

Alternative Text Overview

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Alternative (Alt) Text

- Is a short description of the the image, or non-text content
- Provides a textual alternative to non-text content
- Helps to ensure your content is accessible to the blind or visually impaired

Functions:

- Read by screenreaders in place of images
- Allows the image to be accessible to those with visual or certain cognitive disabilities
- Displayed in place of the image in browsers if:
 - the image file is not loaded
 - when the user has chosen not to view images
- Provides a semantic meaning and description to images
- Read by search engines

Best Practices:

- Use the available alt text tools included with most software applications
- Consider the context of the image
- Consider if the image serves a function
- Be succinct (ideally fewer than 120 characters)
- Do not be redundant
- Do not restate the file name
- Do not use the phrases “image of...” or “graphic of...”

For assistance, contact the eLC at 972.881.5870 or eLC@collin.edu

eLC faculty resources are available in CougarWeb

<http://inside.collin.edu/elc>