

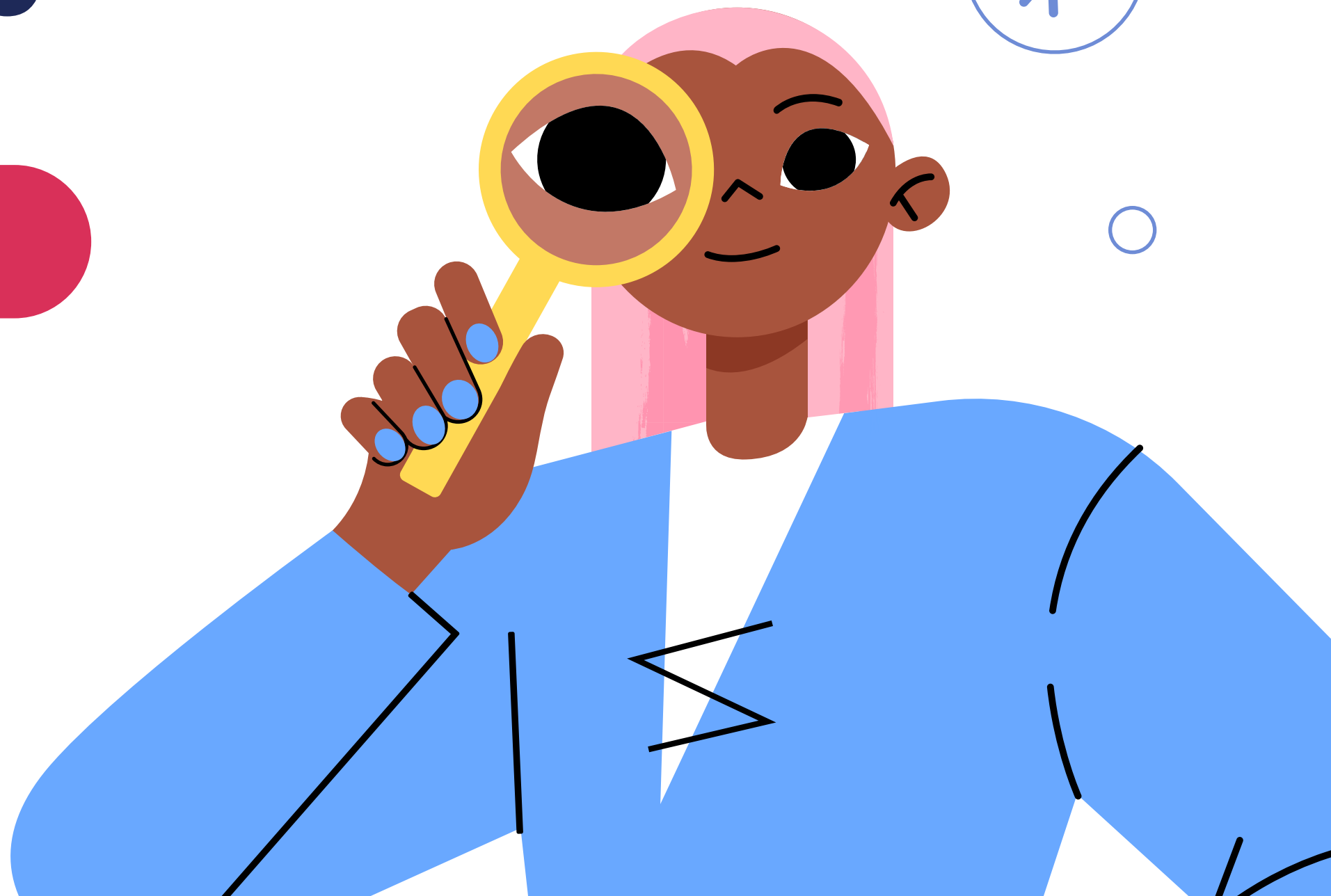
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at PinkPuma



# Accessibility and Text Hierarchy in Storyline

**PinkPuma**





# Accessibility in Articulate Storyline

Creating an **accessible eLearning course** requires considering accessibility at every stage of the project: from the initial concept and storyboard, through development and quality control, to the satisfaction survey.



# What will we focus on in this guide?

In this guide, we will focus specifically on course **development** in Articulate Storyline, with a particular emphasis on one of its aspects.



# Recommendations for accessible courses

Recommendations for designing  
accessible courses will teach  
you among others about:

- minimum contrast,
- alternative text (alt text),
- correct focus order.



# But too little is said about...

However, the importance of proper **text tagging** is often overlooked.

One key benefit it ensures is the correct text hierarchy, which is the focus of today's discussion.



# How do we read visually?

A sighted person can easily **recognize** elements such as headings, paragraphs, and bulleted lists simply by looking at the text.





# Why does this make reading easier?

A person who reads visually understands the **content hierarchy** of a given text.

This makes it easier for them to connect individual pieces of information and then understand and remember them.



# How else do headings help?

A heading can indicate whether...  
someone wants to **continue reading** at all!

This principle is perfectly mastered by news portals, which captivate us with sensational headlines.



# How do people who are blind or have low vision access digital content?

Many people use **assistive technology**, such as screen readers, which read aloud the content on the screen.





# How do screen readers recognize headings?

This is where correct **tagging** comes into play! The screen reader identifies the tag before each element and reads out information about its meaning.



Example: “Heading – level 2”.



# Advantages of correct text tagging

The person using the screen reader not only understands the content hierarchy, but can also efficiently **navigate between headings.**



And now let's move on to course development!



# Tagging in Storyline

In Storyline, many tags will be **added automatically** after we select individual built-in options.





# Automatically added tags

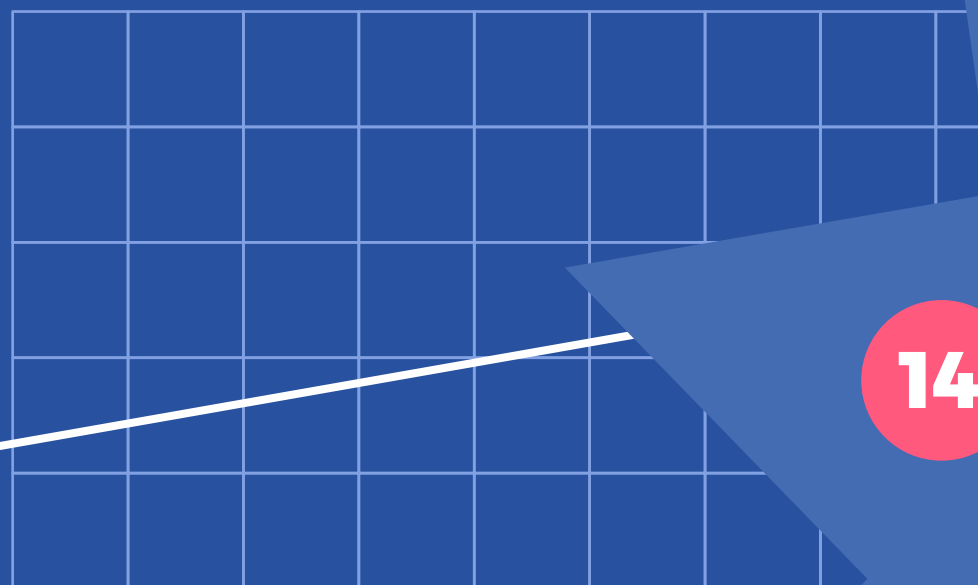
This applies among others to:

- numbered lists `<ol>`,
- bulleted lists `<ul>`,
- tables,
- buttons in exercises,
- images.



# How can you check this?

Launch a course, turn on a screen reader, and listen to what it says!



14





# How is text tagged in Storyline?

Interestingly, a text in Storyline is tagged as a **paragraph** (<p>) by default.

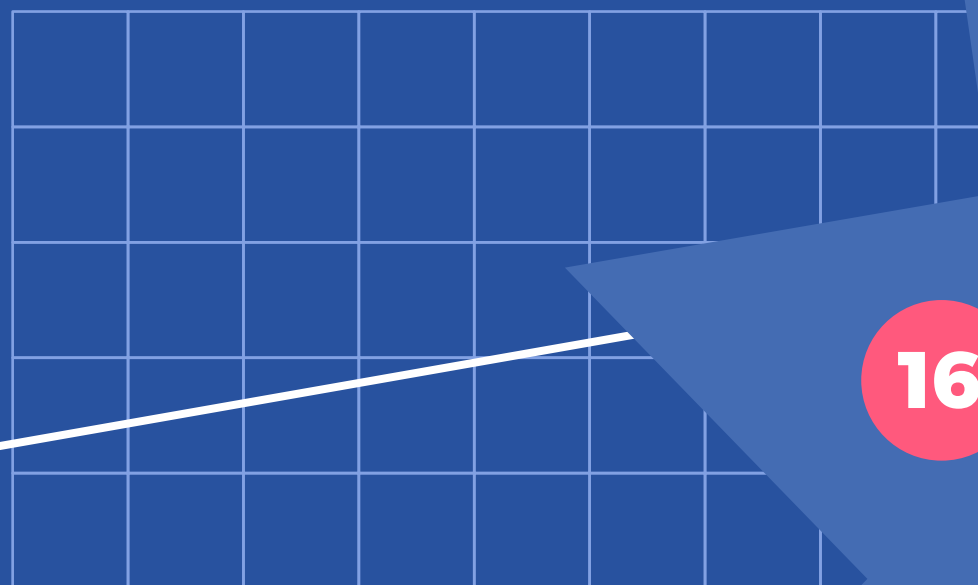
This also applies to:

- the slide title from the **Slide Master**,
- a text in a font labelled **“Headings”**!



# What does this mean?

This means that it is our job  
to set the difference between  
these text elements!



16

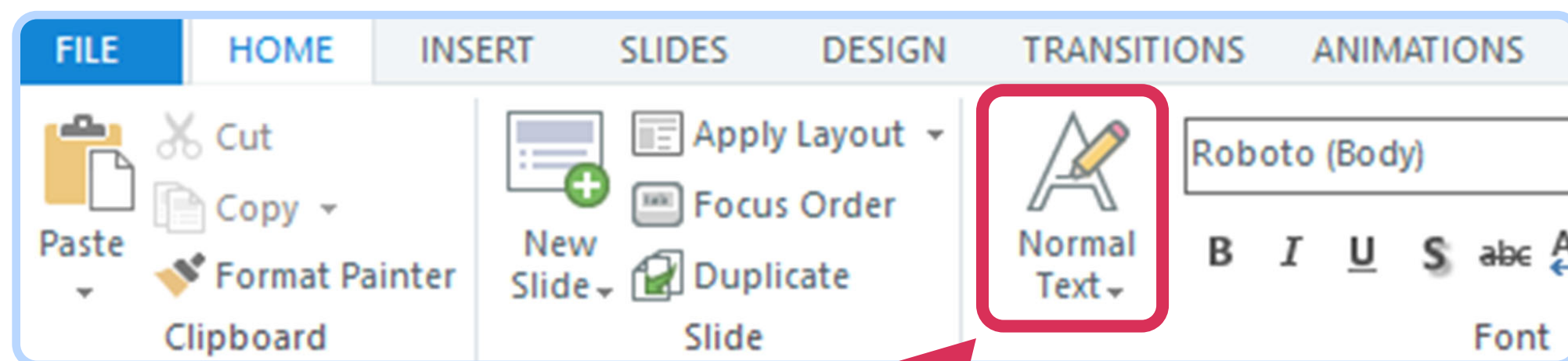




# How to set tags?

## Using text styles!

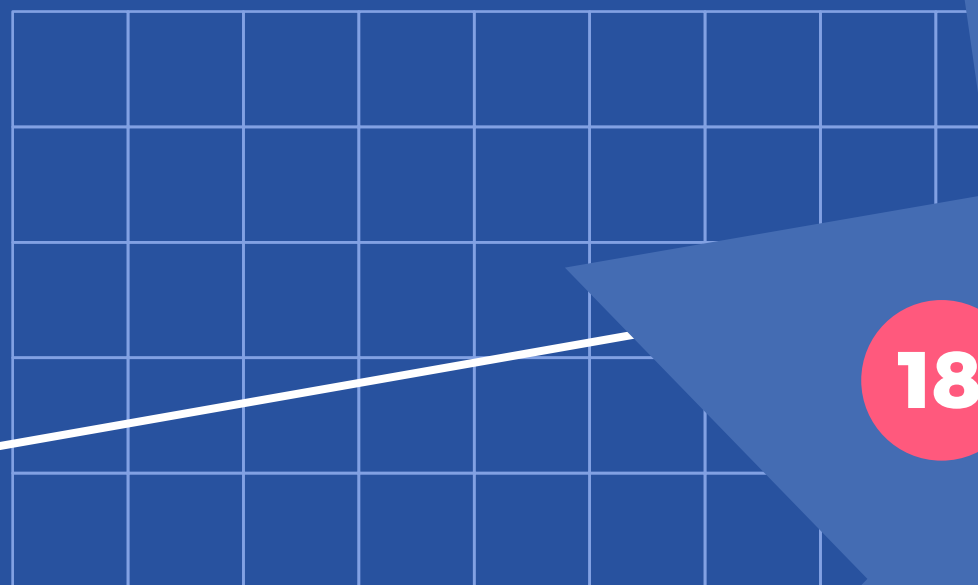
If you use **text styles** in Storyline, you don't have to do anything further! Storyline automatically adds the appropriate tag to the selected style.





# Text styles

Since not many people use text styles, let me explain a bit more about them.

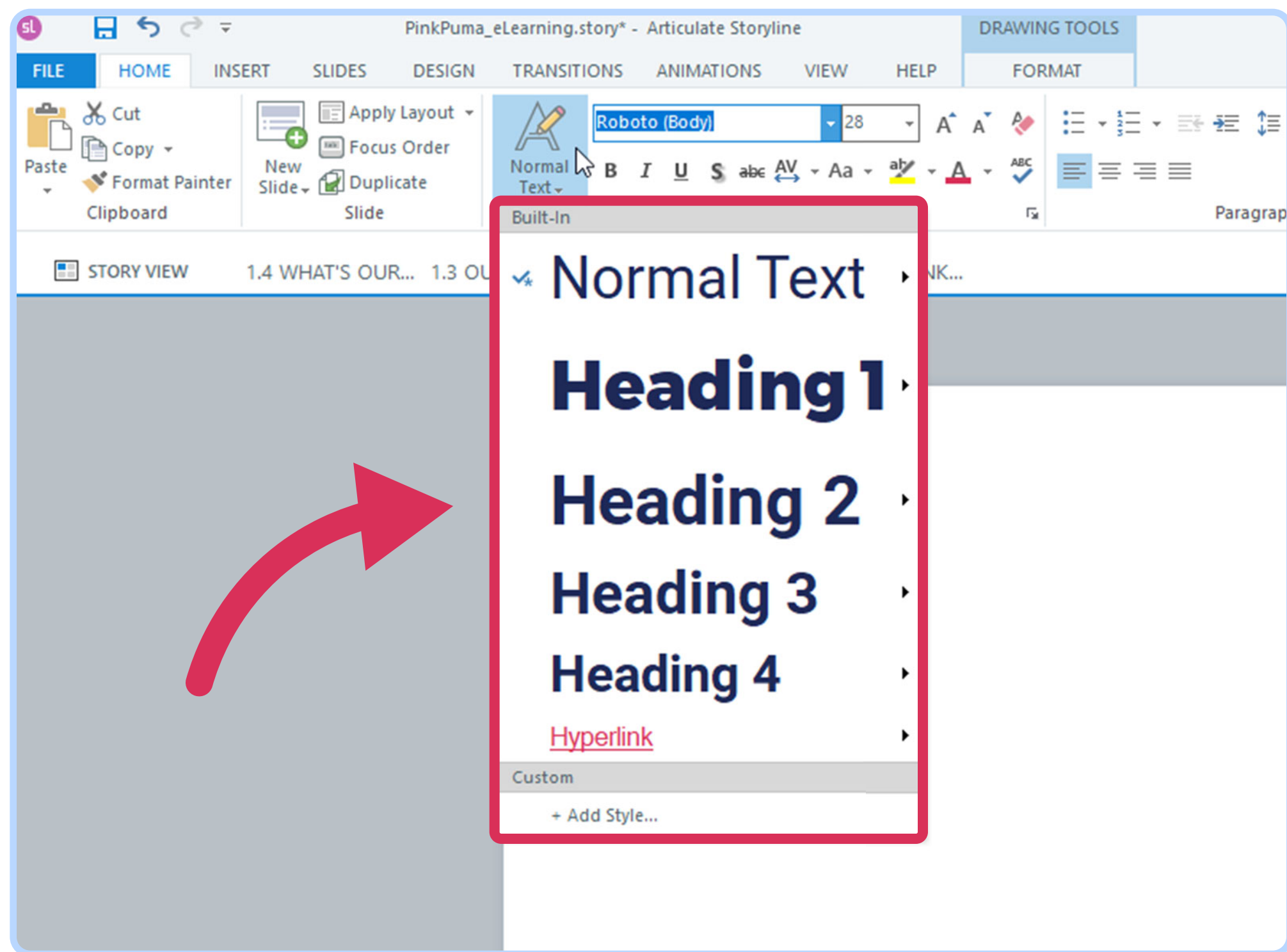


18





# Text styles in Storyline





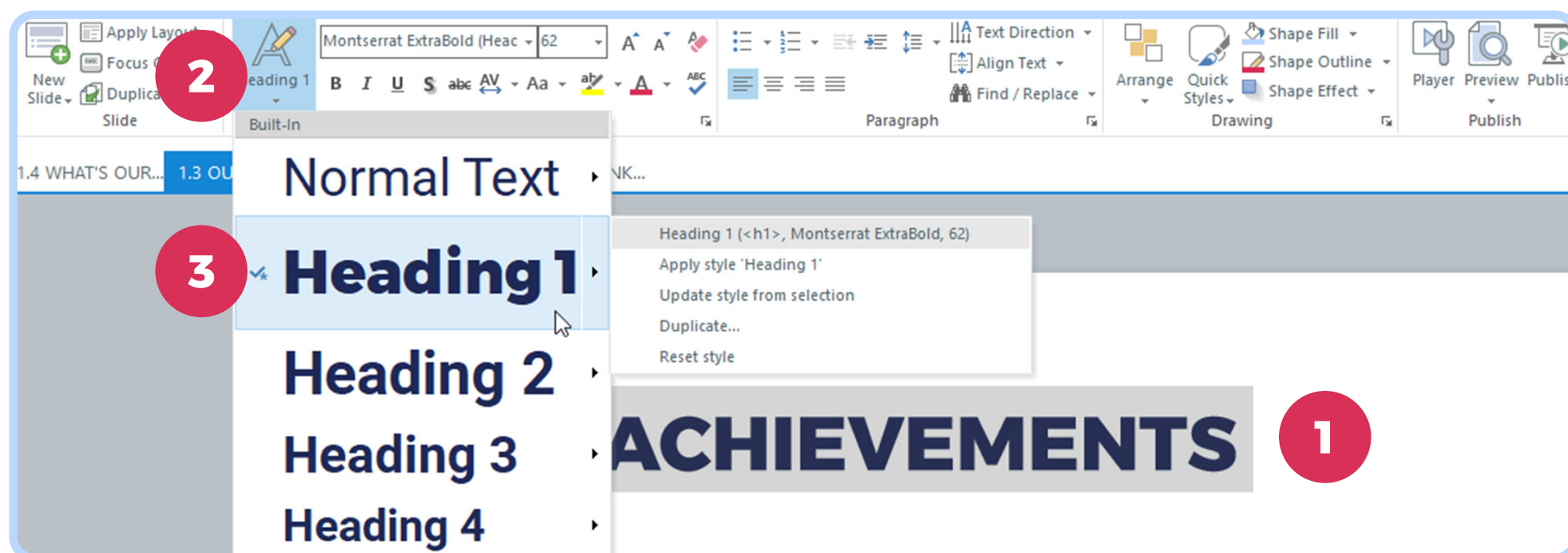
# What styles are available in Storyline?

- **Normal Text**: paragraph <p>
- **Heading 1**: level 1 heading <h1>
- **Heading 2**: level 2 heading <h2>
- **Heading 3**: level 3 heading <h3>
- **Heading 4**: level 4 heading <h4>
- **Hyperlink**: link <a>
- **Blockquote**: quotation <blockquote>



# How to set a text style?

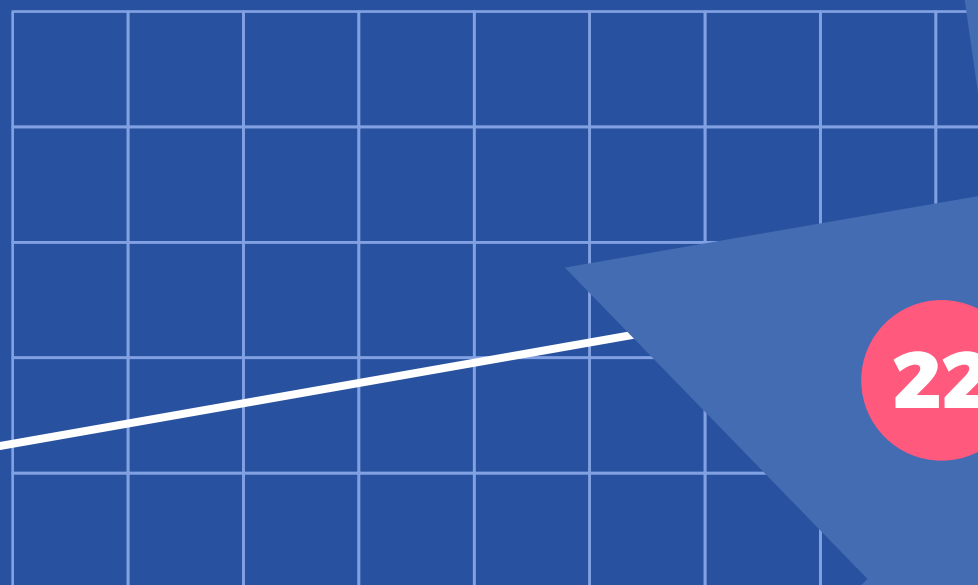
It's easy: select a given text fragment (1), click the **Text Styles** icon (2) and choose a text style (3).





# You don't like the default styles?

You can personalize them!



22





# How to personalize text styles?

- Format the text according to your desired style, then select it (1).
- Click the **Text Styles** (2) and hover your cursor over the selected text style (3).
- From the drop-down list that will appear, choose **Update style from selection** (4).



# How to personalize text styles?

The screenshot shows the Articulate Storyline interface with the 'DRAWING TOOLS' and 'FORMAT' tabs active. A text box containing the word 'ACHIEVEMENTS' in a large, bold, red font is selected. A context menu is open over the text, showing options like 'Apply style 'Heading 1'', 'Update style from selection', and 'Update Heading 1 from the current selection'. A separate style palette is also visible, with 'Heading 1' selected. Red circles with numbers 1 through 4 highlight key steps: 1. The selected text 'ACHIEVEMENTS'; 2. The 'Heading 1' style in the palette; 3. The 'Heading 1' option in the context menu; 4. The 'Update style from selection' option in the context menu.

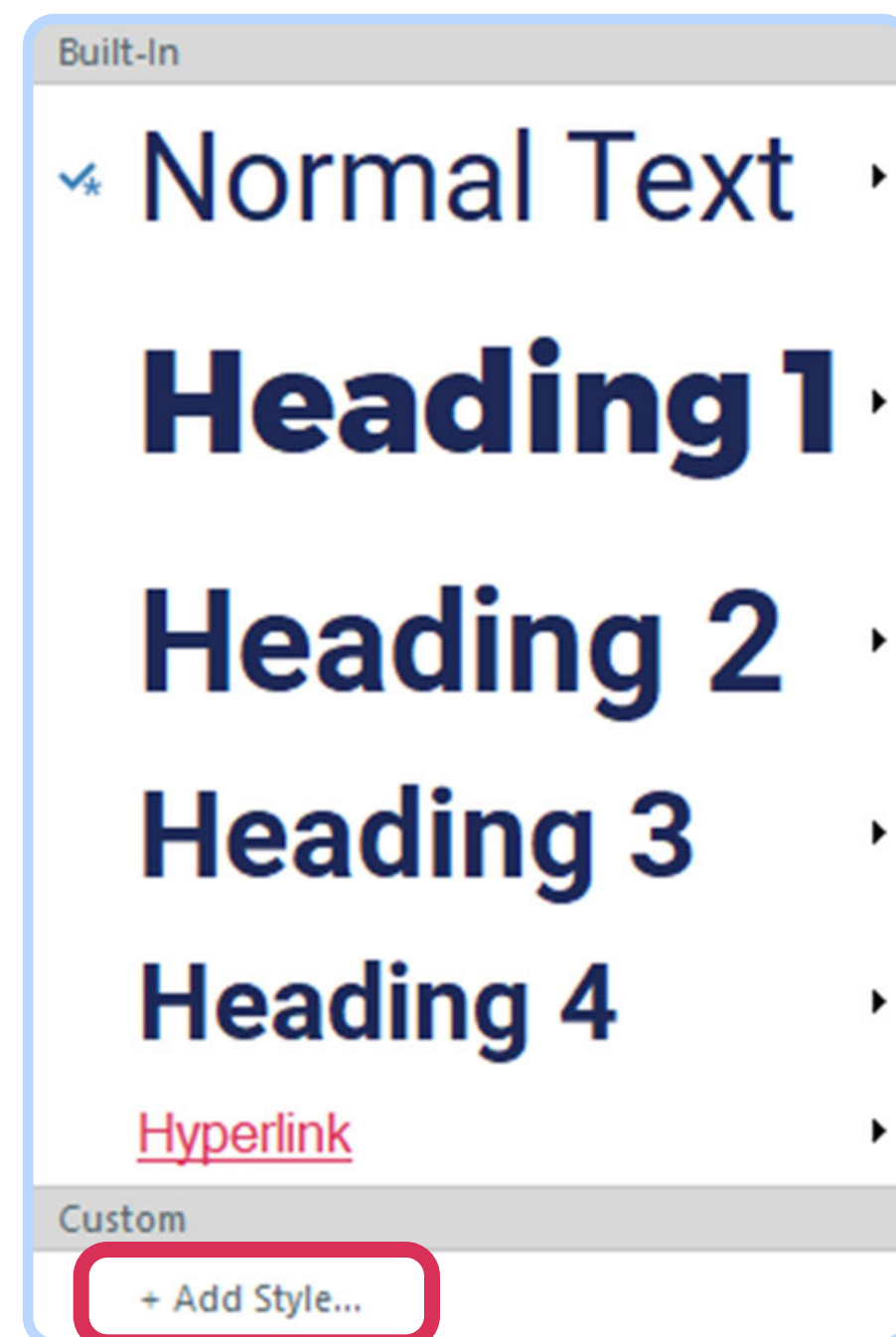
**Designing eLearning Courses** using Articulate Storyline and Rise, where we leverage advanced instructional design principles to create engaging and effective learning experiences.

**Successfully delivering hundreds of projects** completed by thousands of employees from leading international companies, as well as students, teachers, and officials.



# How to add a new style?

Click **Add Style**, name it and choose its type (e.g. paragraph).





## Good to know!

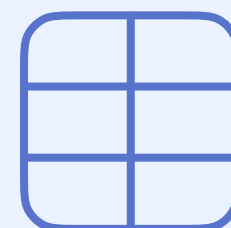
- You can have **several styles** for a given element, e.g. 3 paragraph styles, 2 heading `<h2>` styles, etc.
- Text styles are best set on the **Master Slide**. You will then have all slide titles correctly tagged right away.



# Cool fact: bullets and tables

We sometimes skip built-in options and create **custom** elements, particularly when we are going for a more unique look.

This applies primarily to lists or tables.





# They look nice, but aren't accessible!

It's important to remember that a list with image-based bullets or a table made from separate shapes will not be tagged correctly.

This means it **won't be accessible!**



# Want to know more?

Sign up for any training  
on accessible **PDF files**.

You will learn the principles  
of proper text structure,  
and discover the equivalent  
mechanisms in Storyline!

## ABOUT THE AUTHOR



### Natalia Wajda

A passionate advocate for modern educational science, with 20 years of experience in this field and 8 years of expertise in designing eLearning courses using Articulate. 4 years ago, she founded her own company, PinkPuma.

She manages all aspects of project development: concept creation, storyboarding, course design, gamification, graphics, and accessibility.

With a teaching degree, she has also worked as an author and editor of language courses.

30





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