

How to add Alternative Text

Images, graphics, tables & charts



What does Compliance Mean?

- Content accessible to all users
 - Vision impaired
 - Hearing impaired
 - Mobility impaired
- Required for all technology designed to be consumed by more than one person



3. Add alternative texts and captions (Alt Text)

- Images, graphics and tables must have alternative text: title and description

What is Alt Text?

- is a word or phrase that can be inserted as an attribute in an HTML (Hypertext Markup Language) document to tell Web site viewers the nature or contents of an image.
- The *alt text* appears in a blank box that would normally contain the image.

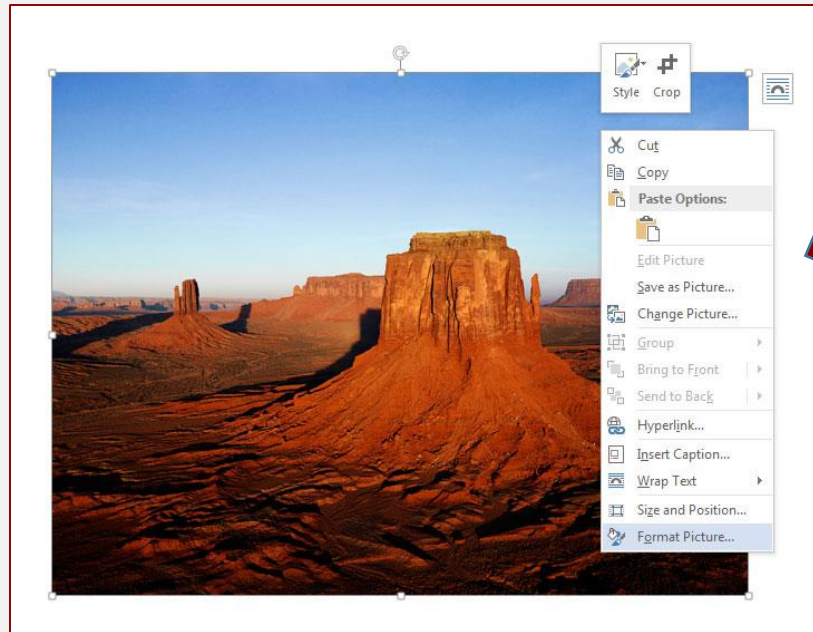
How to insert Alt Text

Select the image (either click on the image or use the keyboard).

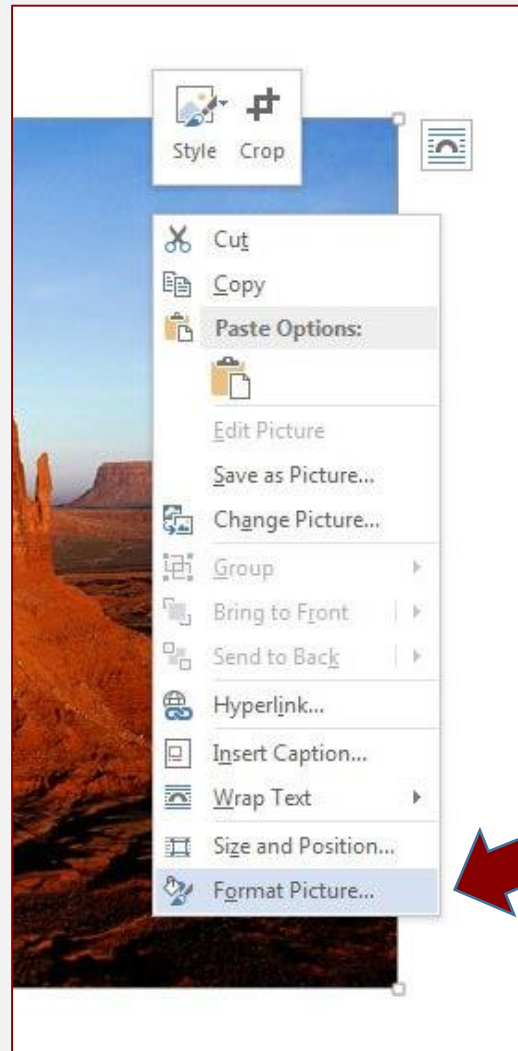


Open the context menu using one of the following methods:

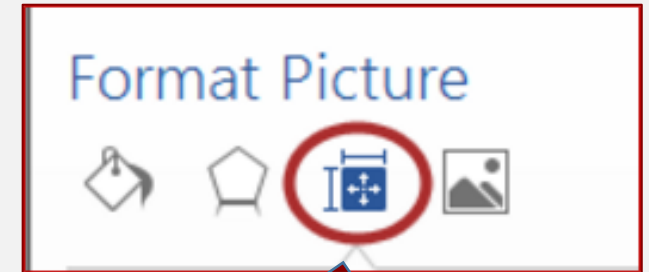
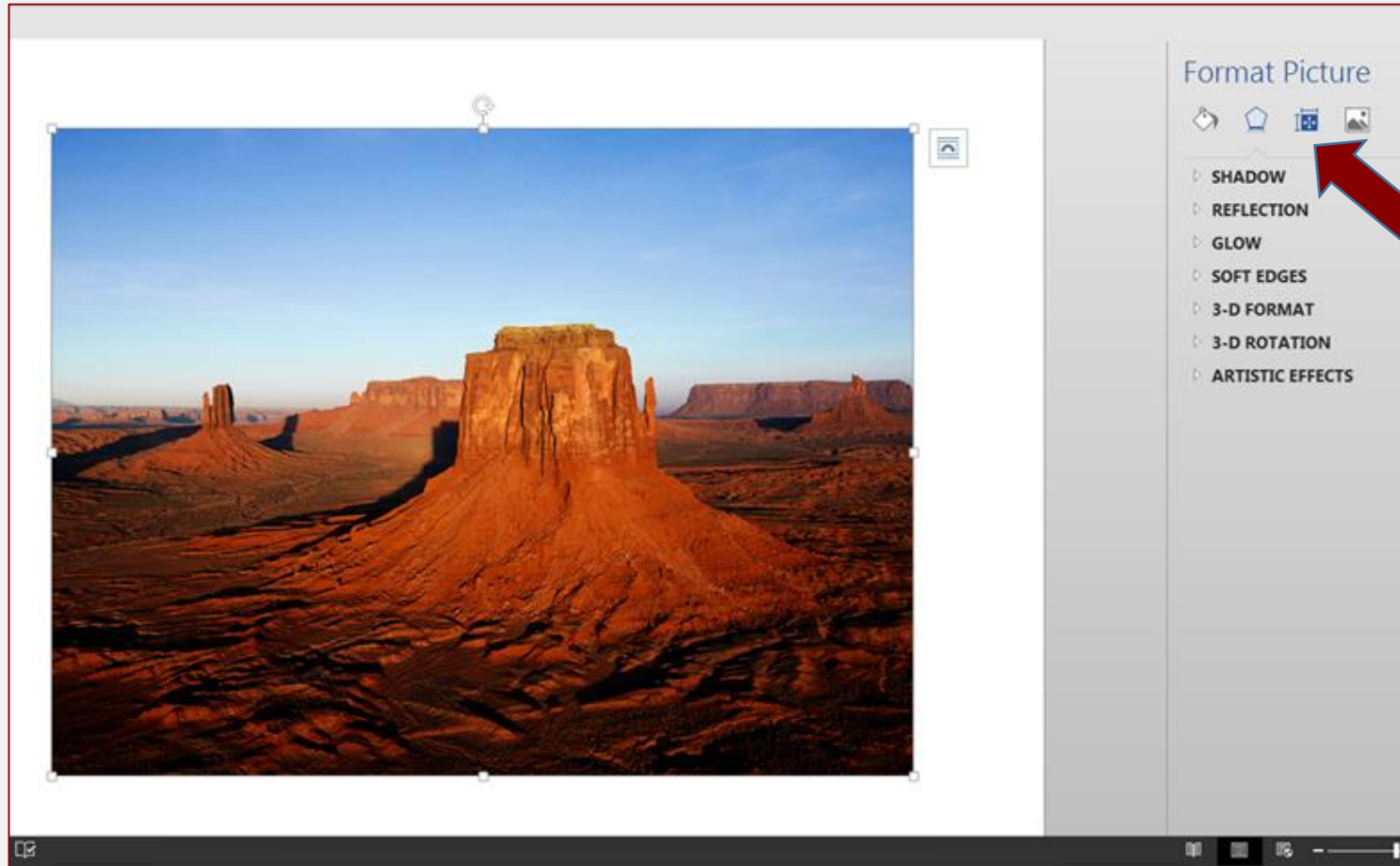
- Right-click (Windows) or Control-click (Mac) on the image.
- Press the Context Key (Windows) while the image is selected.
- Press Shift+F10 (Windows) while the image is selected.



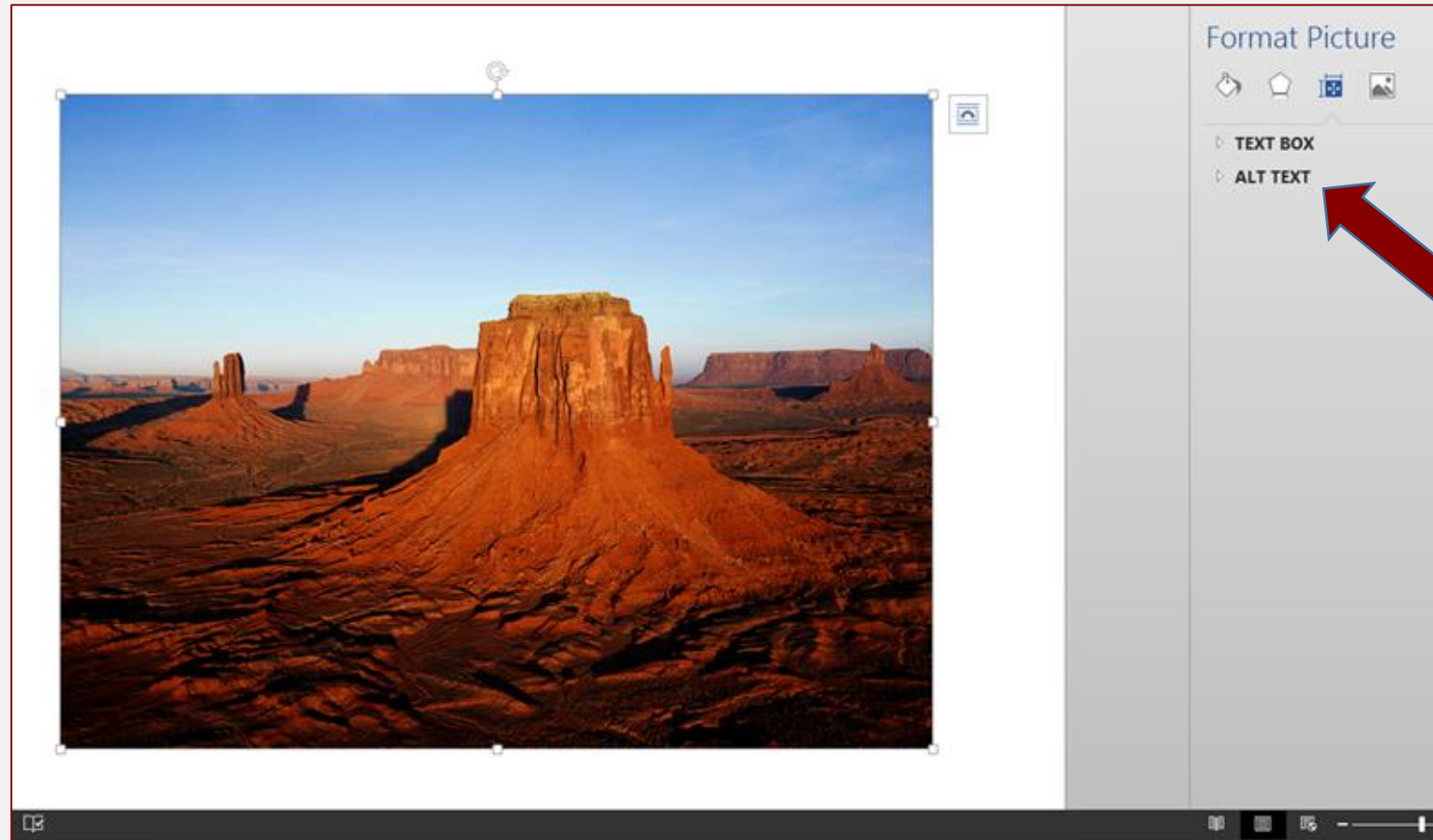
Click on "Format Picture" from the context menu



Click on "Layout & Properties"

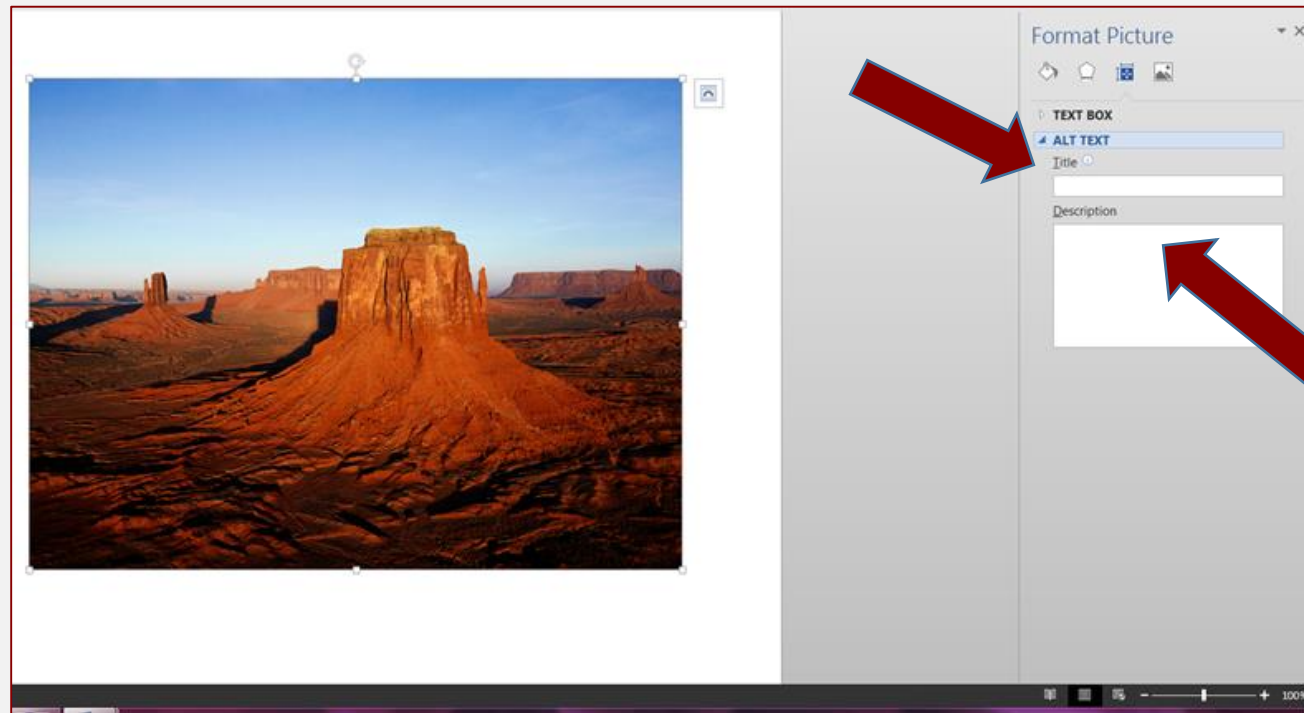


Click on "ALT TEXT"



Add your Title and Description

- This step is the same for Power Points and Word.
- Graphic text must be an accessible image
 - Add an alternative text, just like any other image



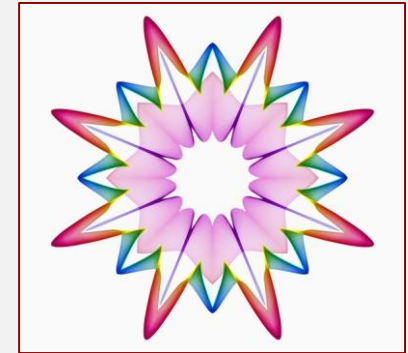
How to describe an image

- Alternative text should describe the *meaning* of an image rather than its *appearance*.
- For example: “Sign hanging on laboratory door” verses “Each laboratory has safety policies posted on the door.”
- tell the viewer what the image means
- State the type of image: photo, chart, diagram, etc.



Images without significance

- Is it meaningful or “eye candy”?
- If decorative, a description is a waste of time. Such images are routinely skipped over by readers who can see them, and users of assistive technologies will want to do the same.




Alt text with Long Descriptions

- Used when image cannot be described in an alt text (over 140 characters).
- Link to an appendix in the document or describe it in the text of document.
- Inside the Description box
 - add a hyperlink to appendix
 - Use a Descriptive Link
- Only include text on long description – no graphics

Adding a graphic in D2L

You will get the following *Alt Text* prompt:

Provide Alternative Text

 **Alternative Text**

Provide alternative text for the image. This text should convey the same information as the image. If this image does not convey any information, select "this image is decorative".

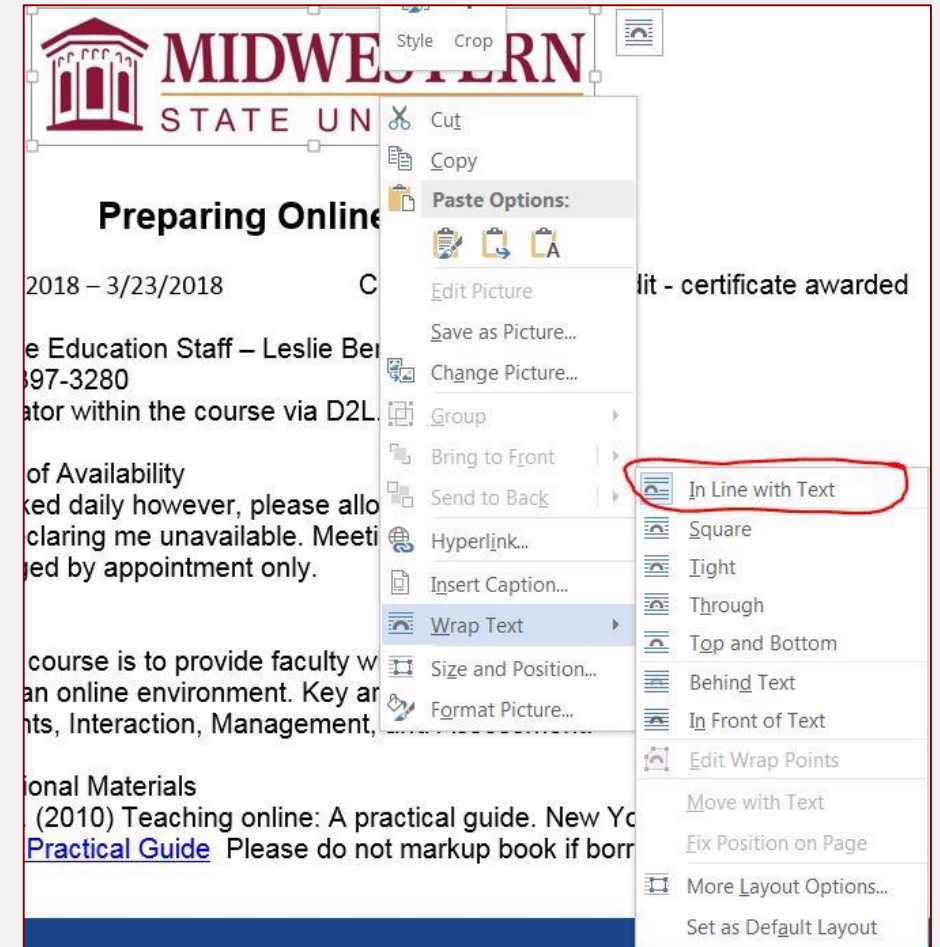
Alternative Text:

This image is decorative

OK

Wrapping Text with an image

- When adding an image or graphic always set the wrapping style to “In Line with Text”. Text that wraps around an image or graphic often times will confuse a screen reader, making it difficult for the user to understand. (It will think it is a table).
- Right click the image (or Shift + F10) and select Text Wrapping, then choose In Line with Text.



Remember:

- Keep descriptions *short*: unnecessary to begin a description with "photo of" or "picture of."
- If describing a chart or graph - be as complete as possible.
- If description is over 140 characters - a long description will be required.
- In addition to alternative text, captions may be used to convey visual information to all users.
- Images can also be described in the text of your document.
- Graphic text must be an accessible image, you add an alternative text, just like any other image
- These steps are the same for Power Point and Word.

Training available for ADA Compliance:

- Online Course organization
- How to add Alt Text
- How to close caption and edit with YouTube
- 7 Steps in Creating an Accessible Word Document
- How to make Compliant Power Points

All training documents, templates and ADA Compliance information can be found on our Faculty Resources Website

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