

# Transcript: Alternative Text Overview

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[View of college students working in a computer lab.]

Hello. Welcome to The Accessibility Series by Collin College's eLearning Center. This video will cover making non-text content accessible with Alternative Text.

Alternative text, or Alt text, is a short description of non-text content, such as images and gifs. As a textual alternative for non-text content, it is displayed in place of the image in browsers if the image file is not loaded or when the user has chosen not to view images. It provides a semantic meaning and description to images which can be read by search engines. Most importantly, it is read by screen readers in place of images which allows the content and function of the image to be accessible to those with visual or certain cognitive disabilities.

Creating alt text for non-text content is easy to do. Most software applications, including Outlook, PowerPoint, Word, and Canvas, have built in alt text tools.

When adding alt text to your images, be sure to consider the context and function of the image. Be succinct in your descriptions (ideally fewer than 120 characters). Do not be redundant. Do not restate the file name. Be sure not to include phrases such as "image of..." or "graphic of..."—just state what is in the image.

Adding alt text to your inserted images in online and digital content helps to ensure that your materials are accessible to the blind and visually impaired. Be sure to incorporate alt text when creating your online content.

Thank you.

For assistance, contact the eLC at 972.881.5870 or [eLC@collin.edu](mailto:eLC@collin.edu)

eLC faculty resources are available in CougarWeb

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