The Universal Design Cheatsheet

1. **Image description (alt text)** on images = "what would you *tell* someone if you could not *show* the image?"

2. **Headings** are important! Don't fake them with ~~bold text~~

3. **Link text** should make sense on its own. *click here* = FAIL

4. **Color**. Do not rely on color alone to establish meaning

5. **Convert documents to webpages.** Use HTML pages, not PDFs, DOCX, PPT…

6. **Transcripts** must be used on videos and audio

7. **Color contrast** greater than 4.5 to 1. Contrast FAIL.