# Best Practices for Creating Inclusive Digital Content

Below is a list of best practices to ensure inclusive digital content is being built throughout campus. To learn more about the below practices and additional ways to build inclusive online digital content, please take part in [SBCTC’s Accessibility Micro-Courses](https://www.waol.org/lti/Register/RegisterStart?CourseId=TR11&Term=81&Section=1):

How to make…

1. **Inclusive online course layouts**: Use clear, simple, and consistent layouts. Avoid changing fonts and structures.
2. **Inclusive Headings:** When creating a document and/or when composing content directly into Canvas, always use [Heading Structures](https://sbctc.instructure.com/courses/1578604/pages/headings-and-document-slash-page-structure?module_item_id=33185584). This helps ensure content is accessible to screen readers.
3. **Inclusive audio content:** Providing a transcript with any audio recording.
4. **Inclusive video content:** Videos, films, YouTube clips, Panopto lectures, etc. should be appropriately [captioned](https://sbctc.instructure.com/courses/1578604/pages/creating-accessible-videos-captioning) or accompanied by transcripts. Double-check captions when using an “auto-generating” option to ensure their accuracy.
5. **Inclusive images or pictures:** Describe using [appropriate Alternative Text](https://sbctc.instructure.com/courses/1578604/pages/alt-text-in-canvas?module_item_id=33787873).
6. **Inclusive hyperlinks:** Create meaningful and [concise hyperlinks](https://sbctc.instructure.com/courses/1578604/pages/hyperlinks?module_item_id=33185587) when including a URL address.
7. **Inclusive Fonts:** Pay attention to your use of color and always [choose strong contrasts](https://webaim.org/resources/contrastchecker/). Use a twelve point size font or larger.
8. **Inclusive descriptions:** Use plain, descriptive language when explaining expectations. When possible, use the [built-in bullet and numeric lists.](https://support.microsoft.com/en-us/office/create-a-bulleted-or-numbered-list-9ff81241-58a8-4d88-8d8c-acab3006a23e) This will help your everyone process information.
9. **Inclusive PDFs:** Avoid using PDFs if possible. Building inclusive PDFs can be complex and a time consuming process. If a PDF is the only option, please consider use a [high quality scan](https://www.washington.edu/accessibility/documents/scans/).
10. **Accessibility Checkers:** You can check accessibility easily using [Office’s built-in Accessibility Checker](https://support.office.com/en-us/article/improve-accessibility-with-the-accessibility-checker-a16f6de0-2f39-4a2b-8bd8-5ad801426c7f) and by the [Ally tool in Canvas](https://sbctc.instructure.com/courses/1578604/pages/ally-canvas-accessibility-tool).