

Multimodal Content

In this section you will:



. Explore how combining various content modes—text, audio, images, video—can enhance accessibility and comprehension.



. Learn best practices for designing, creating, and integrating multimedia content that is accessible to diverse audiences.

What exactly is multimodal content?

Multimodal content leverages multiple sensory channels to communicate information, recognizing that individuals have varied learning preferences and accessibility needs. Effective multimodal design ensures content is perceivable, understandable, and engaging across different platforms and formats.

Best Practices:



. Alt Text for Images:
Provide descriptive alternative text so screen readers can convey visual information to users with visual impairments.



. Captions and Subtitles: Include synchronized text for videos to support users with hearing disabilities and non-native speakers.



. Transcripts: Offer full-text transcripts of audio content for those who prefer reading or cannot access audio.



. Accessible Color Choices: Use high-contrast color schemes and avoid relying solely on color cues to convey information.



. Consistent Layout and Navigation: Design interfaces that are predictable and easy to navigate via keyboard or assistive technologies.

Alt Text for Images

Provide descriptive alternative text for all images on your website or digital content.

Ensure the alt text accurately describes the purpose and content of the image.

This allows screen readers to convey visual information effectively to users with visual impairments.

Avoid using vague descriptions like "image" or "picture"; be specific and concise.

Example: Instead of "flower," use "Red tulip blooming in spring garden."

Captions and Subtitles



INCLUDE
SYNCHRONIZED
TEXT
CAPTIONS FOR
ALL VIDEOS
AND
MULTIMEDIA
CONTENT.



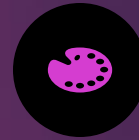
CAPTIONS HELP
USERS WITH
HEARING
DISABILITIES
UNDERSTAND
SPOKEN
CONTENT.



SUBTITLES
SUPPORT NON-
NATIVE
SPEAKERS IN
FOLLOWING
ALONG WITH
THE DIALOGUE.



ENSURE
CAPTIONS ARE
ACCURATE,
WELL-TIMED,
AND EASY TO
READ.



USE CLEAR
FONT,
APPROPRIATE
SIZE, AND
CONTRASTING
COLORS FOR
READABILITY.



EXAMPLE:
PROVIDE
CAPTIONS THAT
INCLUDE
SPEAKER
IDENTIFICATION
AND SOUND
DESCRIPTIONS
WHEN
NECESSARY.

Transcripts

Offer full-text transcripts for audio content like podcasts, interviews, or webinars.

Transcripts enable users to read the content at their own pace or access information offline.

They are essential for users with hearing impairments and for those who prefer reading.

Make transcripts easy to find and accessible, ideally linked directly from the media.

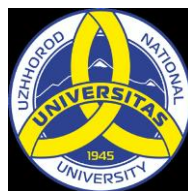
Transcripts should include all spoken words and relevant descriptions of sounds or music.

Accessible Color Choices

- ▶ Use high-contrast color schemes to ensure sufficient visibility for users with visual impairments.
- ▶ Follow accessibility guidelines such as WCAG contrast ratios (at least 4.5:1 for normal text).
- ▶ Avoid relying solely on color to communicate information; include text labels or patterns as well.
- ▶ Be mindful of color blindness; use color combinations that are distinguishable.
- ▶ Test your color schemes with tools or simulations to ensure accessibility for all users.

Consistent Layout and Navigation

Design	Design interfaces that are predictable and easy to understand.
Use	Use consistent placement of menus, buttons, and other interface elements across pages.
Ensure	Ensure navigation is accessible via keyboard, screen readers, and assistive technologies.
Provide	Provide clear labels and logical flow to help users find information efficiently.
Implement	Implement skip links and ARIA landmarks to improve navigation for users with disabilities.
Test	Regularly test the layout with assistive technology to identify and fix accessibility issues.



КИЇВСЬКИЙ МЕДИЧНИЙ УНІВЕРСИТЕТ
KYIV MEDICAL UNIVERSITY
EST.1992

Karlshochschule
International University



MINISTRY
OF EDUCATION AND
SCIENCE OF UKRAINE



MINISTRY OF EDUCATION,
SCIENCE AND YOUTH OF GEORGIA



UNIVERSITY OF
PATRAS
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Redefining higher education in a digital context, while promoting a common, inclusive, and sustainable framework based on EU best practices and policy recommendations“



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