

<b>Web Accessible Content Creation Skills</b>	
Proficiency in the seven main strategies (and the related tactics and rationales) recommended by WAI to produce content that would comply with WCAG 2.0 (w3c_wai, 2019a, p. 3)	<ul style="list-style-type: none"> <li>• Provide informative, unique page titles</li> <li>• Use headings to convey meaning and structure</li> <li>• Make hyperlinked text meaningful</li> <li>• Write meaningful text alternatives for images</li> <li>• Create transcripts and captions for multimedia</li> <li>• Provide clear instructions</li> <li>• Keep content clear and concise</li> </ul>
Ability to check the accessibility of your work before it is published and shared.	<ul style="list-style-type: none"> <li>• Proficiency with the accessibility checkers in publishing software (Office, Adobe, Google Docs, WordPress, LMS, etc.)</li> <li>• Know how to source advice, plug-ins or work-arounds when an accessibility checker is not built into a publishing tool (for example, a citation manager may be part of a publishing workflow but may not offer an in-product accessibility checker, how might a bibliography generated by the tool be checked?)</li> </ul>
<b>Web Accessible Content Curation Skills</b>	
Ability to identify, search out or request web accessible versions of files	<ul style="list-style-type: none"> <li>• Proficiency reading for the use of the above strategies in digital files (and seeing when files do not employ the strategies, or employ them poorly)</li> <li>• Know to source accessible versions of files from third parties for sharing</li> <li>• Be aware of legislative framework supporting web accessibility, and copyright allowances and limitations to produce accessible versions of files. Or know where to go for advice and information on versioning content.</li> </ul>