Design principles and guidelines can help ensure visual materials and communication are accessible to individuals with disabilities, including those with visual impairments. These principles align with the broader goal of making information and communication accessible to all. Below are some key considerations for ADA-compliant visual design:

Contrast and Color Use
- Use high-contrast color combinations for text and background to make content easier to read for individuals with low vision. [ADA Color palette Generator](), [Contrast Checker]()
- Avoid relying solely on color to convey information, use text labels or other visual cues in addition to color coding.
- Provide alternative text for images and graphics, describing their content or function.

Standard yellow rubber duck.

Font and Typography

- Choose readable fonts and font sizes that are easy to distinguish for people with visual impairments.
  - o Sans-serif fonts are often more legible.

  Serif Font -vs- Sans-Serif Font
- Ensure sufficient spacing between lines (line height) and characters (letter spacing) to improve readability.
- Opting to use ALL CAPS or SMALL CAPS increases readability.
- The average font size recommended is 16 point; avoid using fonts smaller than 12 point.

Text and Layout
- Use clear and simple language in written content.
- Organize content logically, use headings, subheadings, and lists.
- Avoid using images of text, they cannot be read by screen readers.

Accessible Charts and Graphs
- If using charts or graphs, provide data in an accessible format, such as a data table, along with the visual representation.
- Ensure that the data is presented in a logical order for screen reader users.

Video and Multimedia
- Include captions or subtitles for videos to make the content accessible to individuals who are deaf or hard of hearing.
- Provide audio descriptions for visual content in videos or multimedia presentations for individuals who are blind or have visual impairments.

Responsive Design
- Create designs that are adaptable to various screen sizes and devices.

Copyright
- [Copyright]() samples include literary work, art, music, etc.
- [Fair Use]() rules to legally using copyrighted work without permission.

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Accessible Forms

- Design online forms with clear labels and instructions.

Web Content

Web Content Accessibility Guidelines (WCAG), is widely recognized and used as a reference for accessible web design. WCAG Quick Reference