

Accessible Infographics and Flyers

Note: All information from the Accessibility Curriculum Checklist also applies to Infographics and Flyers. Items noted here are some of the most frequent concerns with infographics and flyers:

- ☐ Clear and descriptive title
- ☐ Headings and subheadings used to organize information
- ☐ Limited use of UPPERCASE, bold, and italic
- ☐ Sans serif font, and adequate font size and spacing are used
- ☐ Colors and shading are readable (high contrast of at least 3:1; [WebAIMContrastChecker](#) is a user-friendly tool)
- ☐ Color is not the only means used to convey information
- ☐ Images that convey information have alt text which is brief and accurate
- ☐ If the infographic is an image, there must be a transcript equitably explaining the content (for example: accessible via a link, alt text, QR code, or a detailed caption)
- ☐ If accessed on a mobile device or zoomed in on the infographic much resize appropriately, and links must remain functional
- ☐ Communicate key information in text rather than graphic form (a pie chart has text labels and the pie chart itself visually supports those text labels)
- ☐ Aim to design for left-to-right, top-to-bottom read order

For detailed examples, including how to add HTML Alt Text to Pictures or brochures alt text to images in Outlook access the [Flyers & Infographics Accessibility PowerPoint](#) from the Universal Design Center at California State University, Northridge.

Adapted from Zarudenec, S. (2008/12/9). Accessibility isn't an afterthought, it's in the design. Flint. Retrieved on 4/13/2022 from <https://www.flintls.com/6-tips-for-creating-accessible-infographics/>; CSUN Universal Design Center. (n.d.). Accessible Infographics and Flyers Checklist. Retrieved on 4/13/2022 from <https://www.csun.edu/universal-design-center/accessible-infographics-and-flyers-checklist>.