

CLEAR: Digital Accessibility Rubric

The CLEAR: Digital Accessibility badge provides participants with foundational knowledge and practical skills to create accessible digital content using the CLEAR Framework: Caption Everything, Logical Layout, Easy to Read, Alt Text for Images, and Responsive Design. Participants will learn to apply ADA Title II and WCAG 2.2 standards to ensure equitable access to course materials, documents, and online resources. Participants must earn at least 15 points as proficient or above in all criteria.

Criteria	Exemplary (4)	Proficient (3)	Developing (2)	Needs Improvement (1)
C: Caption Everything	All multimedia content includes accurate captions and transcripts. Captions are reviewed for accuracy, including non-speech elements.	Most multimedia content includes captions and transcripts. Minor errors in accuracy.	Some multimedia content includes captions. Captions may have significant inaccuracies or missing non-speech elements.	Multimedia content lacks captions or transcripts, making content inaccessible.
L: Logical Layout	Course content is structured with a clear, consistent layout. Navigation is intuitive, and headings/subheadings follow a logical hierarchy.	Course content is mostly structured, but some sections may lack clear organization. Navigation is generally intuitive.	Course content structure is inconsistent, with unclear navigation and headings. Some sections may be difficult to locate.	Course content lacks logical organization, making navigation confusing and inaccessible.
E: Easy to Read	Text is formatted for readability with sans-serif fonts, high contrast, and clear, jargon-free language. Readability tools and accessibility checkers are used.	Text is generally accessible but may contain minor readability issues (e.g., low contrast or complex language).	Readability is inconsistent, with some inaccessible text (e.g., small fonts, low contrast, excessive jargon).	Text is difficult to read due to poor formatting, low contrast, or excessive complexity.
A: Alt Text for Images	All images include descriptive and meaningful alt text. Complex images (e.g., graphs, charts) have accompanying descriptions.	Most images include alt text, but some descriptions lack detail. Complex images may not have sufficient explanations.	Some images have alt text, but descriptions are vague or missing. Complex images lack sufficient explanation.	Few or no images have alt text, making visual content inaccessible to screen readers.
R: Responsive Design	Course content is fully responsive and functions well across all devices. No horizontal scrolling or display issues.	Course is mostly responsive, but some minor display issues exist on different devices.	Course content has noticeable layout issues on mobile or smaller screens, affecting usability.	Course is not responsive, requiring horizontal scrolling or being inaccessible on certain devices.

The CLEAR Framework is aligned with the [WCAG 2.2 Level AA Guidelines](#).

CLEAR: Independent Learning Activities

Criteria	Learning Activity 1	Learning Activity 2	Learning Activity 3
C: Caption Everything	Caption Editing Exercise: Download an auto-generated transcript from a YouTube video, then manually edit and correct errors using a text editor.	Self-Check Captions: Record a short video lecture (or use a previous recording), upload it to a captioning tool, and review the accuracy of the generated captions.	Transcript Creation: Choose an audio recording (e.g., a podcast or lecture excerpt) and manually create a transcript using a text editor, ensuring proper speaker identification and formatting.
L: Logical Layout	Course Structure Analysis: Outline a basic course structure using headings, subheadings, and a logical module progression in a document.	Navigation Challenge: Design a mock course homepage layout using a text-based outline, ensuring clear, intuitive organization.	Content Hierarchy Practice: Take an existing long-form document and reformat it with proper headings (H1, H2, H3) for improved readability.
E: Easy to Read	Contrast & Readability Check: Use an online contrast checker (e.g., WebAIM) to evaluate and adjust color contrast in a sample document or webpage.	Plain Language Revision: Take a dense, academic paragraph and rewrite it using clear, plain language while maintaining its meaning.	Font & Formatting Review: Create a one-page document ensuring high readability by using sans-serif fonts, sufficient spacing, and left-aligned text.
A: Alt Text for Images	Alt Text Writing Practice: Select five different images (e.g., a chart, a photo, an infographic) and write alt text descriptions for each.	Alt Text Comparison: Find two online images with and without alt text (using an image inspector tool) and document how the experience differs when using a screen reader.	Complex Image Description: Select a detailed graph or infographic and write a long description explaining the key data points and trends in text format.
R: Responsive Design	Device View Testing: Open a personal website or document on a desktop, tablet, and phone, then take notes on display differences and usability issues.	Resizing & Adaptability Check: Adjust the window size of a webpage and observe if text and images resize properly; document any layout issues.	Mobile-Friendly Content Design: Create a simple webpage or document and format it for mobile usability (e.g., avoid large blocks of text, use bullet points).