

# 5 IMAGE TYPES

## AND THEIR ALT TEXT REQUIREMENTS

### What is Alt Text?

Alt text or alternative text refers to the requirement that non-text content (pictures, graphs, charts) have a text alternative.



### INFORMATIVE

- Be concise
- Use correct punctuation and spacing
- Use audience/content appropriate vocabulary
- Don't say "picture of" or "image of"

### FUNCTIONAL

- Describe the function of buttons, icons, or links
- Don't describe the appearance of the button or icon; identify the function, e.g., "print"
- Example: printer icon, shopping cart icon



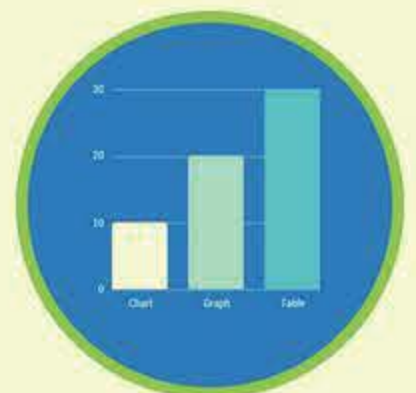
### DECORATIVE



- Also known as "eye candy"
- Consider what you would write instead if an image was not there – if the answer is "nothing", the image is decorative (use null attribute—"")

### COMPLEX

- Alt text can't convey complexity of charts/graphics easily
- Provide description of data in the surrounding text and captions
- Provide properly formatted data table



### IMAGE OF TEXT



- Write out full text as caption or part of the post
- Facebook and Twitter allow adding alt text to image posts