

Audio

- Ensure the audio is clear and understandable.
- Include accurate captions and an audio transcript.
- Does it include visuals?
 - No: Accessibility achieved.
 - Yes: Include audio descriptions in the captions to achieve accessibility.

Video

- Include audio descriptions in the captions.
- Does it include dialogue?
 - Yes: Ensure the audio is clear and understandable and include accurate captions and an audio transcript.
 - No: Is it a GIF or looped animation?
 - No: Accessibility Achieved
 - Yes: Make sure the video can pause to achieve accessibility.

Graphic

- Include brief alt text describing the image.
- Does alt text adequately describe the graphic?
 - Yes: Accessibility achieved.
 - No: Include a structured text-based PDF to describe the steps to achieve accessibility.

Photo or Illustration

- Include brief alt text describing the image.
- Is there text on the image?
 - No: Accessibility achieved.
 - Yes: Include the text in your alt text description to achieve accessibility.