

This is supplementary content for Anderson, "Identity and Representation in the 2017 Disability March," published in *Kairos: Rhetoric, Technology, Pedagogy*, 25(2), Topoi, available at <http://kairos.technorhetoric.net/25.2/topoi/anderson>

Identity and Representation in the 2017 Disability March

Accessibility Highlight Video: Color Contrast

Visual description: This video shows a tool called Colorzilla that takes colors and translates them into RGB values. Color values have been selected from one of the word clouds on the "Profile Statements" page in the "Identity and Representation" webtext. The narrator discusses how particular shades of blue and green do not contrast sufficiently with the background, which in this case is white.

Transcript: This video considers color contrast and accessibility. For people who may have low vision, it's particularly important to have an appropriate level of contrast between text and background colors. The accessibility guidelines in WCAG 2.0 level AA state that colors in the foreground and background should have a ratio of 4.5:1 for normal text. As a result, in much of this webtext, I use black text against a white background. However, color contrast is an interesting problem for these word clouds. Here I'm using a tool called Colorzilla to sample the colors in the word cloud. Some of these are very light, as you can see, and they only achieve a ratio of about 1.55 to 1. Not good enough. However, the largest words in blue, they achieve about a 7 to 1 ratio with the background, meaning that they stand out well and communicate the core message in the word cloud. To be sure that enough information is conveyed, these word clouds also use alt tags and captions that duplicate the information.