To Use Alt(ernative) Text or Not to Use Alt(ernative) Text for Images

How to Write More Meaningful Alt Text

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https://tinyurl.com/alt-text-glam
Overview

Background

Types of Images
  - Informative
  - Decorative

Examples of Images from Websites

Resources
Background

Web Content Accessibility Guidelines - WCAG 2.1

1. Perceivable
   1. Guideline – Text Alternatives
      1. Non-text Content - Level A
Web Content Accessibility Guidelines - WCAG 2.1

1. Perceivable
Information and user interface components must be presentable to users in ways they can perceive.

Guideline 1.1 – Text Alternatives
Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language.

1.1.1 Non-text Content - Level A
All non-text content that is presented to the user has a text alternative that serves the equivalent purpose....
What is alt Text?

Used to describe an image

<img src="images/lost_lake.jpg" alt="Aerial view of Lost Lake in the Adirondack Mountains" />
Questions to Consider

Why are you using the image?
What are you trying to communicate with it?
Types of Images

Informative

Decorative

Functional

Images of Text

Complex Images - [Food Security Status of U.S. Households in 2020](#)

Image Maps - [Canada Province Example](#)
Informative Images

Aerial view of Lost Lake in the Adirondack Mountains
Informative Image

A duck standing on a rock that is sticking out of the water
Decorative Images

<img src="images/decoration.png" alt=" " />
This is a great book that will help you in thinking about the importance of using words to communicate your message without the use of pictures.
The Book With No Pictures
By B.J. Novak

This is a great book that will help you in thinking about the importance of using words to communicate your message without the use of pictures.
Example 1

alt="two student in the makerspace lab using a 3D printer"
Discover UO Libraries’ events, exhibits, and workshops!

Whether you’d like to visit a pop-up exhibit in the Design Library, attend a virtual DREAM Lab workshop to learn how to make an interactive website, join the Data Services book club, explore a digital exhibition about ghosts and monsters in Japanese votive slips, or learn how to use a free citation manager for your research. We’ve got you covered!
Example 2

alt="parents"
And asking for help is the first step in supporting your loved one’s journey to health.

**Parents: it’s a challenge you can meet head on**

Hearing that your child or loved one has diabetes can be a shock. But after that shock wears off....
Example 3

alt="by anmakn, on Flickr"
Example 3 with Image and Content

If you want more specific research help or you have a question (simple or complex) please email me at....

"Untitled" (CC BY-NC-ND 2.0) by anmakn
Summary

Alt Text is required even if it has an empty value

Use a short phrase to describe an image

Context is important

Avoid

● Image of
● One word descriptions

Do Add

● Purpose
● Location
Resources

WCAG Guidelines - https://www.w3.org/WAI/standards-guidelines/wcag/

How to Meet WCAG (Quick Reference) - https://www.w3.org/WAI/WCAG21/quickref/

WebAim Alternative Text - https://webaim.org/techniques/alttext/

Deque University - https://dequeuniversity.com