



Accessibility Core Skill # 3: Images

Benefit to User

Allows screen readers to provide information about the image to the user.

Step by Step

1. 'Right Click' image to open the "Format Picture" sidebar.
2. Choose the "Layout and Properties" icon.
3. Skip the "Title" field (does not export to PDF).
4. Enter a description of the image in "Description" field. The description should be concise while conveying the reason the image was included. Do not duplicate content also offered in a caption or body text in the description.
5. 'Left Click' image to re-select. Select the "Layout" icon (floating next to image).
6. Click "In Line with Text".

Take-Aways

Do (Accessible):

- Do provide a text-based description of all visual content included in a document.
- Do keep descriptions short and concise.
- Do include chart data in a separate table.

Don't (Not Accessible):

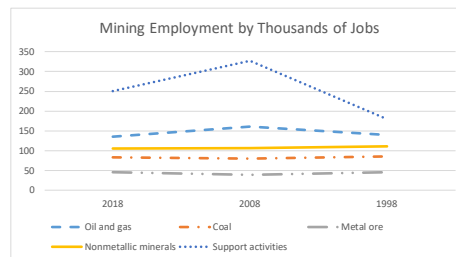
- Don't repeat information as both Alt Text and Captions.
- Don't use the phrase "image of".

Example 1



Alt Text: Ancient ruins sit high on a mountain peak overlooking a deep valley swathed in clouds.

Example 2



Alt Text: Mining Employment by Thousands of Jobs is a 4 line graph showing relative steady numbers in all categories except oil and gas which had a marked increase and decline over time. In addition to oil and gas, lines are included for coal, non-metallic, metal, and support industries. The horizontal axis is labeled by year (1998 - 2018) and the vertical axis from 0 to 350. (Include a data table).

Benefit to Author

- Clean readable designs.
- Convey information to all.

High Level Overview

Images, charts, graphs and diagrams add visual interest and are a powerful communication tool for many. To keep them accessible to all users, images must be placed 'in line with text' and accompanied by a text alternative that provides a description of the content and function served by the image.

Information about an image can be supplied in two ways. The author can include the information as an image caption, which is visible to all, or a hidden version that will be accessed only by screen readers called "Alt Text" in MS Word. "Alt Text" must always be included though should not be redundant.

Bonus Tips

Complex images such as graphs and charts can be a challenge to describe succinctly. The National Center for Accessible Media provides best practices for describing complex images (Example 2) that includes detailed information for many kinds of charts and graphs. These tips can be found in their [Effective Practices for Description of Science Content within Digital Talking Books](http://ncam.wgbh.org/experience_learn/educational_media/stemdx) (http://ncam.wgbh.org/experience_learn/educational_media/stemdx).