAI's perceivable WCAG and corresponding success criteria.
Slide Layouts	1.　Title Screen 2.　Nametag 3.　Scenario Introduction 4.　Hear from Carrie 5.　Review WCAG 6.　File Formats 7.　Inbox Menu 8.　Case Study with Assessment
Media	Development: Adobe Illustrator, Adobe XD, Vyond, Articulate Storyline; Analysis/Design: Mindmeister, Microsoft Office
Fonts	Titles and Buttons: Futura Subheadings and body paragraphs: Proxima Nova
Colors	Shades of true blue: #0E7EB3 (true blue), #77CDF5 (lighter blue), #B1DAF0 (lightest blue), #7E98A6 (gray-blue), #063145 (dark blue), black, white; #FC0303 (red) for alerts Case study's mock-up website color scheme: #F58122 (orange), #FDDCC1 (light orange) and #CF3D29 (red)

Slide 1: Title

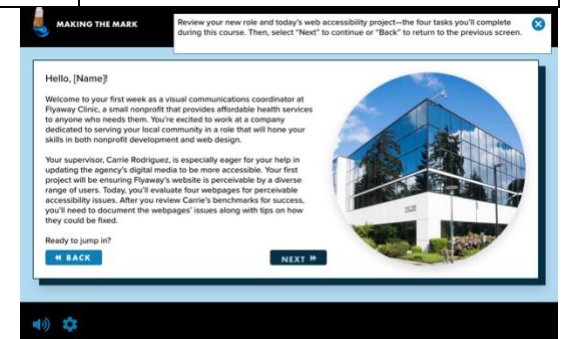| On-Screen Text	Making the Mark Assess Your Access		
Programming Notes			
Top Buttons			
Bottom Buttons	Footer: settings/volume icons: CC, Accessible Text, Volume Control	Begin	
Slide Design	Title		
Graphics	Paintbrush logomark		

Slide 2: Nametag

On-Screen Text	[Header] Making the Mark Instructions [I icon] You're participating in an interactive scenario where your choices matter. Enter your name to personalize your experience. Then select "Next" to continue or "Back" to return to the home screen. (Your information will not be permanently stored.) [close window icon] [Main screen] Before we start, let's get you onboarded. Hello! My name is… Enter your preferred name here. [text field] [Alert message] [alert icon] Please enter a name to continue.	
Programming Notes	User must input their name to continue (will receive the alert message if they try to skip). Instructions appear at the beginning of each slide and can be closed and reopened. Variables: username	
Top Buttons		
Bottom Buttons	Back [arrows icon] Footer: Settings/volume icons: CC, Accessible Text, Volume Control	Next [arrows icon]
Slide Design	Nametag	
Graphics	Paintbrush logomark	Nametag graphic

Slide 3: Scenario Introduction

On-Screen Text	[Header] Making the Mark Instructions [I icon] Review your new role and today's web accessibility project—the four tasks you'll complete during this course. Then, select "Next" to continue or "Back" to return to the previous screen. [close window icon] [Main screen] Hello, [Name]! Welcome to your first week as a visual communications coordinator at Flyaway Clinic, a small nonprofit that provides affordable health services to anyone who needs them. You're excited to work at a company dedicated to serving your local community in a role that will hone your skills in both nonprofit development and web design. Your supervisor, Carrie Rodriguez, is especially eager for your help in updating the agency's digital media to be more accessible. Your first project will be ensuring Flyaway's website is perceivable by a diverse range of users. Today, you'll evaluate four webpages for perceivable accessibility issues. After you review Carrie's benchmarks for success, you'll need to document the webpages' issues along with tips on how they could be fixed. Ready to jump in?	
Programming Notes	User's name will now appear in designated [Name] areas to personalize course. Instructions appear at the beginning of each slide and can be closed and reopened.	
Top Buttons		
Bottom Buttons	[arrows icon] Back Footer: Settings/volume icons: CC, Accessible Text, Volume Control	Next [arrows icon]
Slide Design	Scenario Introduction	
Graphics	Paintbrush logomark	Clinic photo

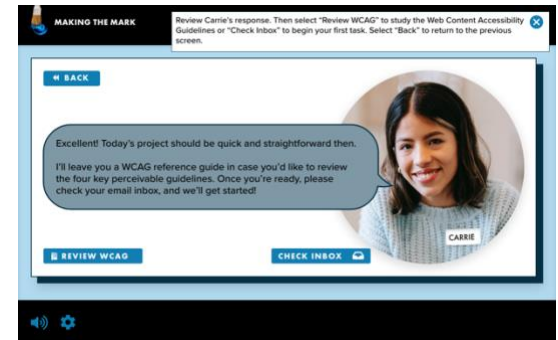**Slide 4: Confidence Check (Hear from Carrie)**

On-Screen Text	[Header] Making the Mark Instructions [I icon] Review your supervisor Carrie Rodriguez's project criteria and question. Then select the response that best reflects your prior experience and confidence. Select "Back" to return to the previous screen. [close window icon] [Main screen] [Carrie's dialogue] We want users to be able to easily understand our website visually and audibly. This week, we'll work on meeting guidelines under WCAG's Perceivable principle. We'll examine and revise any webpage that doesn't meet Levels A and AA success criteria. Are you familiar with the Web Content Accessibility Guidelines? [User's dialogue] Select your response.		
Programming Notes	Instructions appear at the beginning of each slide and can be closed and reopened. The learner's choice determines next slide.		
Top Buttons	[arrows icon] Back		
Bottom Buttons	Footer: Settings/volume icons: CC, Accessible Text, Volume Control	Absolutely! | Somewhat. | I'm Afraid Not	
Slide Design	Hear from Carrie		
Graphics	Paintbrush logomark	Carrie with text nametag	

Slide 5: Confidence Check Feedback (Hear from Carrie)

On-Screen Text	[Header] Making the Mark Instructions [I icon] Review Carrie's response. Then select "Review WCAG" to study the Web Content Accessibility Guidelines or "Check Inbox" to begin your first task. Select "Back" to return to the previous screen. [close window icon] [Main screen] [Carrie's dialogue] [Option 1 – from Absolutely] Excellent! Today's project should be quick and straightforward then. I'll leave you a WCAG reference guide in case you'd like to review the four key perceivable guidelines. Once you're ready, please check your email inbox, and we'll get started! [Option 2 – from Somewhat] That's okay. Let's jog your memory. Designed by the World Wide Web Consortium's Web Accessibility Initiative (WAI), the Web Content Accessibility Guidelines make up an international technical standard to help make web content more accessible for people with disabilities. Levels A and AA mark the minimum standards to which websites should conform while Level AAA marks the ultimate gold standard. I'll leave you a WCAG reference guide to review. Once you've grasped each of the four key perceivable guidelines, return here to check your email inbox, and we'll get started on our project! [Option 3 – from I'm Afraid Not] Okay. Let's get you up to speed then. Designed by the World Wide Web Consortium's Web Accessibility Initiative (WAI), the Web Content Accessibility Guidelines make up an international technical standard to help make web content more accessible for people with disabilities. Levels A and AA mark the minimum standards to which websites should conform while Level AAA marks the ultimate gold standard. I'll leave you a WCAG reference guide to study. Once you've grasped each of the four key perceivable guidelines, return here to check your email inbox, and we'll get started on our project!	
Programming Notes	Learner's choice from previous screen determines path—three slides with the same design but different dialogue from Carrie (see options above). Instructions appear at the beginning of each slide and can be closed and reopened.	
Top Buttons	Back [arrows icon]	
Bottom Buttons	Footer: settings/volume icons: CC, Accessible Text, Volume Control	[book icon] Review WCAG | Check Inbox [Inbox icon]

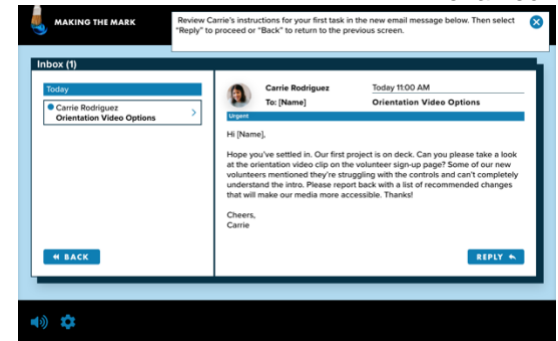| Slide Design	Hear from Carrie		
Graphics	Paintbrush logomark	Carrie with text nametag	

Slide 6: Review WCAG

| On-Screen Text | [Header] Making the Mark
Instructions [I icon] Below, you'll find WAI's perceivable Web Content Accessibility Guidelines categories. Select "Learn More" to read each guideline and additional tips. When you're done, select "Back" to return to the previous screen. Don't forget to download the job aid too. [close window icon]

[Main screen]
[Window title] Web Content Accessibility Guidelines (WCAG)
[Heading] Perceivable
[Definition] Information and user interface components must be presentable to users in ways they can perceive.

[Four rows defining WCAG subcategories of guidelines]
[Text Alternatives icon]
Text Alternative (1.1):
Provide text alternatives for non-text content (such as images).
[Learn More button linking to https://www.w3.org/WAI/WCAG21/quickref/#time-based-media]

[Video icon]
Time-based Media (1.2)
Provide alternatives for time-based media (such as video).
[Learn More button linking to https://www.w3.org/WAI/WCAG21/quickref/#time-based-media]

[Adaptability icon]
Adaptable (1.3)
Create content that can be presented in different ways.
[Learn More button linking to https://www.w3.org/WAI/WCAG21/quickref/#adaptable]

[Distinguishable icon]
Distinguishable (1.4)
Make it easier for users to see and hear content.
[Learn More button linking to https://www.w3.org/WAI/WCAG21/quickref/#distinguishable]

[Bottom area right of buttons]
[Link icon] Resources
AccessibilityChecker.org | Adobe Color Accessibility Tools | WAVE Web Accessibility Tool | WCAG Overview
[hyperlinks] |

Programming Notes	Instructions appear at the beginning of each slide and can be closed and reopened. Buttons link to WCAG Quick Reference categories. Job aid will be a downloadable pdf. See visual assets.	
Top Buttons		
Bottom Buttons	Footer: settings/volume icons: CC, Accessible Text, Volume Control	Back [arrows icon] | Save Job Aid [download icon]
Slide Design	Review WCAG	
Graphics	Paintbrush logomark	Carrie with text nametag

Slide 7: Case Study #1 – Orientation Video Options (Inbox Menu)

On-Screen Text	[Header] Making the Mark Instructions [I icon] Review Carrie's instructions for your first task in the new email message below. Then select "Reply" to proceed or "Back" to return to the previous screen. [close window icon] [Main screen] [Right side – Menu] [Window title] Inbox (1) [Header] Today [Unread message labels] [Sender] Carrie Rodriguez [Subject line] Orientation Video Options [Left side – Opened message] [Carrie Rodriguez thumbnail] Carrie Rodriguez To: [Name] [Time] [Subject line] Orientation Video Options [Email importance] Urgent Hi [Name], Hope you've settled in. Our first project is on deck. Can you please take a look at the orientation video clip on the volunteer sign-up page? Some of our new volunteers mentioned they're struggling with the controls and can't completely understand the intro. Please report back with a list of recommended changes that will make our media more accessible. Thanks! Cheers, Carrie	
Programming Notes	Once learner selects "Reply," the message itself, or the message outline in the left-hand menu, the message needs to change to "read"—the circle in the message outline and "(1)" after Inbox will disappear while the message background will change to a visited state (see prototype for styling). The left-hand menu allows learners to access past feedback from tasks and retry tasks.	
Top Buttons		
Bottom Buttons	Footer: Settings/volume icons: CC, Accessible Text, Volume Control	[arrows icon] Back | Reply [reply icon]
Slide Design	Inbox Menu	
Graphics	Paintbrush logomark	

Slide 8: Case Study #1 – Orientation Video with Assessment

On-Screen Text	[Left window – Email message draft – Assessment questions]
	[Header] Making the Mark
	Instructions [I icon] Play the video in the left window below and note any perceivable accessibility issues. In the right window, select all the best choices that apply to complete your response to Carrie. You can also select the "Help" icon for a hint or "Back" to return to your inbox. [close window icon]
	[Main screen] [Right window]
	Help [? icon] Remember, users with impaired sight or hearing should be able to control video and audio options as well as refer to text alternatives. [close window icon]
	[Left window] Video script: Welcome to the Flyaway Clinic Volunteer Orientation. Volunteers are instrumental to what we do here at the Clinic, and we're excited you want to help us make a difference in our community. I'm Evan, Flyaway's volunteer coordinator, and today, I'll be showing you how to get started as an active volunteer. We'll cover Flyaway's mission, history, community programs, client services, and our many volunteer opportunities. Let's begin!
	[Right window] [Reply Icon] Carrie Rodriguez [Line break]
	Hi Carrie,
	Below, please find a list of recommended changes to the orientation video.
	Remove the audio.
	Boost the foreground audio's volume by 10 dB.
	Drop the background music's volume by 20 dB. [correct]
	Add options to control the volume. [correct]
	Add options to stop and pause the video. [correct]
	Add options to speed up the audio.
	Add options to enhance the video quality.
	Add closed captions. [correct]
	Best,
	[Name]
Programming Notes	Video formatting is intentionally inaccessible.
	Variable: score from selected answers; learner's answers will determine path.
Top Buttons	
Bottom Buttons	Footer: settings/volume icons: CC, Accessible Text, Volume Control · [arrows icon] Back | Send [Sent letter icon]

Slide Design	Case Study		
Graphics/Media	Paintbrush logomark	Orientation Video	

Slide 9: Case Study #1 – Orientation Video Formative Feedback (Inbox Menu)

On-Screen Text	
	[Header] Making the Mark
	Instructions [I icon] Review Carrie's feedback below. Then select "Try Again" or "Refresh Inbox" to receive your next task. If you need additional guidance, select "Review WCAG" to study the Web Content Accessible Guidelines again. [close window icon]
	[Main Screen]
	[Left side]
	[Right side – Menu]
	[Window title] Inbox (1)
	[Header] Today
	[Unread message labels]
	[Sender] Carrie Rodriguez
	[Subject line] Re: Orientation Video Options
	[Left side – Opened message]
	[Carrie Rodriguez thumbnail] Carrie Rodriguez
	To: [Name]
	[Time]
	[Subject line] Orientation Video Options
	[Email Importance] Urgent
	[Option 1 – All correct]
	Hi [Name],
	Great work! We went ahead with your recommendations and have already received some positive feedback from our less tech-savvy volunteers. Now that they can easily pause the video, control the volume, and refer to a transcript, their onboarding process has gone much smoother. Thanks to you, we can better serve our community and reach more clients, donors, and staff.
	Cheers,
	Carrie
	[Option 2 - None correct]
	Hi [Name],
	While we're excited to have you on our team, looks like you still need to catch up on WCAG. None of your recommendations improved our orientation video. Remember, applying web accessibility can help us better serve our community and reach more clients, donors, and staff. Please spend

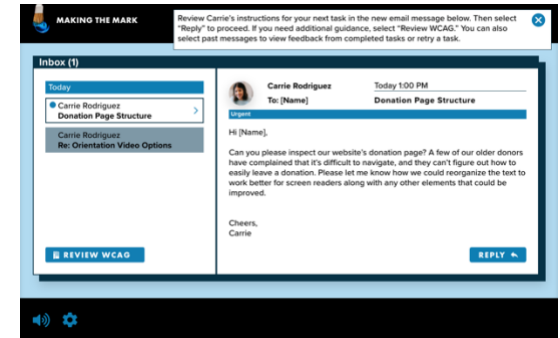|	some time reviewing accessibility guidelines for time-based media before you proceed. Onward and upward!	
	Cheers, Carrie	
	[Option 3 - Some correct] Hi [Name],	
	You almost got it! While we received some positive feedback regarding your recommendations, our less tech-savvy volunteers are still encountering a few of the same problems. Remember, applying web accessibility can help us better serve our community and reach more clients, donors, and staff. Please spend some time reviewing accessibility guidelines for time-based media before you proceed. Onward and upward!	
	Cheers, Carrie	
Programming Notes	Once learner selects "Reply," the message itself, message outline in the left menu, or another message, the message needs to change to "read"—the circle in the message outline and "(1)" after Inbox will disappear while the message background will change to a visited state (see prototype for styling). The left-hand menu allows learners to access past feedback from tasks and retry tasks. Use the learner's score variables to determine which slide layer to show. The all-correct option does not have a Try Again button.	
Top Buttons		
Bottom Buttons	[book icon] Review WCAG Footer: Settings/volume icons: CC, Accessible Text, Volume Control	[again icon] Try again | Refresh Inbox [refresh icon]
Slide Design	Inbox Menu	
Graphics	Paintbrush logomark	

Slide 10: Case Study #2 – Donation Page Structure (Inbox Menu)

On-Screen Text	[Header] Making the Mark Instructions [I icon] Review Carrie's instructions for your next task. Then select "Reply" to proceed or "Back" to return to the previous screen. If you need additional guidance, select "Review WCAG." You can select past messages to view feedback from completed tasks or retry a task. [close window icon] [Main Screen] [Left side] [Right side – Menu] [Window title] Inbox (1) [Header] Today [Unread message labels] [Sender] Carrie Rodriguez [Subject line] Donation Page Structure [Left side – Opened message] [Carrie Rodriguez thumbnail] Carrie Rodriguez To: [Name] [Time] [Subject line] Donation Page Structure [Email importance] Urgent Hi [Name], Can you please inspect our website's donation page? A few of our older donors have complained that it's difficult to navigate, and they can't figure out how to easily leave a donation. Please let me know how we could reorganize the text to work better for screen readers along with any other elements that could be improved. Cheers, Carrie
Programming Notes	Once learner selects "Reply," the message itself, or the message outline in the left-hand menu, the message needs to change to "read"—the circle in the message outline and "(1)" after Inbox will disappear while the message background will change to a visited state (see prototype for styling). The left-hand menu allows learners to access past feedback from tasks and retry tasks. Use the learner's score variables to determine which slide layers to show. The all-correct option does not have a Try Again button.
Top Buttons	

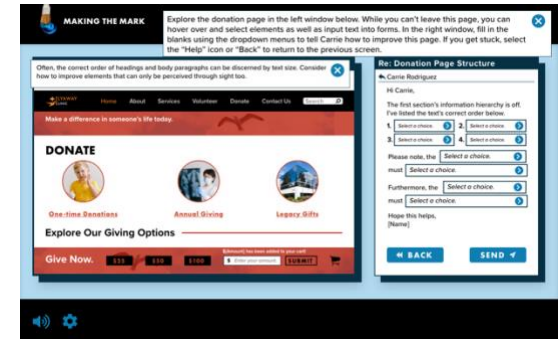| Bottom Buttons	Footer: Settings/volume icons: CC, Accessible Text, Volume Control	[arrows icon] Back | Reply [reply icon]
Slide Design	Inbox Menu	
Graphics	Paintbrush logomark	

Slide 11: Case Study #2 – Donation Page Structure with Assessment

On-Screen Text	[Header] Making the Mark
	Instructions [I icon] Explore the donation page in the left window below. While you can't leave this page, you can hover over and select elements as well as input text into forms. In the right window, fill in the blanks using the dropdown menus to tell Carrie how to improve this page. If you get stuck, select the "Help" icon or "Back" to return to the previous screen. [close window icon]
	[Left window]
	[URL Title] Donate | Flyaway Clinic
	[URL] flyawayclinic.org/donate
	Help [? icon] Often, the correct order of headings and body paragraphs can be discerned by text size. Consider how to improve elements that can only be perceived through sight too. [close window icon]
	[Flyaway Clinic logo] [Navigational menu] Home | About | Services | Volunteer | Donate | Contact Us | Search [Search icon]
	[Header] Make a difference in someone's life today.
	[Body]
	DONATE
	[Row]
	One-time Donations
	[Child photo]
	Annual Giving
	[Doctor photo]
	Legacy Gifts
	[Clinic photo]
	[Footer]
	Give Now.
	[$25] [$50] [$100] [$ Enter your amount] [Submit button] [Shopping cart icon]
	[Success message] $[Amount] has been added to your cart!
	[Right window]
	[Reply Icon] Carrie Rodriguez
	[Line break]
	Hi Carrie,

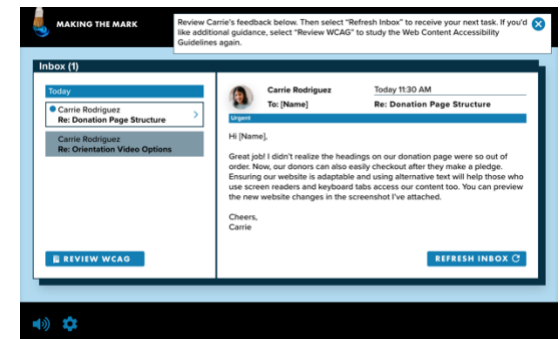|	The first section's information hierarchy is off. I've listed the text's correct order below. [Dropdown menu choices (4)] [Select a choice. Make a difference… DONATE Giving Options links Explore our Giving…] [correct order: DONATE Make a difference… Explore our Giving… Giving Options links]
	Please note, the [dropdown menu] [Select a choice. Giving Options links photos [correct] Give Now backgrounds]
	must [Select a choice. include additional visual cues. meet a color contrast ratio of 3:1. include alternative text. [correct]
	Furthermore, the [Select a choice. shopping cart icon [correct] donation text field submit button]
	must [Select a choice. include additional visual cues. meet a color contrast ratio of 3:1. include alternative text. [correct]
	Best, [Name]
Programming Notes	Left window is interactive. Buttons should include hover states and text can be inputted into the text fields of the search and newsletter sign-up forms to show pop-up success and error messages. See prototype for styling. Variable: score from selected answers; learner's answers will determine path.

Top Buttons		
Bottom Buttons	Footer: settings/volume icons: CC, Accessible Text, Volume Control	[arrows icon] Back | Send [Sent letter icon]
Slide Design	Case Study	
Graphics/Media	Paintbrush logomark	Website mock-up graphics

Slide 12: Case Study #2 – Donation Page Structure Formative Feedback (Inbox Menu)

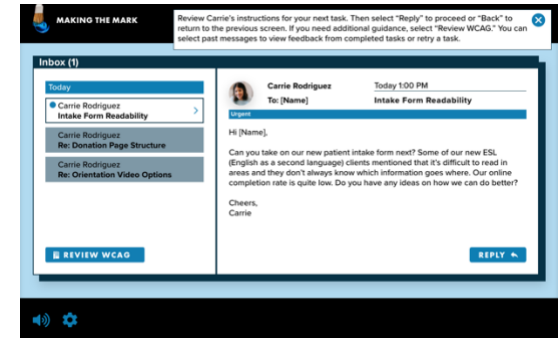| **On-Screen Text**	[Header] Making the Mark
	Instructions [I icon] Review Carrie's feedback below. Then select "Try Again" or "Refresh Inbox" to receive your next task. If you need additional guidance, select "Review WCAG" to study the Web Content Accessible Guidelines again. [close window icon]
	[Main Screen]
	[Right side – Menu]
	[Window title] Inbox (1)
	[Header] Today
	[Unread message labels]
	[Sender] Carrie Rodriguez
	[Subject line] Re: Donation Page Structure
	[Left side – Opened message]
	[Carrie Rodriguez thumbnail] Carrie Rodriguez
	To: [Name]
	[Time]
	[Subject line] Re: Donation Page Structure
	[Email importance] Urgent
	[Option 1 – All correct]
	Hi [Name],
	Great job! I didn't realize the headings on our donation page were so out of order. Now, our donors can also easily checkout after they make a pledge. Ensuring our website is adaptable and using alternative text will help those who use screen readers and keyboard tabs access our content too. You can preview the new website changes in the screenshot I've attached.
	Cheers,
	Carrie
	[Option 2 - None correct]
	Hi [Name],
	Unfortunately, you didn't catch any of the donation page's accessibility issues. I advise reviewing WAI's text alternatives and adaptable accessibility guidelines to better understand just how much the structure of a webpage can impact users' experience, especially those who use screen readers and keyboard tabs. Can you give this task another go?
	Cheers,

	Carrie [Option 3 - Some correct] Hi [Name], While we made some progress, there were still a few accessibility issues you didn't catch. I advise reviewing WAI's text alternatives and adaptable accessibility guidelines to better understand just how much the structure of a webpage can impact users' experience, especially those who use screen readers and keyboard tabs. Can you give this task another go? Cheers, Carrie
Programming Notes	Once learner selects "Reply," the message itself, message outline in the left menu, or another message, the message needs to change to "read"—the circle in the message outline and "(1)" after Inbox will disappear while the message background will change to a visited state (see prototype for styling). The left-hand menu allows learners to access past feedback from tasks and retry tasks. Use the learner's score variables to determine which slide layer to show. The all-correct option does not have a Try Again button.

Top Buttons		
Bottom Buttons	[book icon] Review WCAG Footer: Settings/volume icons: CC, Accessible Text, Volume Control	[again icon] Try again | Refresh Inbox [refresh icon]
Slide Design	Inbox Menu	
Graphics	Paintbrush logomark	

Slide 13: Case Study #3 – Intake Form Readability (Email Inbox)

On-Screen Text	[Header] Making the Mark
	Instructions [I icon] Review Carrie's instructions for your next task. Then select "Reply" to proceed or "Back" to return to the previous screen. If you need additional guidance, select "Review WCAG." You can select past messages to view feedback from completed tasks or retry a task. [close window icon]
	[Main Screen]
	[Left side]
	[Right side – Menu]
	[Window title] Inbox (1)
	[Header] Today
	[Unread message labels]
	[Sender] Carrie Rodriguez
	[Subject line] Intake Form Readability
	[Left side – Opened message]
	[Carrie Rodriguez thumbnail] Carrie Rodriguez
	To: [Name]
	[Time]
	[Subject line] Intake Form Readability
	[Email importance] Urgent
	Hi [Name],
	Can you take on our new patient intake form next? Some of our new ESL (English as a second language) clients mentioned that it's difficult to read in areas and they don't always know which information goes where. Our online completion rate is quite low. Do you have any ideas on how we can do better?
	Cheers,
	Carrie
Programming Notes	Once learner selects "Reply," the message itself, or the message outline in the left-hand menu, the message needs to change to "read"—the circle in the message outline and "(1)" after Inbox will disappear while the message background will change to a visited state (see prototype for styling). The left-hand menu allows learners to access past feedback from tasks and retry tasks. Use the learner's score variables to determine which slide layers to show. The all-correct option does not have a Try Again button.
Top Buttons	

Bottom Buttons	Footer: Settings/volume icons: CC, Accessible Text, Volume Control	[arrows icon] Back | Reply [reply icon]
Slide Design	Inbox Menu	
Graphics	Paintbrush logomark	

Slide 14: Case Study #3 – Intake Form Readability with Assessment

On-Screen Text	[Header] Making the Mark Instructions [I icon] Explore the intake form in the left window below. While you can't leave this page, you can still hover over and select elements as well as input text into forms. In the right window, choose the correct responses in the dropdown menus to tell Carrie how to improve accessibility. If you get stuck, select the "Help" icon or "Back" to return to the previous screen. [close window icon] [Left window] [URL Title] Client Intake Form | Flyaway Clinic [URL] flyawayclinic.org/book-an-appointment/patient-intake-form Help [? icon] Remember WAI's guidelines for text and forms. Sizing and placement of information such as instructions and form label should easily discernable. In what places below is the legibility of the text compromised? [close window icon] [Flyaway Clinic logo] Patient Intake Form Part 1 [Questions 1-3] Please fill in the information as accurately as possible to prepare for your appointment. Note: this information is HIPPA-compliant and secure. Your information is confidential. Patient Information First Name [in text field] Last Name [in text field] Preferred Name [in text field] Date of Birth [in text field] Gender [in text field] Relationship Status [in text field] Email address [in text field] Home Phone [in text field] Cell Phone [in text field] Address Line 1 [in text field] Address Line 2 [in text field] City [in text field] State [in text field] Zip Code [in text field] Part 2 [Questions 4-6] Emergency Contact Carrier [text field] Plan [text field]

Policy number [text field]
Group ID [text field]

Health History
Do you have or have you had any of the following?
[Checkbox to the left of each option]
COVID-19
Diabetes
Heart condition
High blood pressure
Chest pain
Stroke
Kidney condition
Blood clots
Pacemaker
Asthma
Cancer
Double vision
Night sweats
Bladder problems
Arthritis
Osteoporosis
Seizures
Headaches
Fractures
Infection
Fever/nausea

Consent Acknowledgment
I, First Name Last Name, do herby agree and give my consent to Flyaway Clinic to providing
medical care and treatment considered necessary and proper in diagnosing and/or treating my
condition.
Signature [text field]
Enter your name to digitally sign.
Date [text field]
MMDDYY

[Right window]
[Reply Icon] Re: Intake Form Readability

[First question]
Hi Carrie,
There are a few changes we need to make based on WAI's adaptable and distinguishable
guidelines for text.
Firstly, I advise giving users options to
resize the text. [correct]
change the font.
print the form.
skip questions.

[Next question]
(Message continued)
The instructions must also use
a larger text size.
a smaller text size.
a serif font.
more line spacing. [correct]
2/6

[Next question]
(Message continued)
We also need to ensure all the information on the form is clearly labeled and easily discernable.
In Part 1's Patient Information section, we need to modify
text box sizing
content on hover
form labels placement [correct]
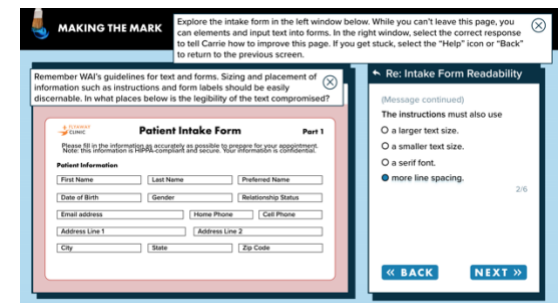image of text
3/6

[Next question]
(Message continued)
In Part 2's Emergency Contact section, we need to modify the
text box sizing
content on hover [correct]
form labels placement
image of text
4/6

[Next question]
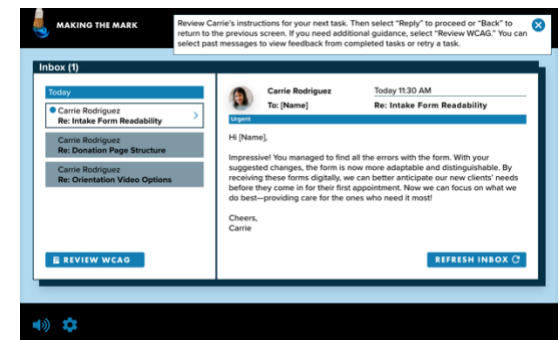
	(Message continued) *In the Health History section, we need to modify the text box sizing [correct] content on hover form labels placement image of text 5/6 [Next question] (Message continued) *In the Content Acknowledgement section, we need to modify the text box sizing content on hover form labels placement image of text [correct] 6/6 Best, [Name]
Programming Notes	Left window is interactive. Buttons should include hover states and text can be inputted into the text fields of the search and newsletter sign-up forms to show pop-up success and error messages. See prototype for styling. Variable: score from selected answers; learner's answers will determine path.
Top Buttons	
Bottom Buttons	Footer: settings/volume icons: CC, Accessible Text, Volume Control	[arrows icon] Back | Send [Sent letter icon]
Slide Design	Case Study
Graphics/Media	Paintbrush logomark	Website mock-up graphics

Slide 15: Case Study #3 – Intake Form Formative Feedback (Inbox Menu)

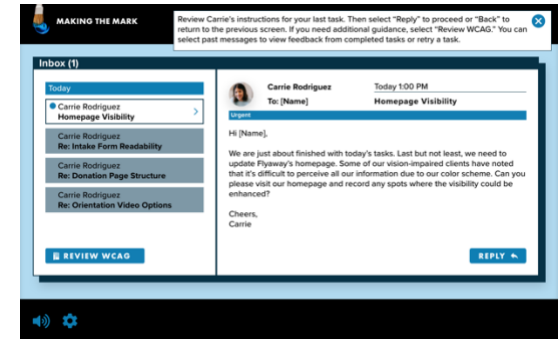| **On-Screen Text**	[Header] Making the Mark
	Instructions [I icon] Review Carrie's feedback below. Then select "Try Again" or "Refresh Inbox" to receive your last task. If you need additional guidance, select "Review WCAG" to study the Web Content Accessible Guidelines again. [close window icon]
	[Main Screen]
	[Left side]
	[Right side – Menu]
	[Window title] Inbox (1)
	[Header] Today
	[Unread message labels]
	[Sender] Carrie Rodriguez
	[Subject line] Re: Intake Form Readability
	[Left side]
	[Carrie Rodriguez thumbnail] Carrie Rodriguez
	To: [Name]
	[Time]
	[Subject line] Re: Intake Form Readability
	[Email importance] Urgent
	[Option 1 – All correct]
	Hi [Name],
	Impressive! You managed to find all the errors with the form. With your suggested changes, the form is now more adaptable and distinguishable. By receiving these forms digitally, we can better anticipate our new clients' needs before they come in for their first appointment. Now we can focus on what we do best—providing care for the ones who need it most!
	Cheers,
	Carrie
	[Option 2 - None correct]
	Hi [Name],
	Hate to break it to you, but the intake form's completion rate hasn't improved, and we're still receiving the same complaints. I encourage you to keep studying WAI's adaptable and distinguishable accessibility guidelines. Applying these guidelines can be tough while you're still learning, but I know you'll get there!
	Cheers,

	Carrie [Option 3 - Some correct] Hi [Name], Although the intake form looks a little better, the overall completion rate hasn't improved, and we're still receiving a few of the same complaints. I encourage you to keep studying WAI's adaptable and distinguishable accessibility guidelines. Applying these guidelines can be tough while you're still learning, but I know you'll get there! Cheers, Carrie
Programming Notes	Once learner selects "Reply," the message itself, message outline in the left menu, or another message, the message needs to change to "read"—the circle in the message outline and "(1)" after Inbox will disappear while the message background will change to a visited state (see prototype for styling). The left-hand menu allows learners to access past feedback from tasks and retry tasks. Use the learner's score variables to determine which slide layer to show. The all-correct option does not have a Try Again button.
Top Buttons	
Bottom Buttons	[book icon] Review WCAG Footer: Settings/volume icons: CC, Accessible Text, Volume Control	[again icon] Try again | Refresh Inbox [refresh icon]
Slide Design	Inbox Menu
Graphics	Paintbrush logomark	

Slide 16: Case Study #4 – Homepage Visibility (Inbox Menu)

On-Screen Text	[Header] Making the Mark Instructions [I icon] Review Carrie's response. Then select "Review WCAG" to study the Web Content Accessibility Guidelines or "Check Inbox" to begin your last task. Select "Back" to return to the previous screen. [close window icon] [Main Screen] [Right side – Menu] [Window title] Inbox (1) [Header] Today [Unread message labels] [Sender] Carrie Rodriguez [Subject line] Homepage Visibility [Left side – Opened message] [Carrie Rodriguez thumbnail] Carrie Rodriguez To: [Name] [Time] [Subject line] Homepage Visibility [Email importance] Urgent Hi [Name], We are just about finished with today's tasks. Last but not least, we need to update Flyaway's homepage. Some of our vision-impaired clients have noted that it's difficult to perceive all our information due to our color scheme. Can you please visit our homepage and record any spots where the visibility could be enhanced? Cheers, Carrie
Programming Notes	Once learner selects "Reply," the message itself, or the message outline in the left-hand menu, the message needs to change to "read"—the circle in the message outline and "(1)" after Inbox will disappear while the message background will change to a visited state (see prototype for styling). The left-hand menu allows learners to access past feedback from tasks and retry tasks. Use the learner's score variables to determine which slide layers to show. The all-correct option does not have a Try Again button.

Top Buttons		
Bottom Buttons	Footer: Settings/volume icons: CC, Accessible Text, Volume Control	[arrows icon] Back | Reply [reply icon]
Slide Design	Inbox Menu	

| **Graphics** | Paintbrush logomark | | |

Slide 17: Case Study #4 – Homepage Visibility with Assessment

On-Screen Text	[Header] Making the Mark
	Instructions [I icon] Explore the homepage in the left window below. While you can't leave this page, you can still hover over and select elements as well as input text into forms. In the right window, fill in the blanks using the dropdown menus to tell Carrie how to improve this page. If you get stuck, select the "Help" icon or "Back" to return to the previous screen. [close window icon]
	[Left window]
	[URL Title] Client Intake Form | Flyaway Clinic
	[URL] flyawayclinic.org/book-an-appointment/patient-intake-form
	Help [? icon] Often, the correct order of headings and body paragraphs can be discerned by text size. Consider how to improve elements that can only be perceived through sight too. [close window icon]
	[Flyaway Clinic logo] [Navigational menu] Home | About | Services | Volunteer | Donate | Contact Us | Search [Search icon]
	[Hero Section] Welcome to Flyaway Clinic!
	Serving the community since 1962
	[CTA row]
	Volunteer [Volunteer icon]
	Book an appointment [Calendar icon]
	We offer affordable health services to anyone who needs them
	[Donate [Donate icon]
	Make a difference in someone's life today.
	[Footer] Sign up for our newsletter to hear our latest news and events!
	Enter your email address
	[Subscribe]
	[Success message] Great you're all signed up
	[Error message] Please enter a valid email address.
	[Right window] [Reply Icon] Carrie Rodriguez
	[Line break]
	Hi Carrie,
	In the top bar menu, the [dropdown menu]
	Select a choice.

search bar
logo
navigation links [correct]
must [dropdown menu]
Select a choice.
include additional visual cues. [correct]
meet a color contrast ratio of 3:1.
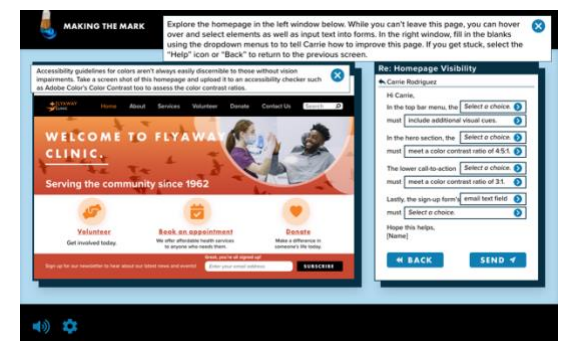meet a color contrast ratio of 4:5:1.

In the hero section, the [dropdown menu]
Select a choice.

header text [correct]
subheader text
photo
must [dropdown menu]
Select a choice.
include additional visual cues.
meet a color contrast ratio of 3:1.
meet a color contrast ratio of 4:5:1. [correct]

The lower call to action [dropdown menu]
Select a choice.
header text
paragraph text
icons [correct]
must [dropdown menu]
Select a choice.
include additional visual cues.
meet a color contrast ratio of 3:1. [correct]
meet a color contrast ratio of 4:5:1.

Lastly, the sign-up form's [dropdown menu]
[Select a choice]
email text field
error message [correct]
submit button
must [dropdown menu]
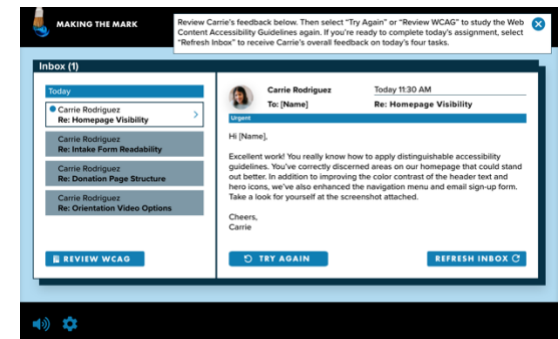include additional visual cues. [correct]

	meet a color contrast ratio of 3:1. meet a color contrast ratio of 4:5:1. Hope this helps, [Name]	
Programming Notes	Left window is interactive. Buttons should include hover states and text can be inputted into the text fields of the search and newsletter sign-up forms to show pop-up success and error messages. See prototype for styling. Variable: score from selected answers; learner's answers will determine path.	
Top Buttons		
Bottom Buttons	Footer: settings/volume icons: CC, Accessible Text, Volume Control	[arrows icon] Back | Send [Sent letter icon]
Slide Design	Case Study	
Graphics/Media	Paintbrush logomark	Website mock-up graphics

Slide 18: Case Study #4 – Homepage Visibility Formative Feedback (Inbox Menu)

On-Screen Text	[Header] Making the Mark Instructions [I icon] Review Carrie's feedback below. Then select "Try Again" or "Refresh Inbox" to complete today's assignment. If you need additional guidance, select "Review WCAG" to study the Web Content Accessible Guidelines again. [close window icon] [Main Screen] [Right side – Menu] [Window title] Inbox (1) [Header] Today [Unread message labels] [Sender] Carrie Rodriguez [Subject line] Re: Homepage Visibility [Left side – Opened message] [Carrie Rodriguez thumbnail] Carrie Rodriguez To: [Name] [Time] [Subject line] Re: Homepage Visibility [Email importance] Urgent Hi [Name], Excellent work! You really know how to apply distinguishable accessibility guidelines. You've correctly discerned areas on our homepage that could stand out better. In addition to improving the color contrast of the header text and hero icons, we've also enhanced the navigation menu and email sign-up form. Take a look for yourself at the screenshot attached. Cheers, Carrie [Option 2 - None correct] Hi [Name], Thanks for trying but looks like none of your recommendations helped. Our users with impaired vision say they're still unable to view all the content on our homepage. Can you please review the distinguishable accessibility guidelines for color again? As you can see from our website, we're all new to WCAG. Please don't give up. Your help will make a difference! Cheers, Carrie

	[Option 3 - Some correct] Hi [Name], Thanks for trying, but we still have a few issues. While some of your recommendations helped, our users with impaired vision say they're still unable to view all our homepage's content. Can you please review distinguishable accessibility guidelines for color? As you can see from our website, we're all new to WCAG. Please don't give up. Your help will make a difference! Cheers, Carrie
Programming Notes	Once learner selects "Reply," the message itself, message outline in the left menu, or another message, the message needs to change to "read"—the circle in the message outline and "(1)" after Inbox will disappear while the message background will change to a visited state (see prototype for styling). The left-hand menu allows learners to access past feedback from tasks and retry tasks. Use the learner's score variables to determine which slide layer to show. The all-correct option does not have a Try Again button.
Top Buttons		
Bottom Buttons	[book icon] Review WCAG Footer: Settings/volume icons: CC, Accessible Text, Volume Control	[again icon] Try again	Refresh Inbox [refresh icon]
Slide Design	Inbox Menu	
Graphics	Paintbrush logomark	

Slide 19 – Summative Feedback (Inbox Menu)

On-Screen Text	[Header] Making the Mark
	Instructions [I icon] Review Carrie's overall feedback below. When you're ready to complete today's assignment, select "Meet with Carrie." You can also still select past messages to view feedback from completed tasks or retry a task.
	[close window icon]
	[Main Screen]
	[Right side – Menu]
	[Window title] Inbox (1)
	[Header] Today
	[Unread message labels]
	[Sender] Carrie Rodriguez
	[Subject line] Wrapping Up
	[Left side – Opened message]
	[Carrie Rodriguez thumbnail] Carrie Rodriguez
	To: [Name]
	[Time]
	[Subject line] Wrapping Up
	[Email importance] Urgent
	[Option – All correct]
	Hi [Name],
	Thanks to you, our website is now close to conforming to WAI's perceivable Web Content Accessibility Guidelines at Levels A and AA. You accomplished all four tasks, proving you can put your knowledge into action.
	1. Our orientation video now offers users more options to control their experience, following WAI's guidelines for time-based media.
	2. Our donation page now includes text alternatives for icons and images and organized headers, following adaptable guidelines for content.
	3. Our patient intake form is much more readable, following both distinguishable and adaptable guidelines for text.
	4. Our homepage is also more visible, following distinguishable guidelines for color.
	Can you stop by my office on your way out? I'd like to reflect over the significance of today's goals.
	Cheers,
	Carrie

[Option – Some correct, Email is specific to number of tasks accomplished]
Hi [Name],

Although our website hasn't quite yet conformed to WAI's perceivable Web Content Accessibility Guidelines at Levels A and AA, thanks to you, we're three steps closer. You accomplished three out of four tasks, proving you can put some knowledge into action.

1. Our orientation video now offers users more options to control their experience, following WAI's guidelines for time-based media.
2. Our donation page now includes text alternatives for icons and images and organized headers, following adaptable guidelines for content.
3. Our patient intake form is much more readable, following both distinguishable and adaptable guidelines for text.
4. Our homepage is also more visible, following distinguishable guidelines for color.

Can you stop by my office on your way out? I'd like to reflect over the significance of today's goals.
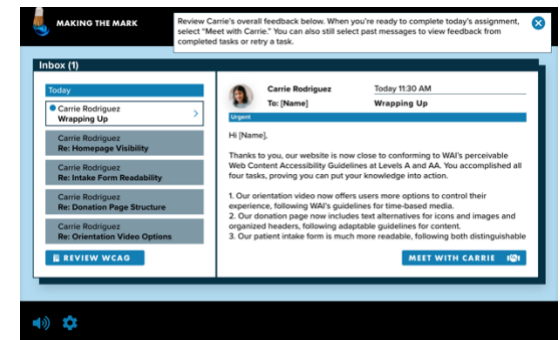
Cheers,
Carrie

[Option – None correct]
Hi [Name],

Unfortunately, our website isn't any closer to conforming to WAI's perceivable Web Content Accessibility Guidelines at Levels A and AA. You failed all four tasks, proving you still need to learn how to put knowledge into action.

1. Our orientation video doesn't yet follow WAI's guidelines for time-based media.
2. Our donation page now doesn't yet follow adaptable guidelines for content.
3. Our patient intake form still needs to follow both distinguishable and adaptable guidelines for text.
4. Our homepage also still needs to follow distinguishable guidelines for color.

Can you please stop by my office on your way out? I'd like to reflect over the significance of today's goals.
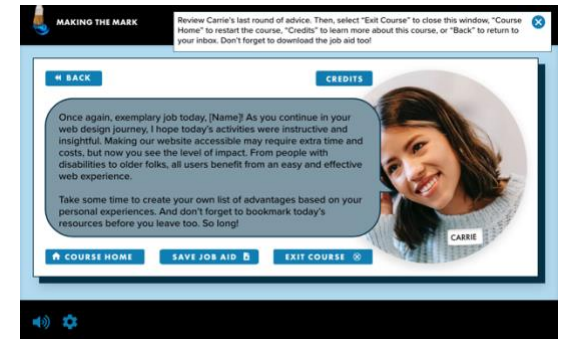
	Cheers, Carrie
Programming Notes	Once learner selects "Reply," the message itself, message outline in the left menu, or another message, the message needs to change to "read"—the circle in the message outline and "(1)" after Inbox will disappear while the message background will change to a visited state (see prototype for styling). The left-hand menu allows learners to access past feedback from tasks and retry tasks. Use the learner's score variables to determine which slide layer to show. The all-correct option does not have a Try Again button.
Top Buttons	
Bottom Buttons	[book icon] Review WCAG Footer: settings/volume icons: CC, Accessible Text, Volume Control	Meet with Carrie [handshake icon]
Slide Design	Inbox Menu
Graphics/Media	Paintbrush logomark

Slide 20: Reflection/Course End (Hear from Carrie)

On-Screen Text	[Header] Making the Mark Instructions [I icon] Review Carrie's last round of advice. Then select "Exit Course" to close this window, "Course Home" to restart the course, or "Back" to return to your inbox. Don't forget to download the job aid too! [Carrie dialogue - Option - Some correct] Even though things didn't go as planned, I still appreciate your efforts today, [Name]! As you continue in your web design journey, keep practicing. Making our website accessible may require extra time and costs, but now you see the level of impact. From people with disabilities to older folks, all users benefit from an easy and effective web environment. Take some time to create your own list of advantages based on your personal experiences. And don't forget to bookmark today's resources before you leave too. So long! [Carrie dialogue - Option - All correct] Once again, exemplary job today, [Name]! As you continue in your web design journey, I hope today's activities were instructive and insightful. Making our website accessible may require extra time and costs, but now you see the level of impact. From people with disabilities to older folks, all users benefit from an easy and effective web environment. Take some time to create your own list of advantages based on your personal experiences. And don't forget to bookmark today's resources before you leave too. So long! [Carrie dialogue - Option - None correct] Once again, decent job today, [Name]! As you continue in your web design journey, keep practicing. Making our website accessible may require extra time and costs, but now you see the level of impact. From people with disabilities to older folks, all users benefit from an easy and effective web environment. Take some time to create your own list of advantages based on your personal experiences. And don't forget to bookmark today's resources before you leave too. So long!
Programming Notes	The learner's score variables from each case study determine which slide layer is shown.
Top Buttons	[arrows icon] Back | Credits

Bottom Buttons	Footer: settings/volume icons: CC, Accessible Text, Volume Control		[home icon] Course Home | Save Job Aid [download icon] | Exit Course [exit icon]
Slide Design	Hear from Carrie		
Graphics/Media	Paintbrush logomark	Carrie with nametag graphic	

Slide 21: Course Credits

On-Screen Text	[Header] Making the Mark Copyright © 2022 Winona León. "Making the Mark: Assess your Access" was written and designed by Winona Leon for personal use and submitted to the University of Wisconsin-Stout in partial fulfillment of the requirements for the Graduate Certificate in Instructional Design. All photos and icons used are free for personal and commercial use and do not require attribution. All audio is from LOVO's voice-over AI for personal use. The information on web accessibility in this course is from the Web Accessibility Initiative (WAI)'s Web Accessibility Content Guidelines. Eric Eggert, lead developer, and Shadi Abou-Zahra, project lead. Copyright © 2019 W3C® (MIT, ERCIM, Keio, Beihang). Status: Draft Updated 04 Oct 2019. Version 3.5.1. https://www.w3.org/WAI/training/. WAI and WC3 does not endorse Winona León, UW-Stout, or this course.	
Programming Notes		
Top Buttons	[arrows icon] Back	
Bottom Buttons	[home icon] Course Home | Save Job Aid [download icon] Footer: Settings/volume icons: CC, Accessible Text, Volume Control	Exit Course [exit icon]
Slide Design	Inbox Menu	
Graphics	Paintbrush logomark	