

# BREATHE LIFE INTO PACIFIC DATA



**PACIFIC  
DATAVIZ  
CHALLENGE**

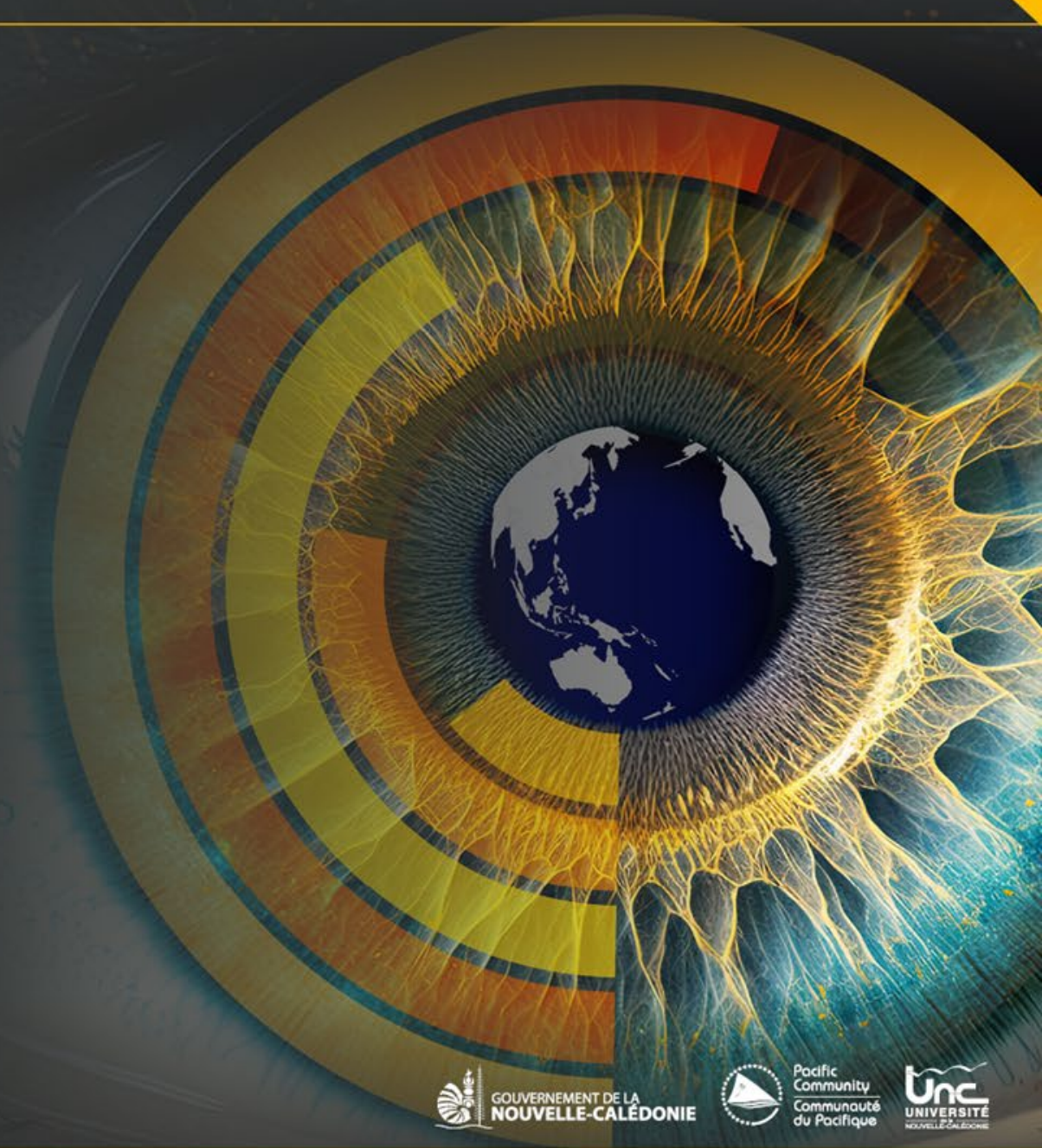


# Making data visualization accessible for all

Emilia Ruzicka

they/ them

[emiliaruzicka.com](https://emiliaruzicka.com)



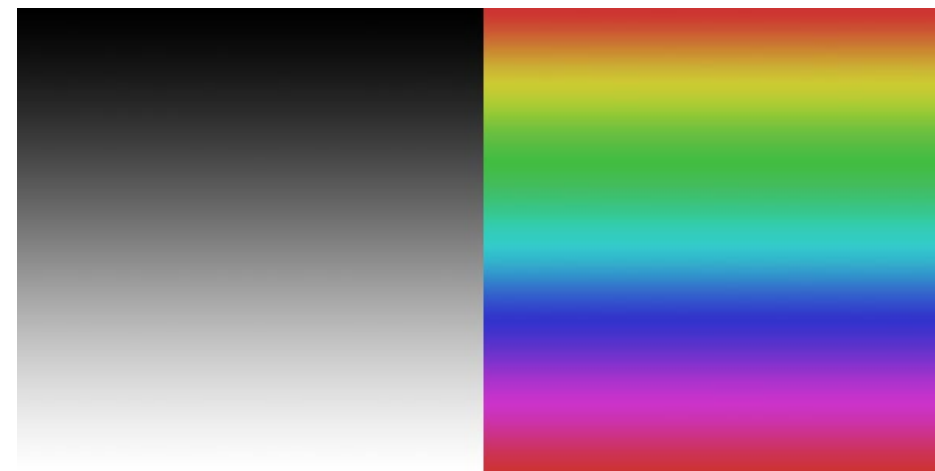
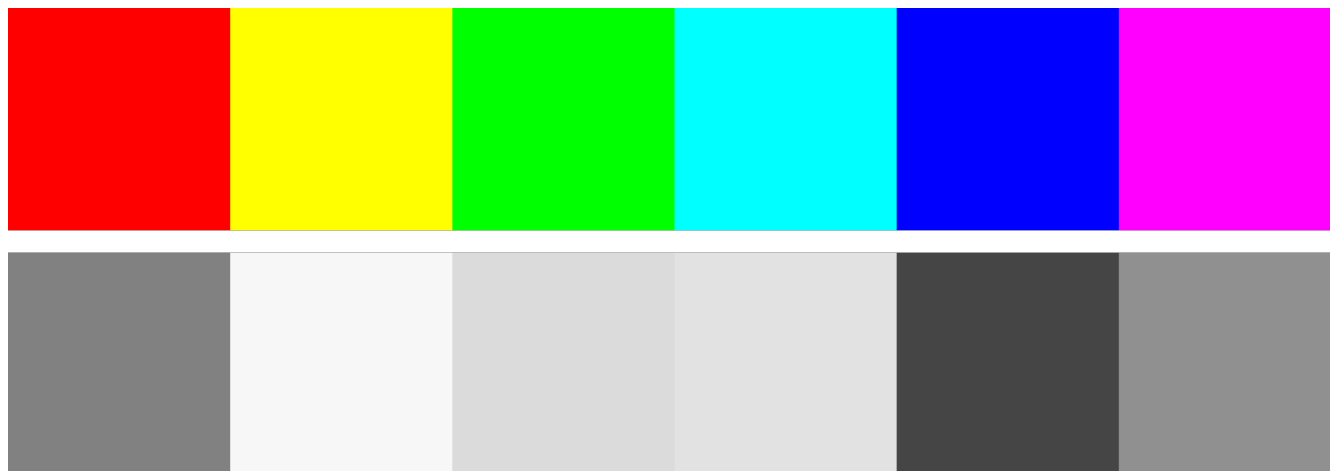
# Disclaimer

This is an accessibility crash course.

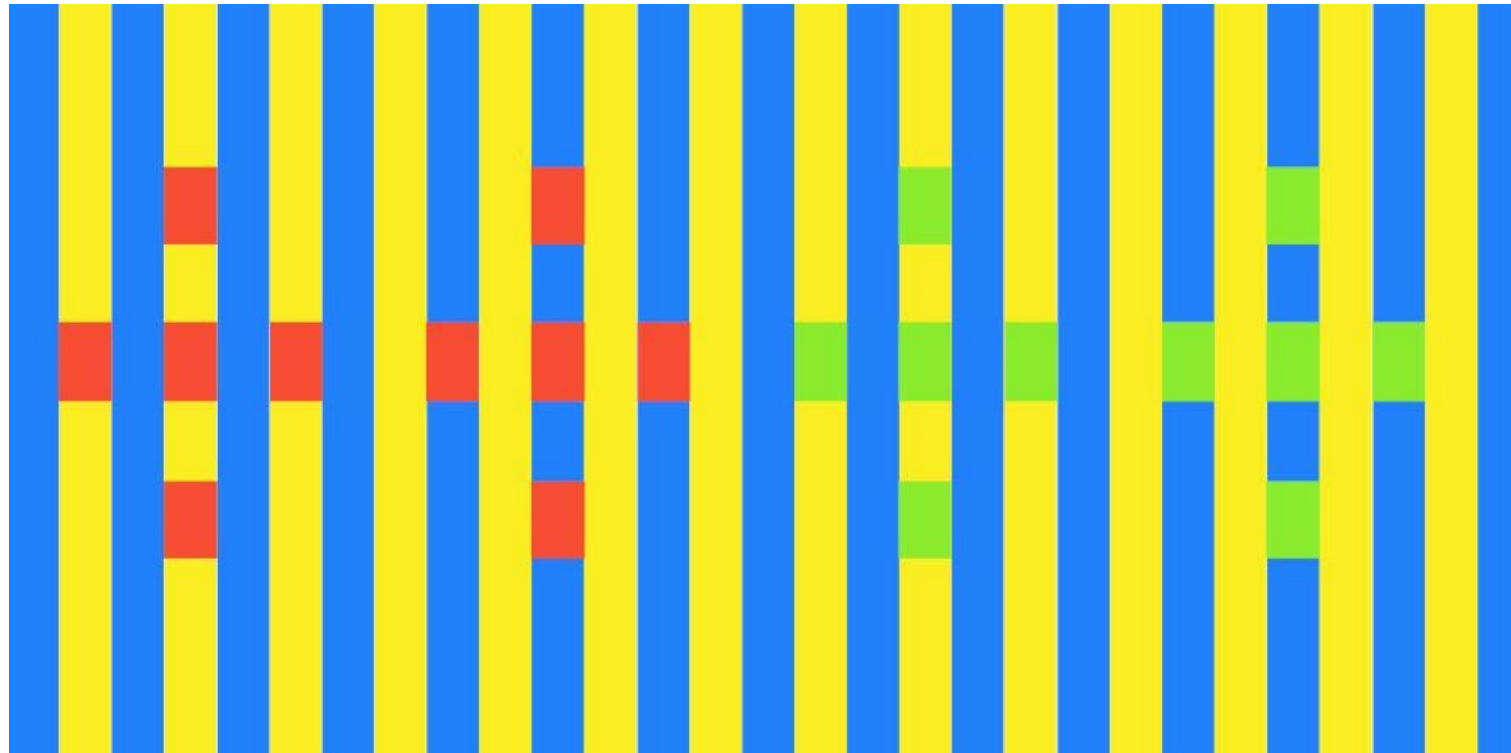
It does not cover all possible aspects of accessibility best practices.

# Color considerations

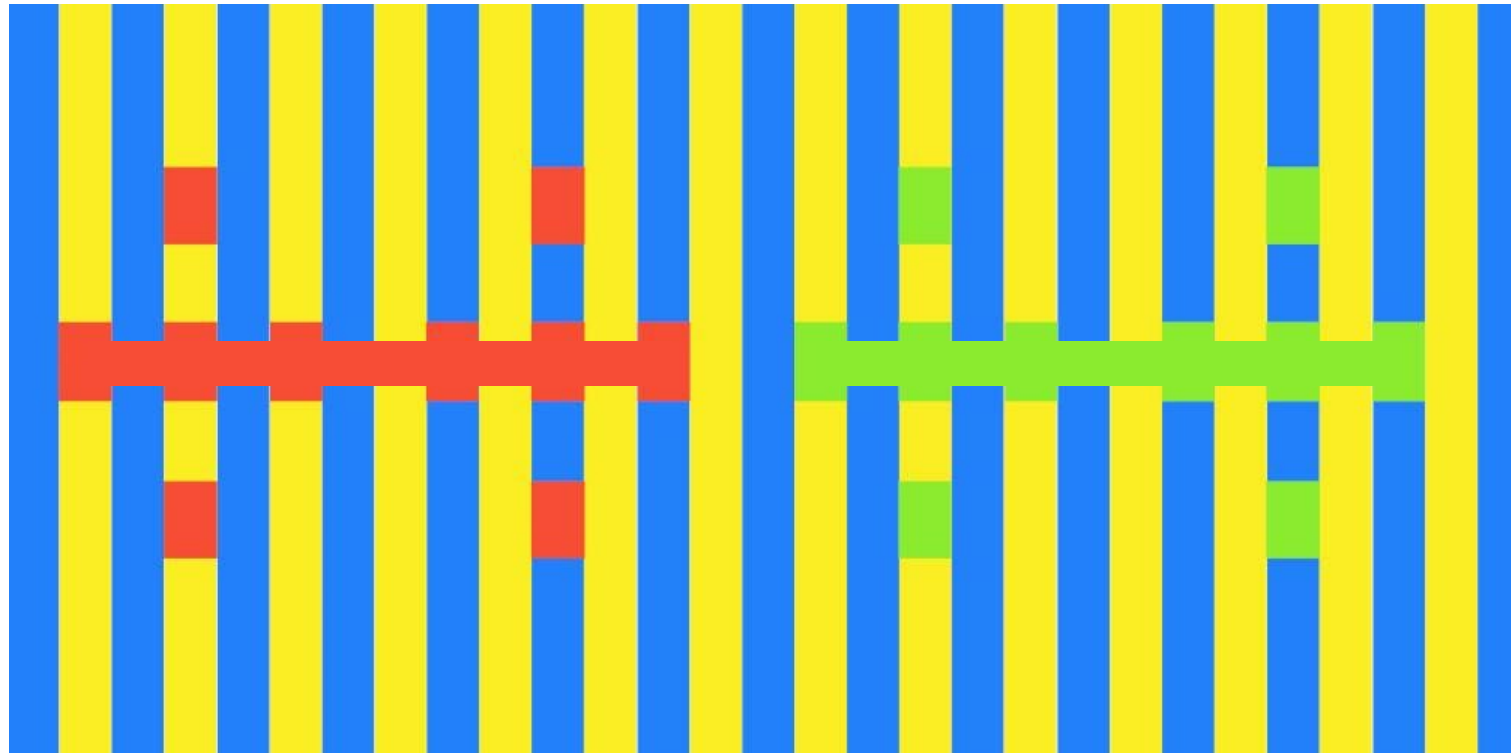
## Hue vs. Brightness/Luminosity



# Our eyes like to trick us...



# Our eyes like to trick us...



# How to pick colors

Test for **color blindness** accessibility  
[Coblis](#), Datawrapper functions

Use **other indicators** to show groups  
 Texture, line weight, etc.

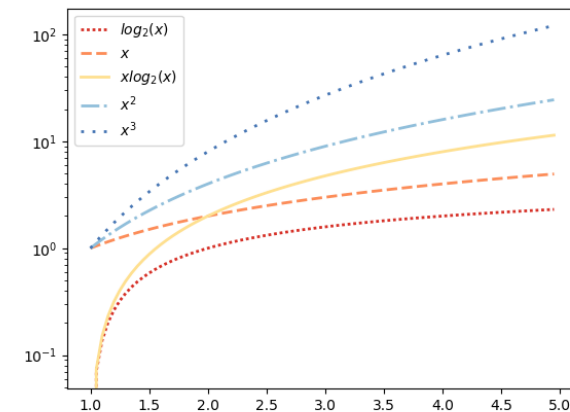
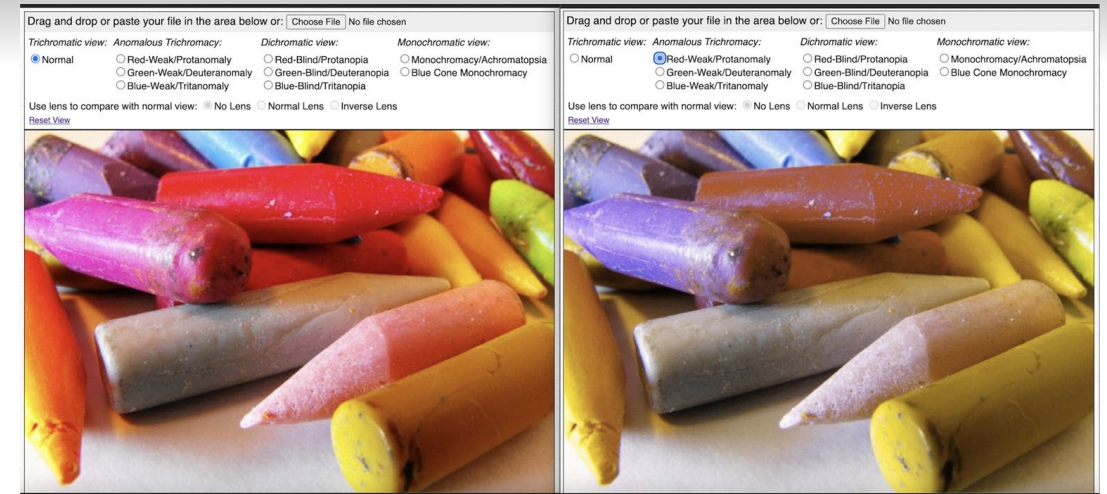
Pick a **base color** that makes sense for your topic

Green = environment, etc.

Test for **color contrast** ratios for text vs background

1:3 for titles/large text, 1:4 for small text/body

[WebAIM](#)



# The basics of alt text

Include the type of viz

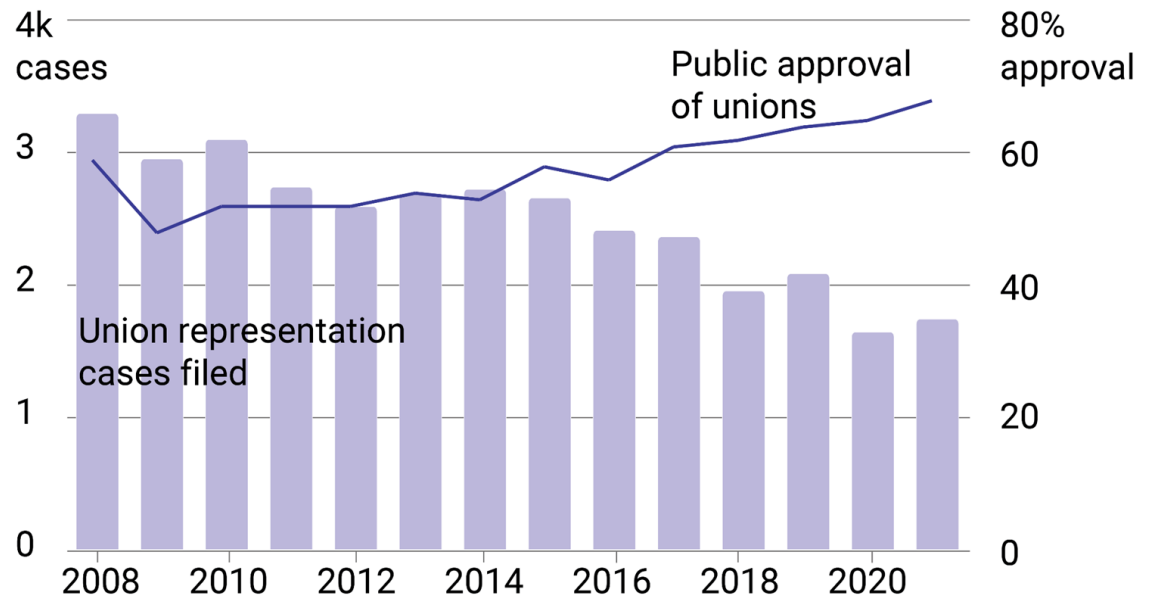
Identify the data source if not mentioned in accompanying text

Describe the main takeaway

Alt text for chart to the right:

“A combined line and column chart showing how union activity has decreased as public approval of unions has increased”

**Union cases and public approval of unions annually**



Data source: National Labor Relations Board, Gallup  
By Emilia Ruzicka



# Alt Text Mad Libs

A [viz type] using data from [source] showing [takeaway]

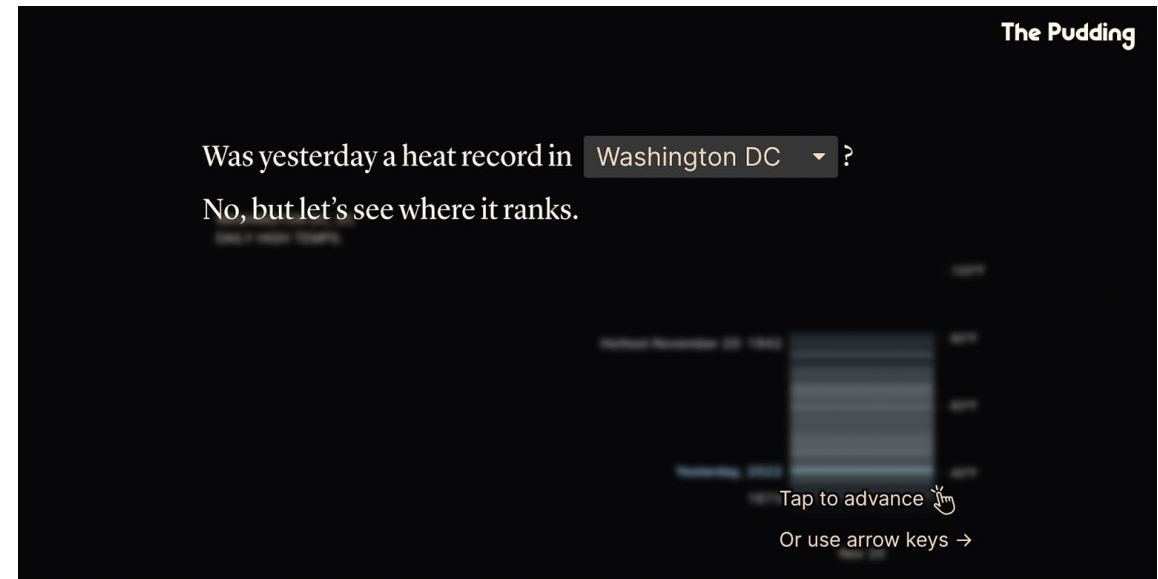
You can use this formula as a starting guide for writing alt text

# Interactive accessibility

Hover functions are NOT accessible to keyboard users

Alternatives: hover & click or click exclusive functionality

If your interactive is a new/weird format, provide written instructions or captions



# Other accessibility notes

Who needs your information? What types of accessibility accommodations would be useful for that audience?

Make your fonts large enough to read on any screen size.

If your viz doesn't work well on phones (or in any other format), use a disclaimer.

When in doubt, write it out! Text is always accessible to screen readers and keyboard users.

For more info on this (and tons more resources), here's an [article](#) I wrote.

# Interested in learning more?

More information about my work and ways to contact me can be found on my website.

[emiliaruzicka.com](https://emiliaruzicka.com)

The best way to keep up with me is to follow my blog on Medium.

[medium.com/@emilia\\_ruzicka](https://medium.com/@emilia_ruzicka)