

Inclusive Content Design Tips

Education Design, Quality & Standards



Fonts

This font is Arial and
is sized at 22pt.

- Use sans serif fonts such as Arial, Verdana, Tahoma, Calibri or Open Sans.
- Use a font size of at least 12pt for MS Word Documents.
- Use a font size of at least 18pt for MS PowerPoint slides.
- **Use generous line spacing for readability.**
- Use italics sparingly.



Contrast

Ensure that there is sufficient contrast between text and the background.

- The [WebAIM Contrast Checker](#) is a useful tool.
- Use high contrast colours—black and white works best.
- Avoid text over images.
- Avoid these colour combinations:
Green / red - Green / brown - Blue / purple - Light green / yellow
Blue / grey - Green / grey - Green / black

Headings

Heading 1

Heading 2

Heading 3

Ensure logical heading structure.

- In **Word**, use the built-in **heading styles** (e.g. *Heading 1*, *Heading 2*) from the *Styles* toolbar to structure your document.
- In **PowerPoint**, use the built-in **slide layouts** (like *Title Slide*, *Title and Content*, etc.) instead of adding text boxes manually.

Tables



Use tables only for
tabular data, not
layout

Step	Use headings in your data tables
1	Highlight the first row in your table that explains what data is in each column.
2	From the 'design' menu at the top of the document, check the box for 'header row'.
3	Next, right select your highlighted header row and select 'table properties, and check 'repeat as header row'.

Alt Text

Add alternative text to all images embedded in your MS Word document.



Image above:
Smiley face with
Alt Text.

- Add alt text to all images in Word: right-click the image → *Format Picture* → *Alt Text* → add title and description.
- Include captions where helpful.
- Avoid complex SmartArt if possible. If you do use it, convert it to a single image, then add clear alt text to the image.
- Use descriptive link text—avoid “click here”; state the link’s purpose clearly.



Document Title & Language

Ensure your document has a document title and language settings.

- Add a title: Open the file, go to *File* → *Info*, and under *Properties*, add a title, tag, and summary if needed.
- Set your document language: go to *File* → *Options* → *Language*, then add your preferred language (e.g. English).

Tagged PDFs

When exporting Word to PDF, ensure it's tagged:

- When saving a Word document as a PDF, go to *File* → *Save As*, select PDF, click **Options**, and check **Document structure tags for accessibility** before saving.

For existing PDFs, use **Adobe Acrobat Pro** to tag the document:

- Open the PDF, go to *Tools* → *Protect and Standardise* → *Accessibility*, then select **AutoTag Document**.

Scanned PDFs

Text book or hand written:

- Scanned PDFs are inaccessible. Replace with a digital text document or add to the 'Readings' list (ask library staff for help; they can also check copyright).

Unable to replace the scanned PDF:

- If replacement isn't possible, Ally will attempt optical character recognition (OCR) to improve text identification. Students can access the OCR version via 'alternative formats', though it may still be inaccurate.

SCULPT

Give the SCULPT Framework a go:

- S stands for structuring a document using headings
- C stands for colour contrast, colour use, captions and checkers for accessibility
- U is use of images and alt text
- L refers to links and logical reading order
- P is plain language and clear fonts
- T stands for tables and transcripts

[SCULPT for Accessibility](#)

