MINNESOTA

Accessible PDF Document Training

Summary Guide for Module 7: Images

This module covers how to identify images that need tagging, understand an image's tagging structure, and add effective alternate text (alt text) to images.

Figure tags

- All images that convey meaningful information are tagged as <Figure>.
- <Figure> tags may contain:
    - Image
    - XObject
    - Path (one or more)
- Figure tags should never contain text runs.

Alt text

- Alt text describes visual objects such as images, charts, graphs, and more.
- Alt text is read aloud by screen readers.
- Decorative images do not need alt text.
- Add alt text to images using the <Figure> tag's properties.

Write effective alt text

- Should be added by document creator (not remediator).
- May vary depending on its context within the document.
- Keep it short (about 150 characters).
- Avoid phrases of "picture of" or "image of."
- Only include image type if relevant.
- Do not repeat info found in the caption, title, or body text.
- Do not include links in alt text.

Alt text for charts and graphs

- Alt text conveys key information from data visualizations to people using assistive technology.
- Begin alt text with the type of chart followed by the title.
- Charts with a few data points: Include those values in the alt text.

- Charts with many data many data points: Summarize the main trend or findings.
- Explain complex charts in the document body or link to a data table.

Verify alt text

Always verify alt text is present and accurate. Two methods to check are provided in this module.

Decorative images

This module shows how to remove decorative figures from the tag tree.