

Module 7: Images

1.1 State of Minnesota: Accessible PDF Document Training



State of Minnesota Accessible PDF Document Training

Module 7: Images

This course has no captions because the slide text provides the full transcript.

Select the Next button on the top right of the screen to begin.

1.3 About this Module

About this Module

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In this module, you will learn about:

- Figures, including how to:
 - Identify and tag images using the **<Figure>** tag
 - Understand figure tag structure
 - Recognize when images are decorative
- Alternate (Alt) text, including how to:
 - Explain what alt text is and why it matters
 - Decide when to add alt text
 - Add alt text within Acrobat
 - Write effective alt text
 - Write alt text for charts and graphs
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1.4 Figure Tags

Figure Tags

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> ¶ <P>

> ¶ <P>

> 📄 <Figure>

> 📄 <H2>

> ¶ <P>

> 📄 <Table>

Images in a PDF should be tagged as **<Figure>** in the tag tree.

The **<Figure>** tag tells screen readers and other assistive technologies that they've reached an image.

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1.5 Understanding Figure Tag Structure

Understanding Figure Tag Structure

<Figure>

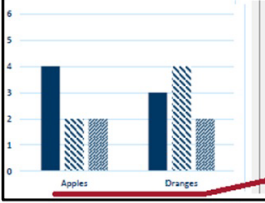
Image (55): w:471 h:245

>

<H2>

<Figure>

Path



Tags

<Document>

<Sect>

<Figure>

ApplesOranges

PathPathPathPs

Inside a **<Figure>** tag, you may see:

- **Image**
- **XObject**
- **Path** (may have only one Path or multiple Paths)

<Figure> tags should not contain any text runs with numbers or letters. Check chart and graph figure tags and delete text runs, leaving the **<Figure>** tag and accompanying **Image**, **XObject**, or **Path** containers in place.

The image on the right shows “ApplesOranges” inside the **<Figure>** tag. Delete the text run. Leave **Path** inside the **<Figure>** tag.

Understanding Figure Tag Structure

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1.6 Alt Text

Alt Text

< PREV NEXT >



Alt text describes visual objects like images, charts, and graphs. Screen readers can read this text aloud to people who cannot see the image, so they understand its meaning or purpose.

All informative images—those that provide meaning or context—must have alt text.

For more information, review the [Accessible Word Document Training](#).

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1.7 When to Add Alt Text

When to Add Alt Text

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Number of park visitors by season

Season	Prairie Fields	Mount Rose	Greystone
Spring	25,000	40,000	15,000
Summer	40,000	95,000	30,000
Fall	30,000	75,000	55,000
Winter	10,000	25,000	5,000

Winter Activities

- Hiking
- Skiing
- Snow Shoeing
- And more

Images that convey information—such as charts, graphs, and other meaningful visuals—need alt text so screen readers can describe their content.

Decorative images, like borders or design elements, do not need alt text because they don't add information.

In the examples on this slide, the chart requires alt text, while the picture of the boots does not.

Note: Avoid using images that contain text. Screen readers can't read text within an image. The only exceptions are logos and screenshots used for demonstration.

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Note: Avoid using images that contain text. Screen readers can't read text within an image. The only exceptions are logos and screenshots used for demonstration.

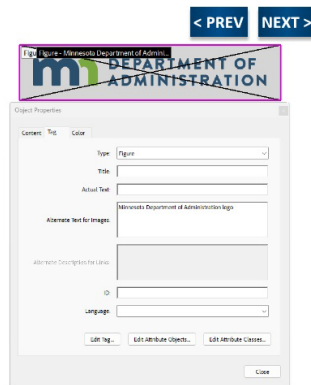
1.8 How to Add Alt Text

How to Add Alt Text

Add or edit alt text for an image using the **Object Properties** dialog box.

1. Right-click on the **<Figure>** tag.
2. Select **Properties** (Shift + F10, P). The **Object Properties** dialog box opens.
3. Select the **Tag** tab.
4. Type the alt text into the **Alternate Text for Images:** field.

In the image on this slide, the alt text reads "Minnesota Department of Administration logo."



How to Add Alt Text

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2. Select Properties (Shift + F10, P). The Object Properties dialog box opens.
3. Select the Tag tab.
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In the image on this slide, the alt text reads "Minnesota Department of Administration logo."

1.9 Writing Effective Alt Text, 1 of 2

Writing Effective Alt Text, 1 of 2

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Writing alt text depends on the image's purpose. The same image can have different meaning depending on its context in the document.

Here are some tips for writing effective alt text:



- Keep it short—about 150 characters or fewer.
- Avoid phrases like “A picture of...” or “An image of...” Screen readers already identify images.
- Include the image type only if it's relevant (for example, “screenshot” or “bar chart”).
- Don't repeat information found in the image caption, title, or body text.
- Do not include hyperlinks in alt text.

Note: Alt text should be written by the document creator, not the remediator.

Writing Effective Alt Text, Slide 1 of 2

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1.10 Writing Effective Alt Text, 2 of 2

Writing Effective Alt Text, 2 of 2

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In the image on this slide, two people are canoeing on a lake in the Boundary Waters Canoe Area.

- If the image supports boating safety, the alt text might be “Two people wearing life jackets while in a canoe on a lake.”
- If the image promotes natural resources, it might be “Two people canoeing on a peaceful lake in the Boundary Waters Canoe Area.”



Writing Effective Alt Text, Slide 2 of 2

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1.11 Alt Text for Charts and Graphs, 1 of 2

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Fruit Preferences, Scale 1-10 Poll Results

Person	Oranges	Apples	Bananas
Erzi	3	2	4
Yusuf	2	2	3
Avery	2	4	3
Jerri	2	2	4

The entire [Fruit Preferences table](#) can be found on our website.

Charts and graphs are visual ways of showing data. Alt text helps convey their key information to screen reader users.

Begin with the type of chart, followed by the title.

Example: "Bar chart, Fruit Preferences, Poll Results."

Alt Text for Charts and Graphs, Slide 1 of 2

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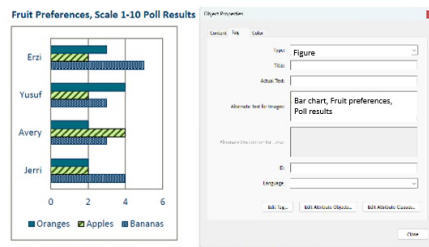
Begin with the type of chart, followed by the title.

Example: "Bar chart, Fruit Preferences Poll Results."

1.12 Alt Text for Charts and Graphs, 2 of 2

Alt Text for Charts and Graphs, 2 of 2

< PREV NEXT >



The entire [Fruit Preferences table](#) can be found on our website.

Data points:

- For charts with only a few data points, include those values in the alt text.
- For charts with many data points, summarize the main trend or finding instead.

Complex charts can be explained in the document body. You can also add or link to a data table. In that case, reference the data location in the alt text rather than listing all data points.

In the example on this slide, the chart includes a caption with a link to the data table.

Alt Text for Charts and Graphs, Slide 2 of 2

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1.13 Decorative Images

Decorative Images

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Email us at

Decorative images do not need alt text because they don't provide information or context. Screen readers skip these images automatically.

The images on this slide show a stock photo and an email icon with the text "Email us at" following the icon. Both are decorative images.

Delete **<Figure>** tags for decorative images from the tag tree.

Decorative Images

Decorative images do not need alt text because they don't provide information or context. Screen readers skip these images automatically.

The images on this slide show a stock photo and an email icon with the text "Email us at" following the icon. Both are decorative images.

Delete **<Figure>** tags for decorative images from the tag tree.

1.14 Verifying Correct Alt Text, 1 of 2

Verifying Correct Alt Text, 1 of 2

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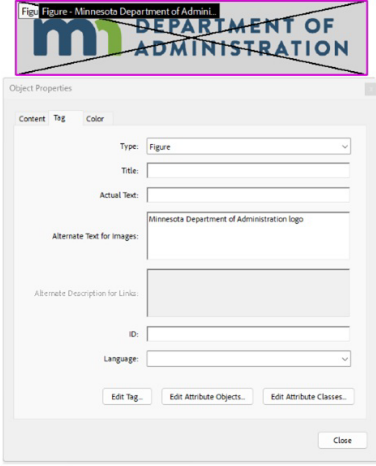
NEXT >

Always verify that alt text is present and accurate before finishing your review.

You can check alt text in two ways:

For a single image, use the **Object Properties** dialog box:

1. Right-click the **<Figure>** tag and select **Properties** (Shift + F10, P).
2. Open the **Tag** tab and look at the **Alternate Text for Images:** field.



Verifying Correct Alt Text, Slide 1 of 2

Always verify that alt text is present and accurate before finishing your review.

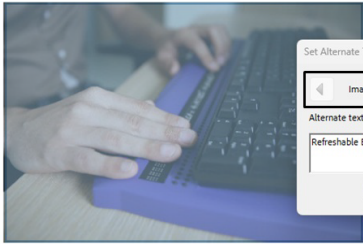
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1.15 Verifying Correct Alt Text, 2 of 2

Verifying Correct Alt Text, 2 of 2



Set Alternate Text

Image 1 of 7

Alternate text: ☐ Decorative figure

Refreshable Braille display

Save & Close Cancel

< PREV NEXT >

< Prepare for accessibility x

Automatically tag PDF

Automatically tag form fields

Change reading options

Check for accessibility

Open accessibility report

Identify form fields

Add alternate text

Use setup assistant

Fix reading order

For multiple images in a document, use the **Add alternate text** command.

1. Open the **Prepare for accessibility** panel and select **Add alternate text**.
2. Use the right and left arrows to move between images.
3. Use the **Decorative figure** check box or add alt text as needed.

Verifying Correct Alt Text, Slide 2 of 2

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1. Open the Prepare for accessibility panel and select Add alternate text.
2. Use the right and left arrows to move between images.
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1.18 Practice Document

Practice Document

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You're now ready to apply what you've learned.

Download and follow the instructions in the [Module 7 Practice Document](#).

A **Module 7 Remediated Practice Document** is also available under the **Resources** tab above for you to check your work.

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1.20 Module 7 Complete

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Congratulations!

You have completed **Module 7: Images**.

The Office of Accessibility would like to thank you for your hard work.

Click the **Exit** button to continue with the course.

EXIT

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