



WCAG 2.0

THE MANY SHADES OF GRAY



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LET'S GET TO KNOW ONE ANOTHER



Sachin Gupta



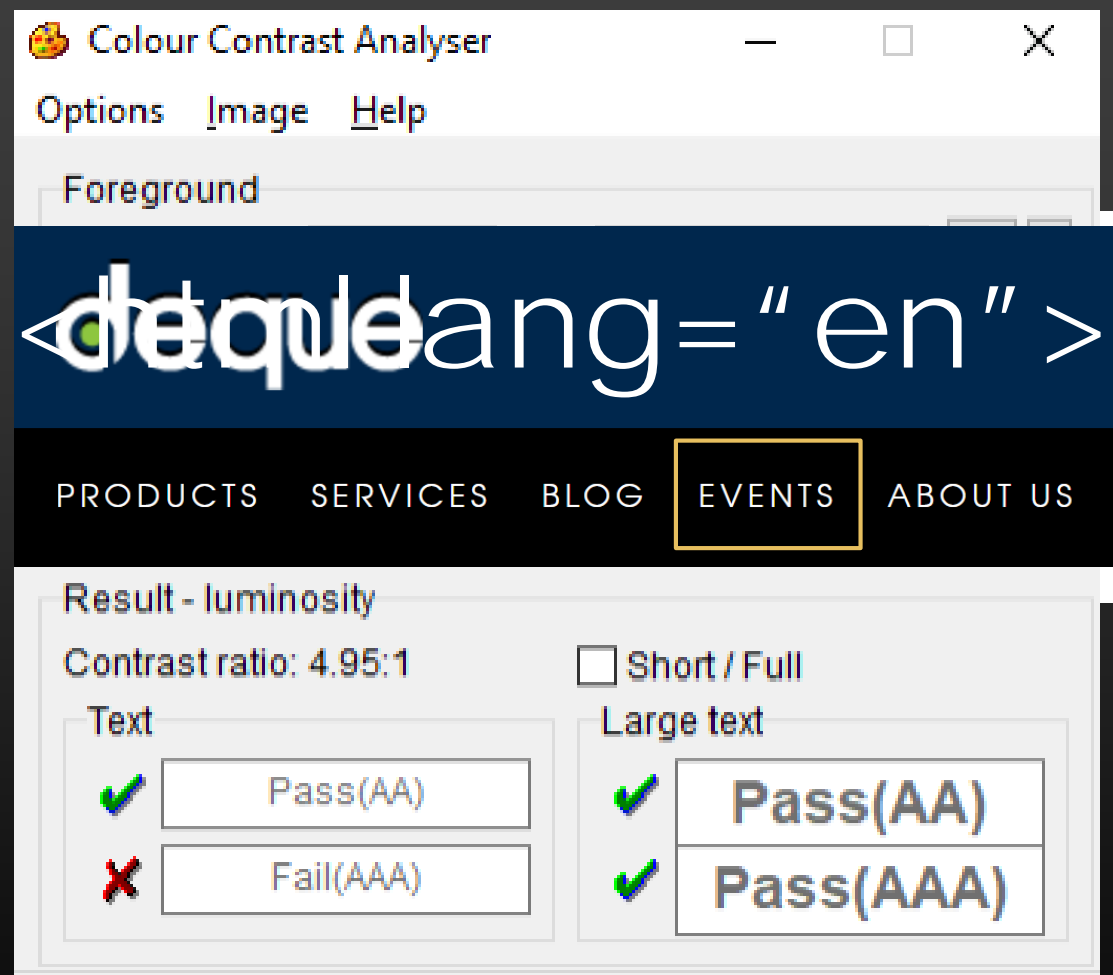
Naveesha Maharaj

WHY SO GREY?



BLACK & WHITE

- Informative images must have alt text
- Color contrast
- Visible focus indicator
- Language of page





LET'S KEEP IT DECENT

Guidelines require interpretation

Sufficient

Reasonable

Acceptable

Adequate

Logical





KEEPING IT WIDE OPEN



Link Purpose (In Context)

Understanding SC 2.4.4

2.4.4 Link Purpose (In Context): The purpose of each link can be determined from the link text alone or from the link text together with its programmatically determined link context, except where the purpose of the link would be ambiguous to users in general. (Level A)

On this page:
Intent
Examples
Related Resources
Techniques & Failures
Key terms

Intent of this Success Criterion

The intent of this Success Criterion is to help users understand the purpose of each link so they can decide whether they want to follow the link. Whenever possible, provide link text that identifies the purpose of the link



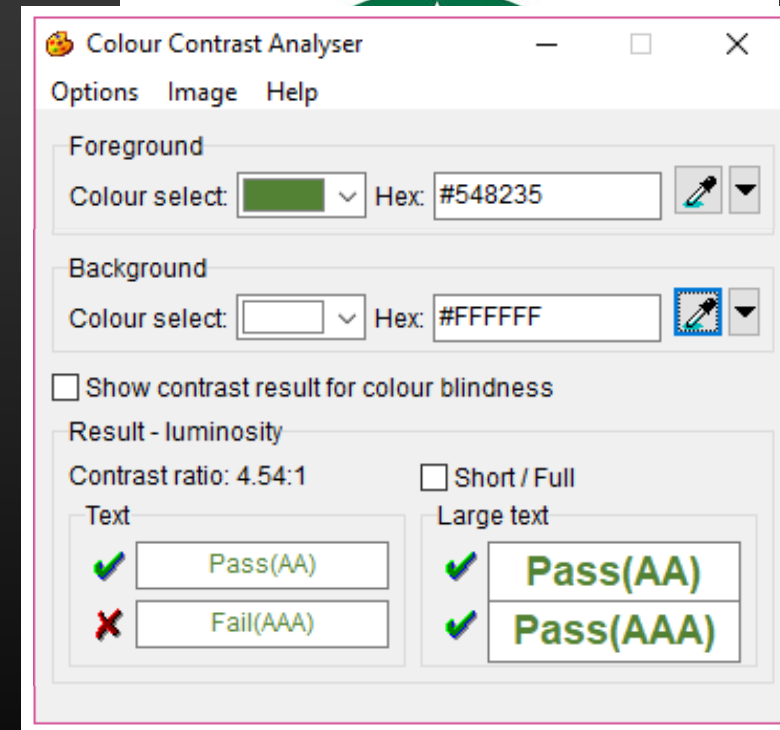
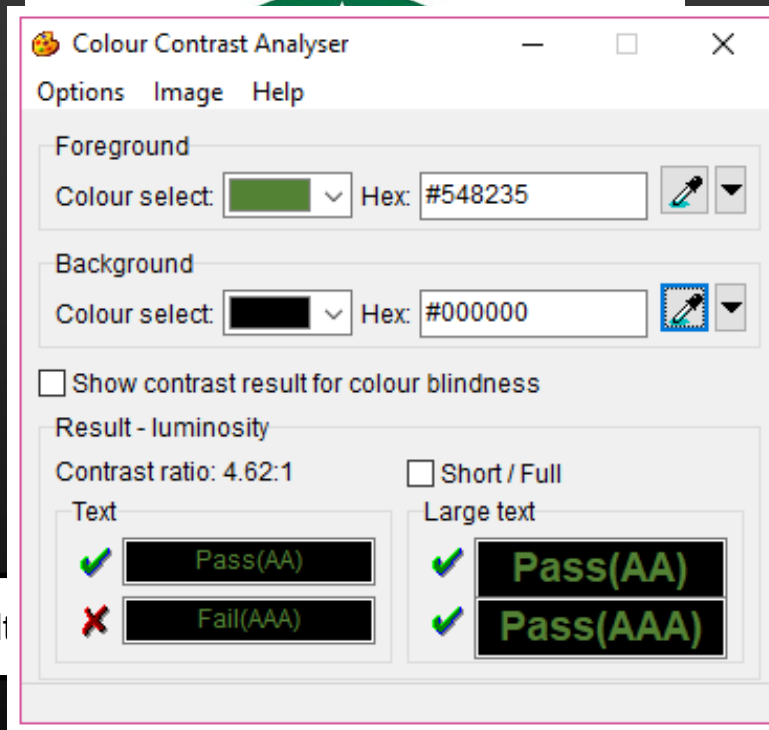
GREY AREAS

TAP! TAP!
TAP!

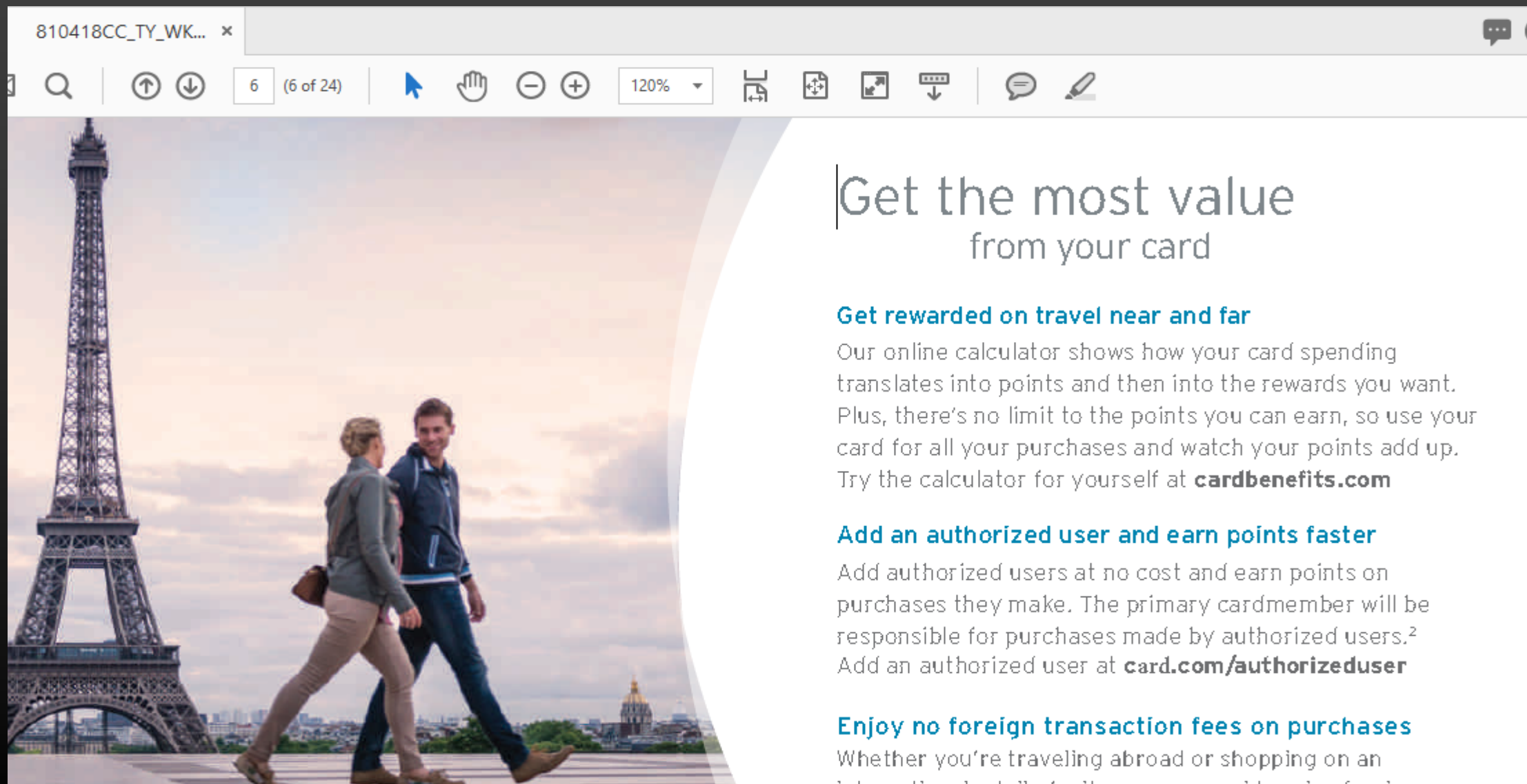
Dear Sir, I am writing to you to tell you that I am not a doctor.

HOW TO READ BETWEEN THE LINES

Is having a **link** underlined necessary all the time or is this example compliant?



HOW TO READ BETWEEN THE LINES



810418CC_TY_WK... x

6 (6 of 24) 120%

Get the most value from your card

Get rewarded on travel near and far

Our online calculator shows how your card spending translates into points and then into the rewards you want. Plus, there's no limit to the points you can earn, so use your card for all your purchases and watch your points add up. Try the calculator for yourself at **cardbenefits.com**

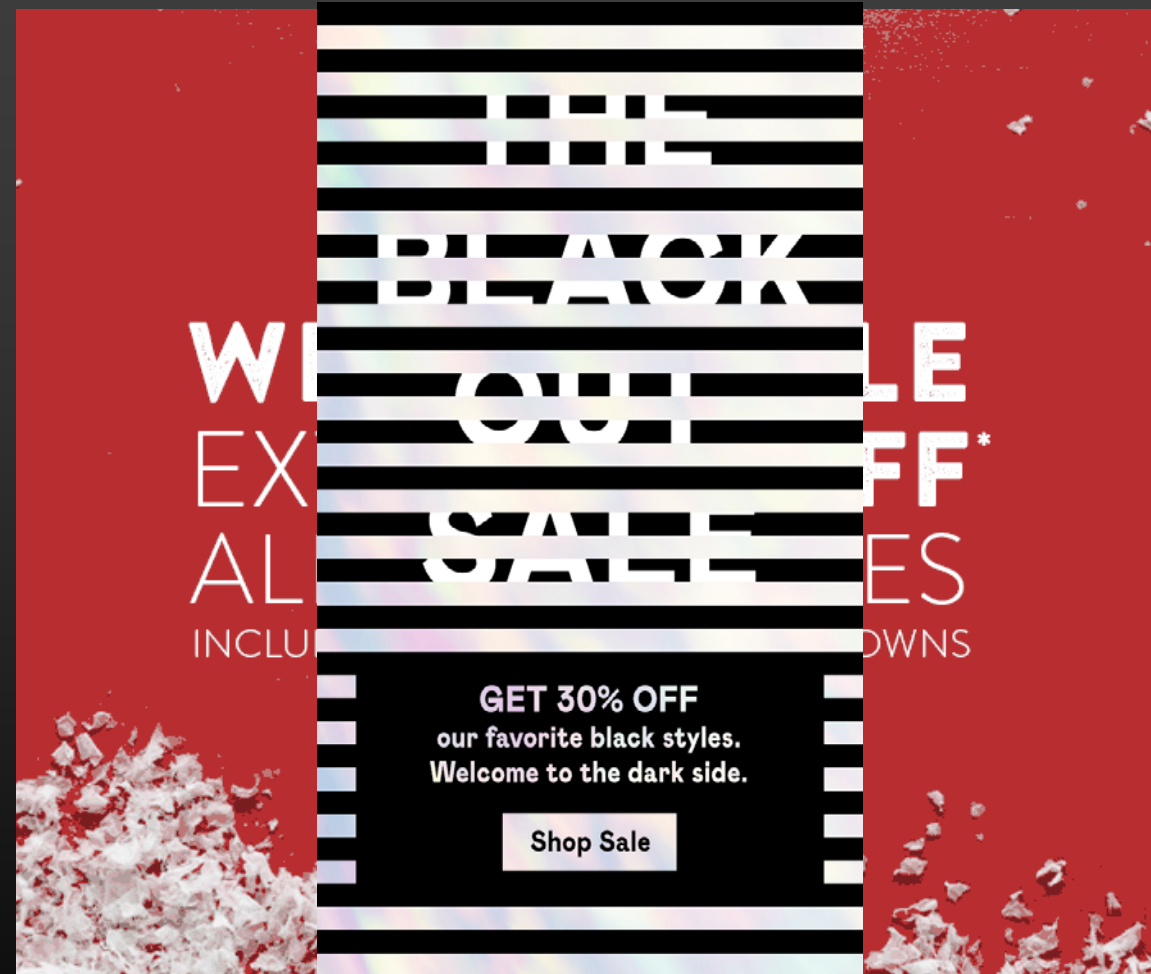
Add an authorized user and earn points faster

Add authorized users at no cost and earn points on purchases they make. The primary cardmember will be responsible for purchases made by authorized users.² Add an authorized user at **card.com/authorizeduser**

Enjoy no foreign transaction fees on purchases

Whether you're traveling abroad or shopping on an international website, you can avoid the extra costs of foreign transaction fees.

LET'S MAKE SURE NOBODY GETS HURT



The banner features a central black area with white horizontal stripes. The text 'THE BLACK OUT SALE' is written in large, white, bold, sans-serif capital letters across the stripes. To the left of this central area, on a red background, is the text 'WELCOME TO THE EXCLUSIVES' in white, with 'WELCOME' and 'EXCLUSIVES' on separate lines and 'TO THE' in smaller text between them. To the right, on a red background, is the text 'LEAVE YOUR SOCKS' in white, with 'LEAVE' and 'SOCKS' on separate lines and 'YOUR' in smaller text between them. Below the central striped area, on a black background, is the text 'GET 30% OFF our favorite black styles. Welcome to the dark side.' in white. At the bottom center of this black area is a white button with the text 'Shop Sale' in black. The entire banner is framed by red borders on the left and right sides, which have a subtle texture of white confetti or snow at the bottom.

THE
BLACK
OUT
SALE

WELCOME TO THE
EXCLUSIVES

LEAVE YOUR SOCKS

GET 30% OFF
our favorite black styles.
Welcome to the dark side.

Shop Sale

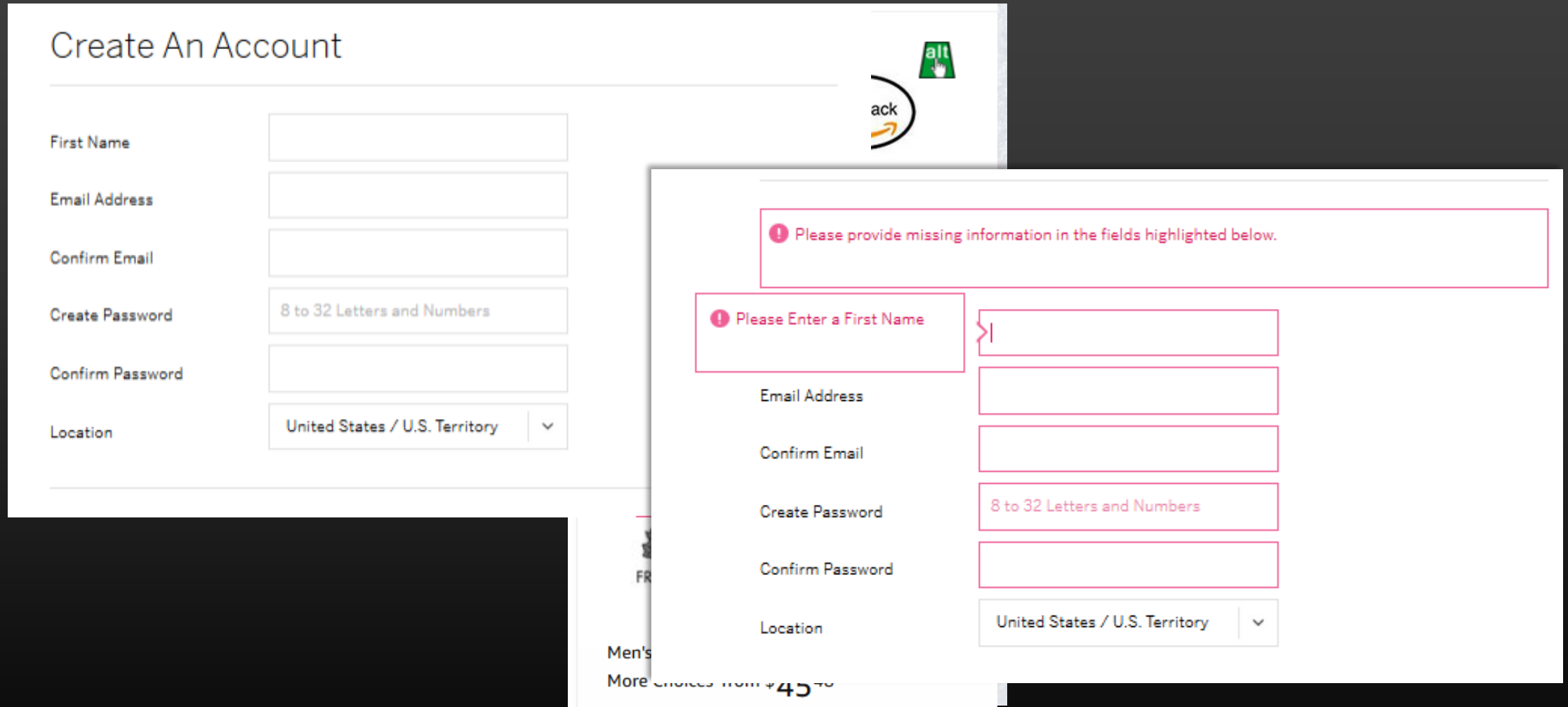
SHOEMINT.COM



*EXPIRES 8/27/2012 AT 11:59 PM PST. 1 PAIR OF SOCKS PER CUSTOMER, WHILE SUPPLIES LAST. NO PROMO CODE NECESSARY. SORRY, NO REFUNDS ON ANY GIFT ITEM. EXCHANGES ONLY FOR SHOEMINT PURCHASES WITH THIS PROMOTION, BUT NO REFUNDS. SIZE DETERMINED BY SHOEMINT SHOE SIZE. PLEASE NOTE: PATTERN OF SOCKS YOU SEE IN YOUR CART MAY NOT ACCURATELY REFLECT THE COLOR THAT YOU RECEIVE.



TWO CAN PLAY AT THIS GAME



The image shows a 'Create An Account' form with a validation overlay. The form fields are: First Name, Email Address, Confirm Email, Create Password (with a hint '8 to 32 Letters and Numbers'), Confirm Password, and Location (a dropdown menu currently showing 'United States / U.S. Territory'). A validation overlay is positioned on top of the form, featuring a pink header bar with the message 'Please provide missing information in the fields highlighted below.' Below this, a pink box highlights the 'First Name' field with the message 'Please Enter a First Name'. The 'First Name' field itself is highlighted with a pink border and contains a single character. The other fields (Email Address, Confirm Email, Create Password, Confirm Password, and Location) are also highlighted with pink borders. In the top right corner of the form, there is a small green icon with the text 'alt' and a black arrow pointing to the 'ack' button.

Create An Account

First Name

Email Address

Confirm Email

Create Password 8 to 32 Letters and Numbers

Confirm Password

Location United States / U.S. Territory

ack

! Please provide missing information in the fields highlighted below.

! Please Enter a First Name

Email Address

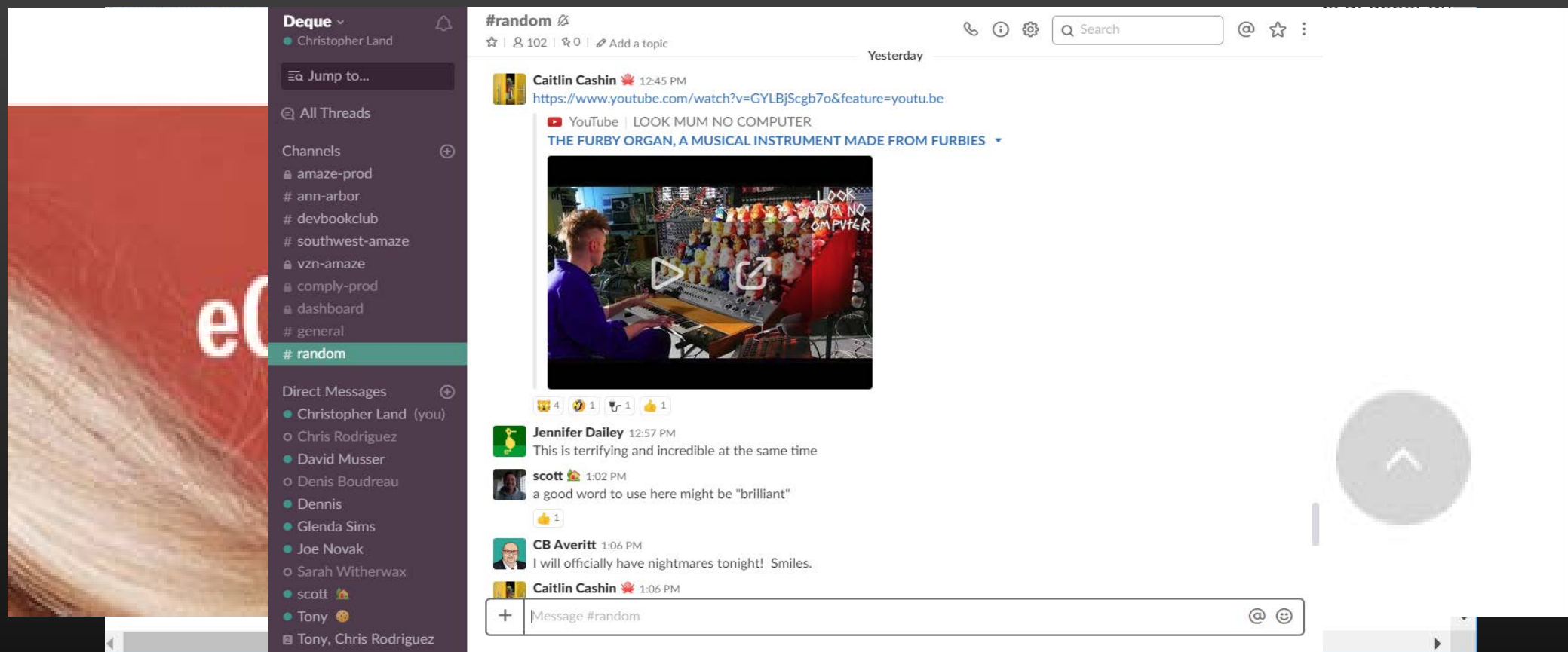
Confirm Email

Create Password 8 to 32 Letters and Numbers

Confirm Password

Location United States / U.S. Territory

CHANGING THINGS UP



Referred to the new trend of institutions also, graphics

LEAVING SOME MYSTERY

Success Criterion 2.6.1 Motion Actuation

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(Level A)

[How to Meet Motion Actuation](#)
[Understanding Motion Actuation](#)

[Functionality](#) that can be operated by device motion or user motion can also be operated by [user interface components](#) and responding to the motion can be disabled to prevent accidental actuation, except when:

- **Supported Interface:** The motion is used to operate functionality through an [accessibility supported](#) interface;
- **Essential:** The motion is [essential](#) for the function and doing so would invalidate the activity.

ANYONE WANT TO JOIN IN?

