

Review images for proper alternative text [1]

May 13, 2024 by [ES and UIS Communications](#) [2]

Alternative text, or “alt text,” is a written description of the visual content in an image. It is typically one or two sentences long and should convey any important visual information.

Alt text is important because it allows images and their critical information to be conveyed to visually impaired individuals and screen reader users.

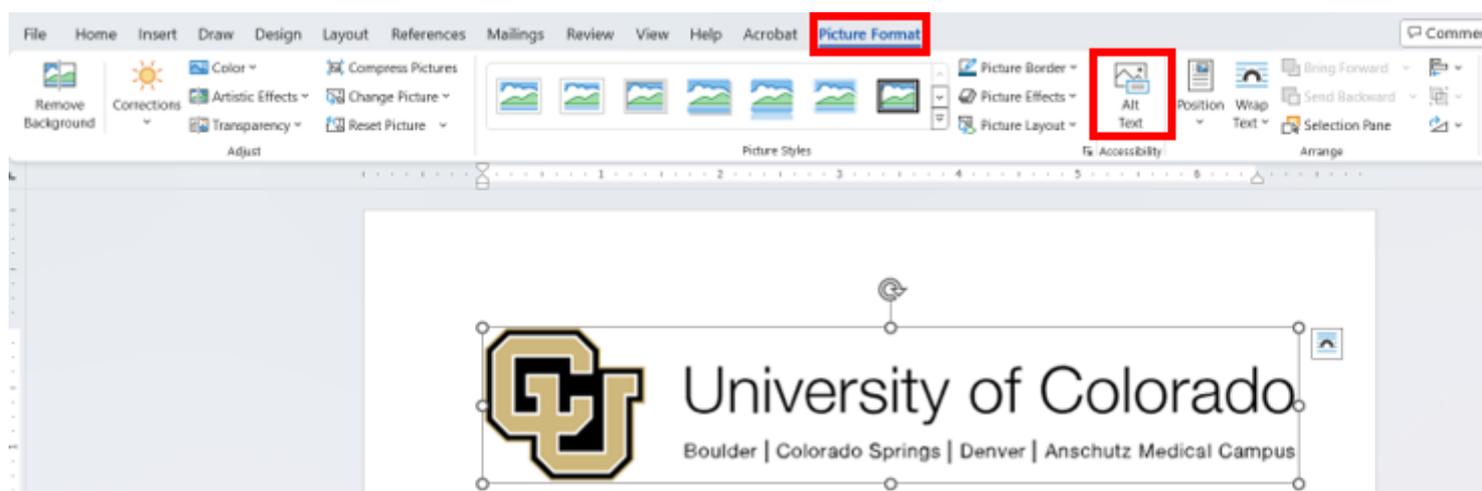
Alt text is a “behind-the-scenes” description of an image. It’s not typically visible in a document or webpage; it is available to people using a screen reader to provide them access to the same content.

How to write alt text

The key to writing succinct alt text is to ask yourself why the image is important in the context of the document or webpage. Let that guide your decision on what details to include. It is best to put the most important information at the beginning of the alt text and avoid starting alt text with phrases like "image of" or "photo of" as it is repetitive since screen reading software announces this information. Lastly, avoid providing subjective interpretation; just describe what is visually presented in a neutral tone.

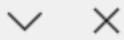
Creating or editing alt text in Microsoft Word (.docx files)

1. Select the image then select the **Alt Text** option under the **Picture Format** toolbar.



2. Describe the image in 1-2 sentences.

Alt Text



How would you describe this object and its context to someone who is blind or low vision?

- The subject(s) in detail
- The setting
- The actions or interactions
- Other relevant information

(1-2 detailed sentences recommended)

University of Colorado logo

Generate alt text for me

Mark as decorative 

Creating/editing alt text in Adobe Acrobat (.pdf files)

1. In Adobe Acrobat, select **Accessibility** from the right-hand toolbar.



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EMPLOYEE SERVICES

ES New Employee Ice Breaker

Welcome to Employee Services! We want to introduce you to your coworkers, so you can start building meaningful, collaborative relationships. This all starts with breaking the ice.

To do this, we like to send a little information about you to our staff. We would like to keep it light, fun and approachable, while encouraging staff to introduce themselves to you.

Please fill out the following form and email it to the ES Communications department (ES.Communications@cu.edu), along with a favorite photo of yourself to accompany your profile.

Professional details:

Preferred name:

Preferred pronoun:

Title:

What did you do before accepting this position at CU? What was your title?

2. Click **Reading Order**.



Accessibility



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What did you do before accepting this position at CU? What was your title?

3. Draw a rectangle around the image and select the **Figure** option in the **Reading Order** window to define the image. The figure's textbox will say **No alternate text exists** if done properly.

Home Tools New Employee Ice ... x

Accessibility

Figure - No alternate text exists.

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Professional details:

Preferred name:

Preferred pronoun:

Title:

What did you do before accepting this position at CU? What wa

How many years of experience do you have in your field?

The fun part:

Please pick **five** of the following questions and answer them:

Reading Order

Draw a rectangle around the content then click on the buttons below:

Text/Paragraph Figure

Form Field Figure

Heading 1 Heading 4 Ta

Heading 2 Heading 5 C

Heading 3 Heading 6 For

Reference (q) Note (z) Backgrou

Table Editor

Show page content groups

Page content order

Structure types

Show table cells

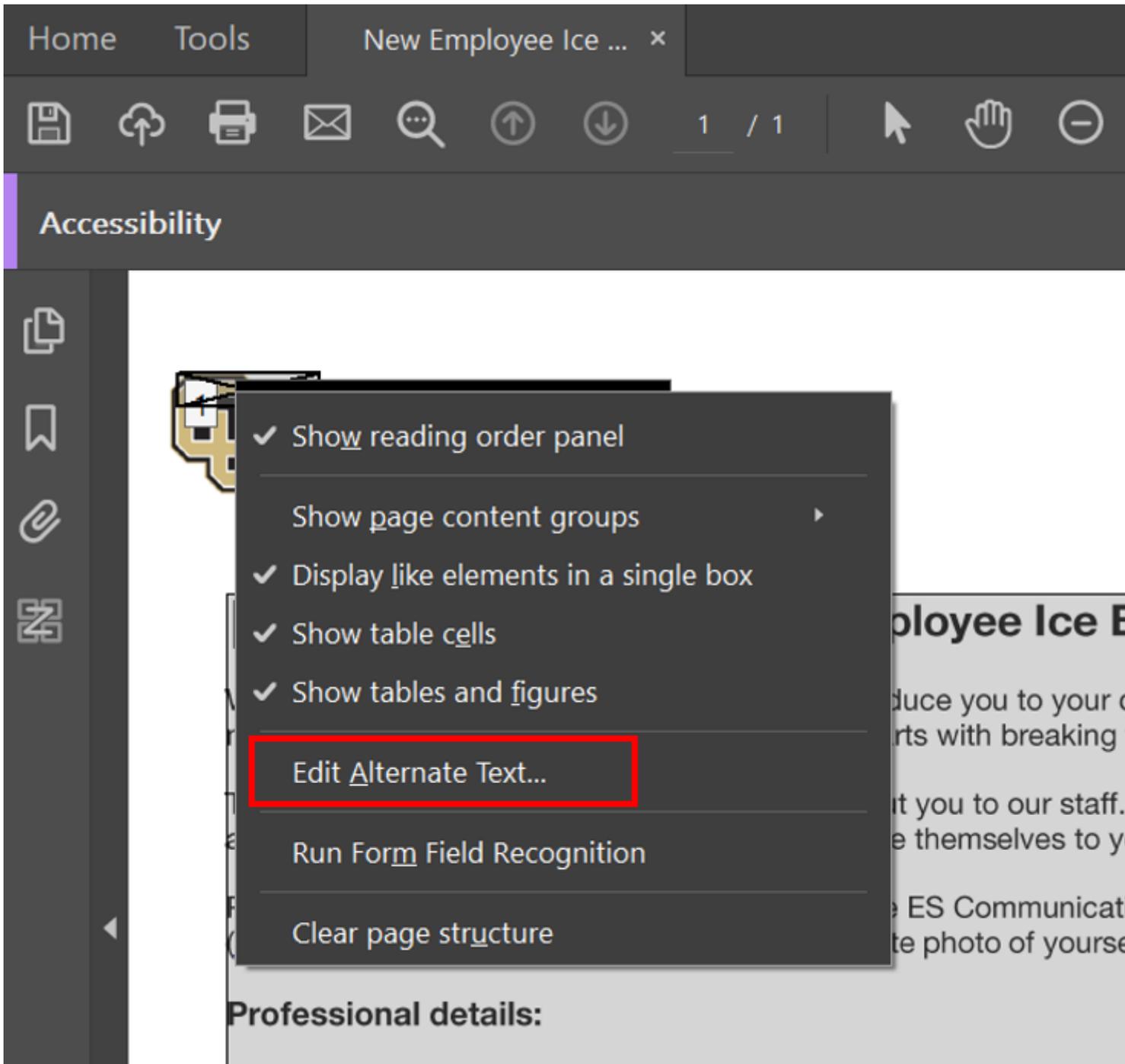
Display like elements in a single block

Show tables and figures

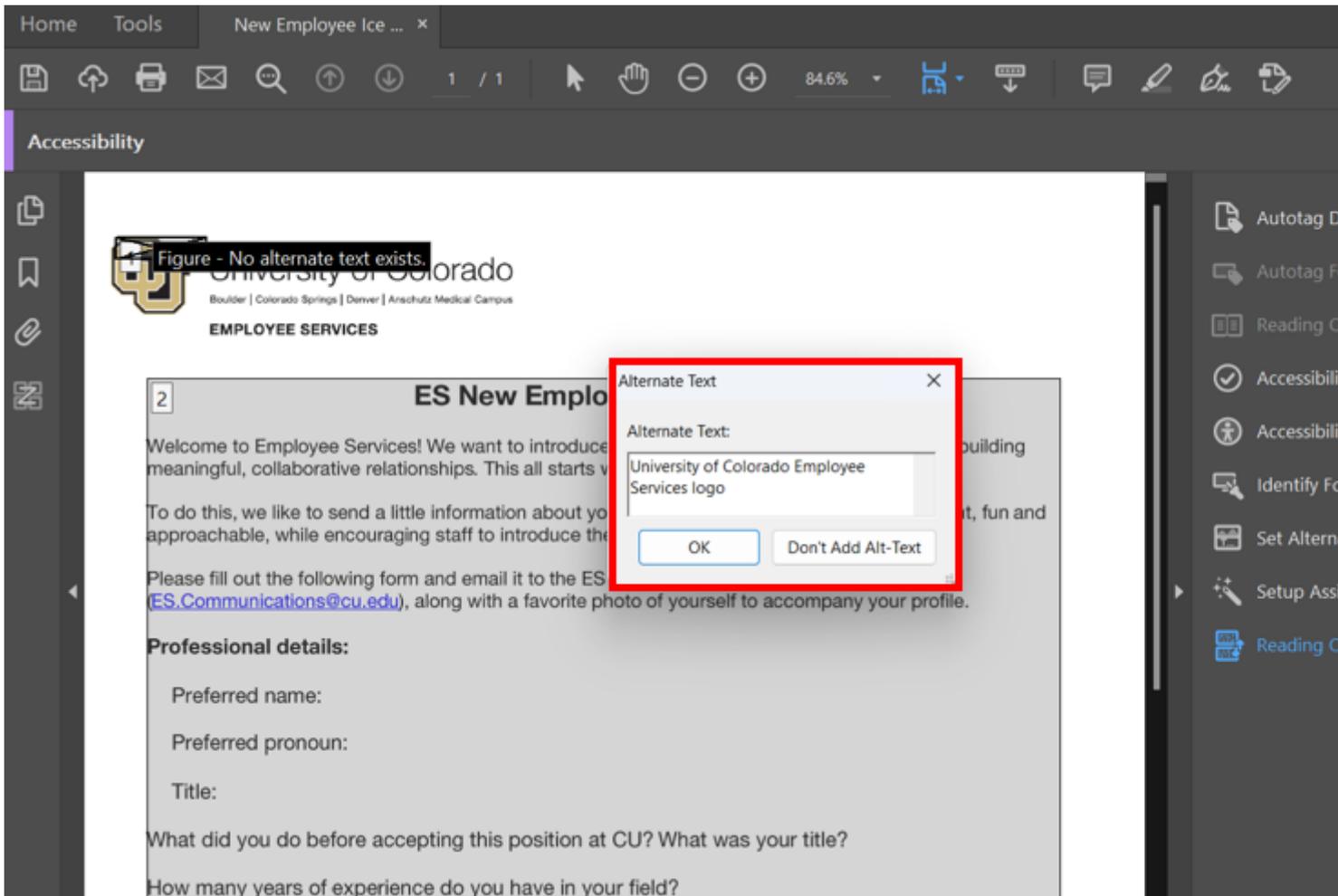
Clear Page Structure... Show Or

Help Cl

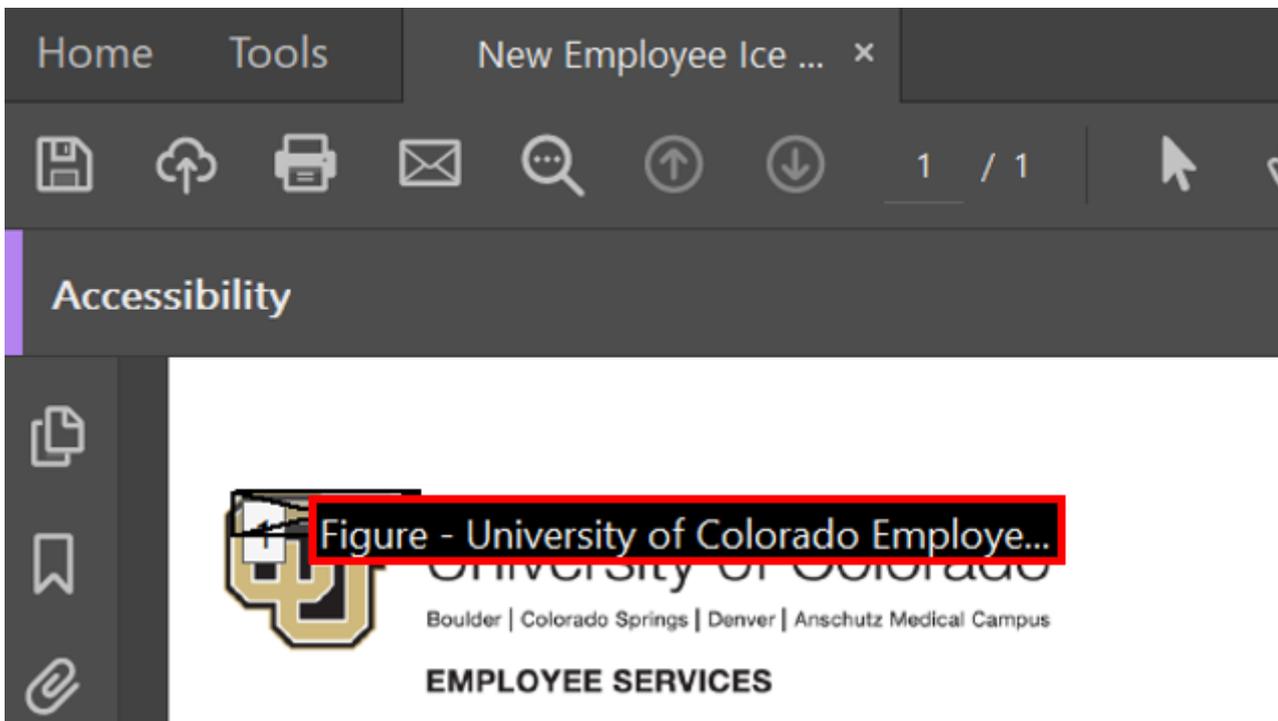
4. Right-click on the defined image and select **Edit Alternate Text**.



5. Describe the image in 1-2 sentences and select **OK** to save your edits.



6. The alt text will now appear alongside the defined image in **Accessibility** mode.



Additional Resources

- [Identity and Inclusion in Alt Text](#) [3] from CU Boulder's Digital Accessibility Office
- [A Decision Tree](#) [4] to determine whether alt text is needed from W3C
- [Alt Text vs. Image Descriptions from Accessible Social](#) [5]
- [Articles on Alt Text from WebAIM](#) [6]

[accessibility](#) [7]

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