10 Tips to Improve Your Nondigital Design
by Using Web Accessibility Best Practices

1

Use contrast

Use sufficient contrast to allow users who are color-blind or have low vision acuity to better consume your content.

2

Don't rely on styling

Do not require the user to discern font, styling, or color to understand the meaning of a message.

3

Include captions

Videos should include captions or be easy to understand without sound.

4

Use whitespace

Use generous whitespace around elements to better aid visually impaired users in digesting your message.

5

Establish hierarchy

Use clear visual hierarchy: stark differences between type size for primary headings, secondary headings, and body copy; graphic differentiation between sections of a message or multiple messages.

6

Gestalt!

Use Gestalt principles to leverage psychology in a layout and guide the user through your message. These principles help to organize content in a way that makes it easy to comprehend and prompts the user to continue reading.

7

Make action clear

Provide a clear action you want users to take and differentiate it visually and with the language used.

8

Don't be fancy

Use clear and simple language: Make sure that the text used in your designs is written in plain language that is easy to understand.

9

Consider audience

When designing graphics and layouts, think about the intended audience and their abilities, making sure your designs are inclusive and accessible to everyone.

10

Evaluate & improve

Regularly review and assess your designs to make sure they are accessible and inclusive, and make improvements where necessary.