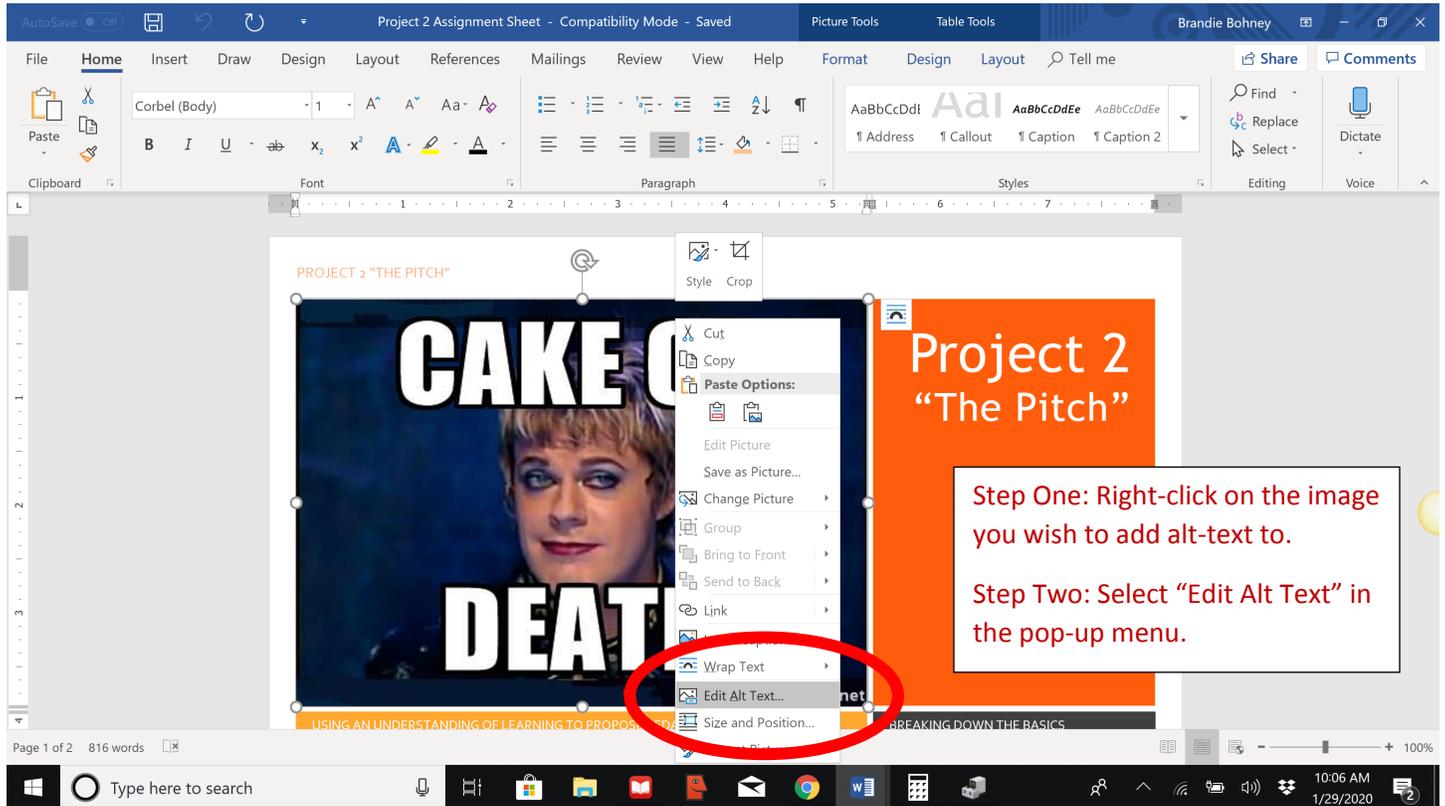


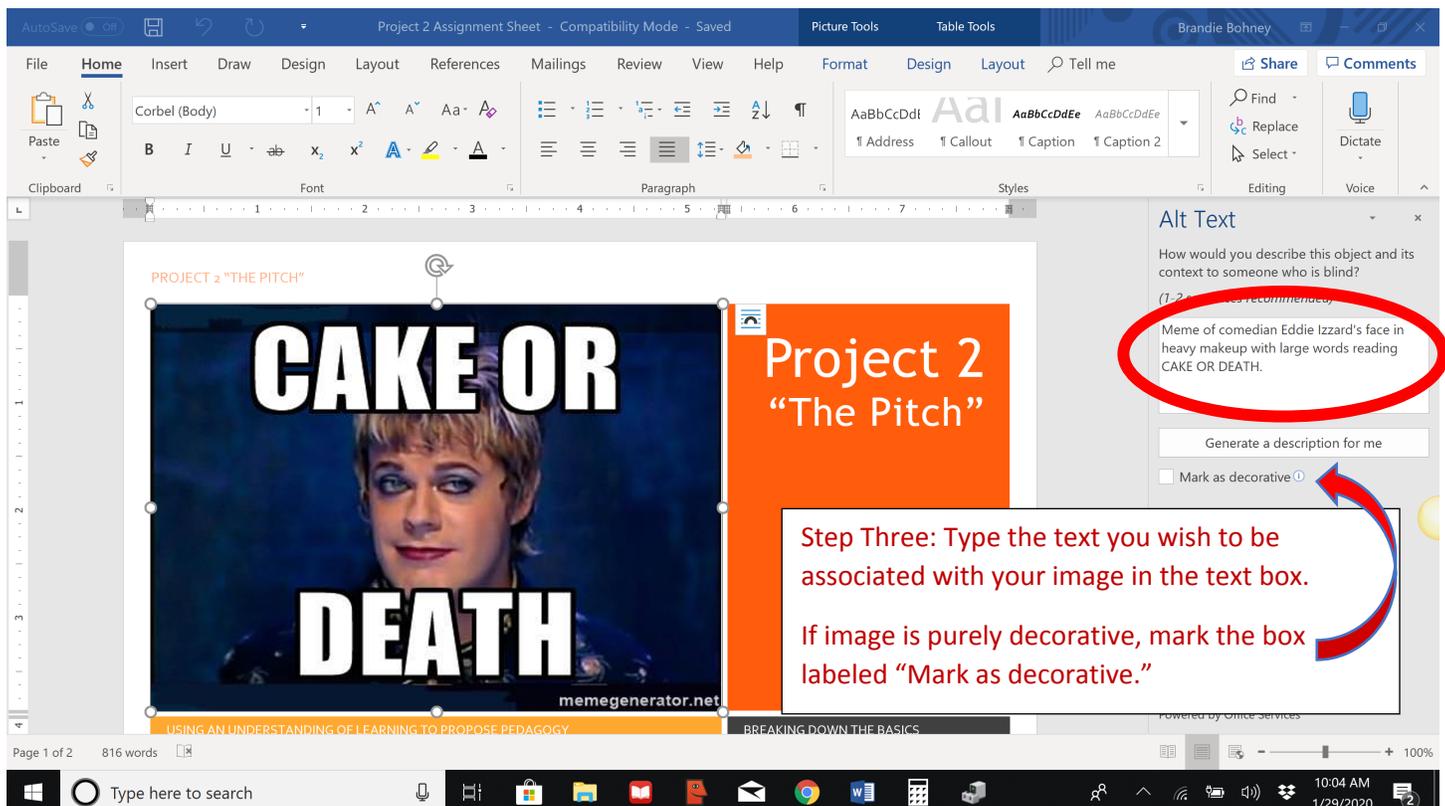
Creating Alt-Text in Word

Step One: Right-click on the image you wish to add alt-text to.

Step Two: Select “Edit Alt Text” in the pop-up menu.

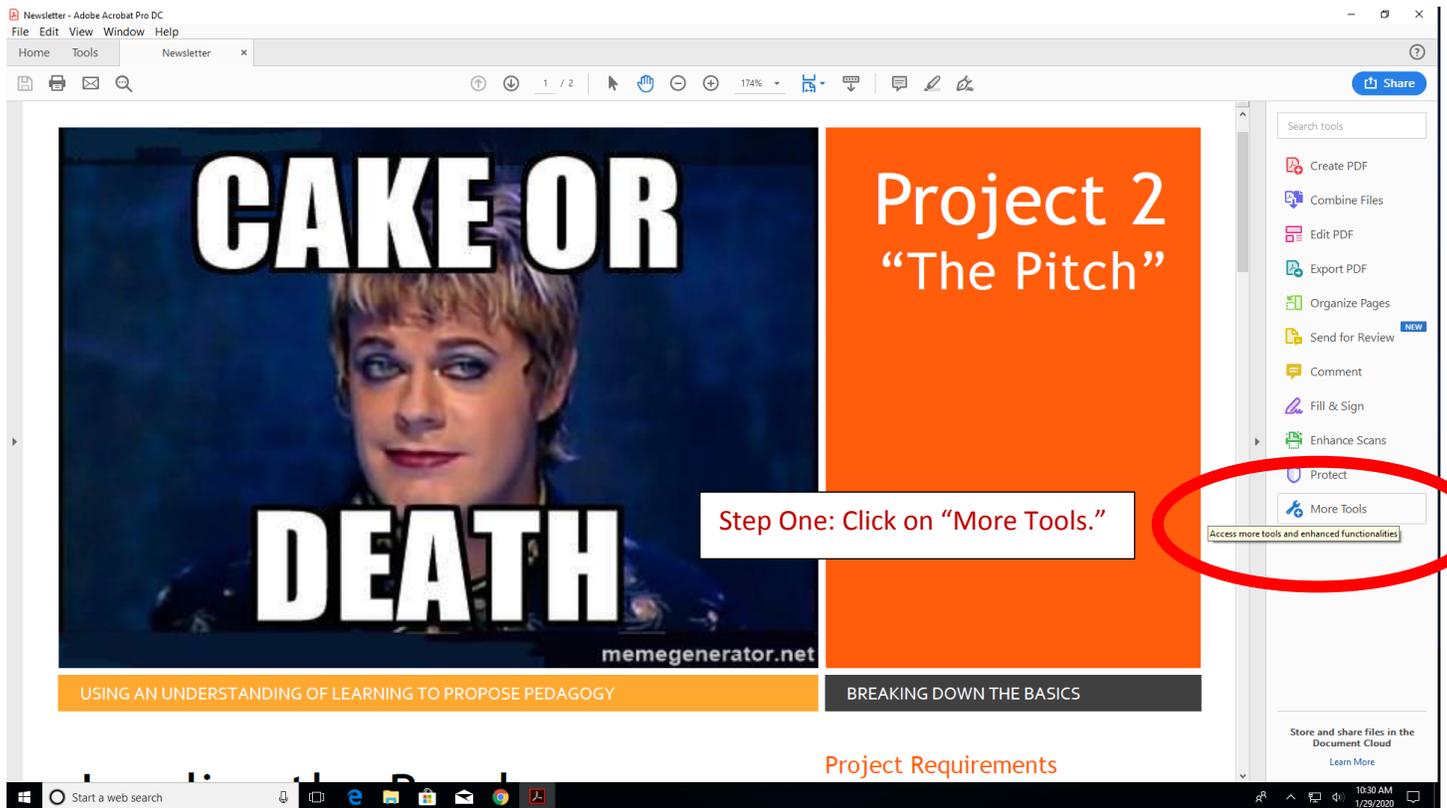


Step Three: Type the text you wish to be associated with your image in the text box.

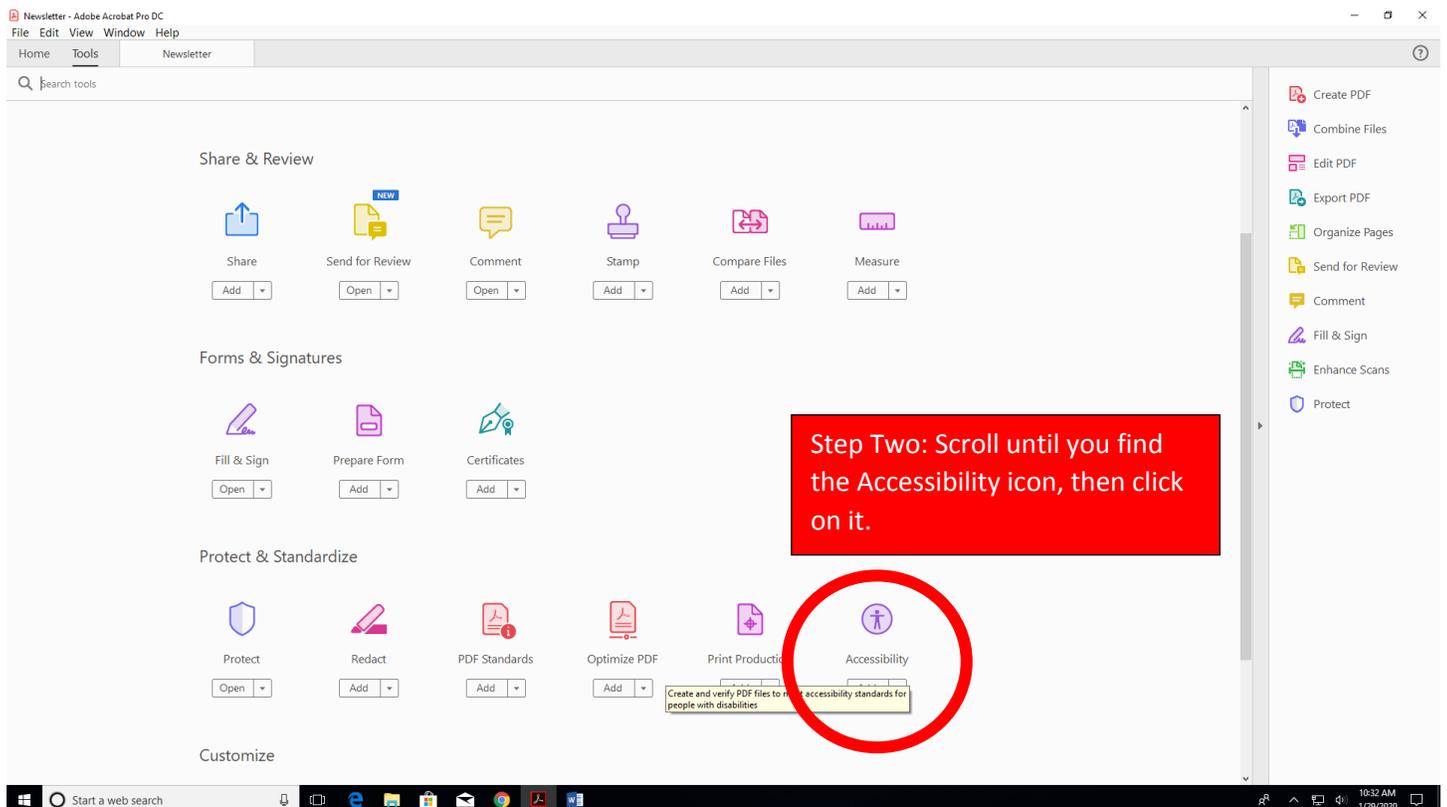


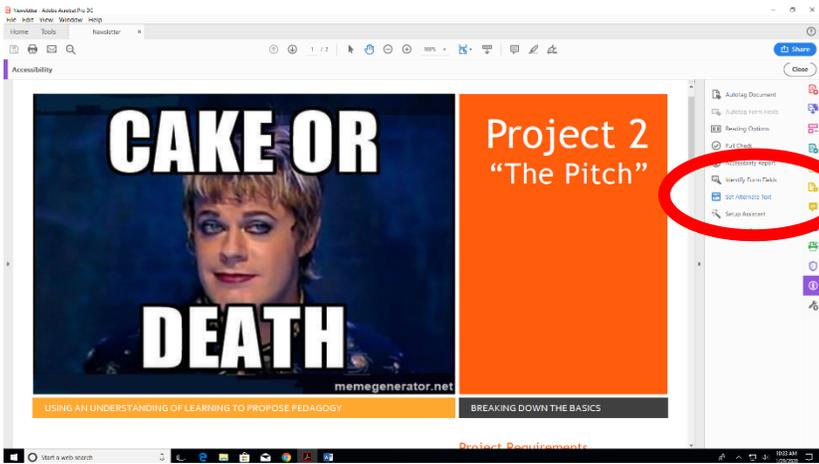
Creating Alt-Text in Acrobat

Step One: Find your list of tools (sometimes at the top rather than on the side) and select "More Tools."

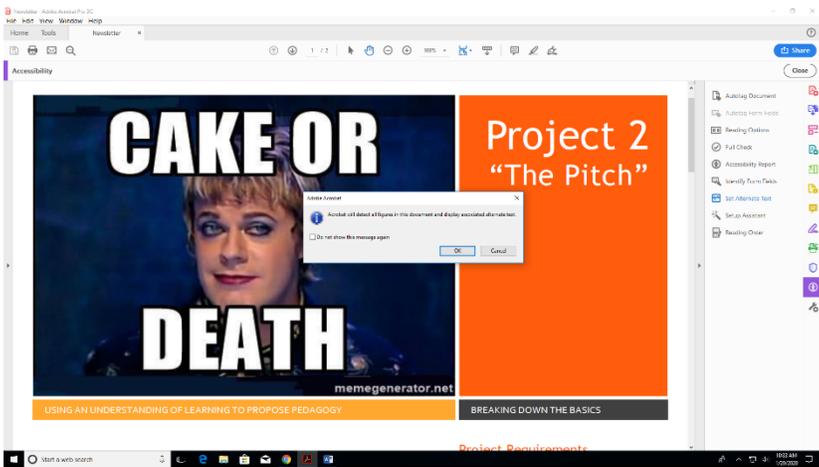


Step Two: Scroll until you find the Accessibility icon, then click on it.



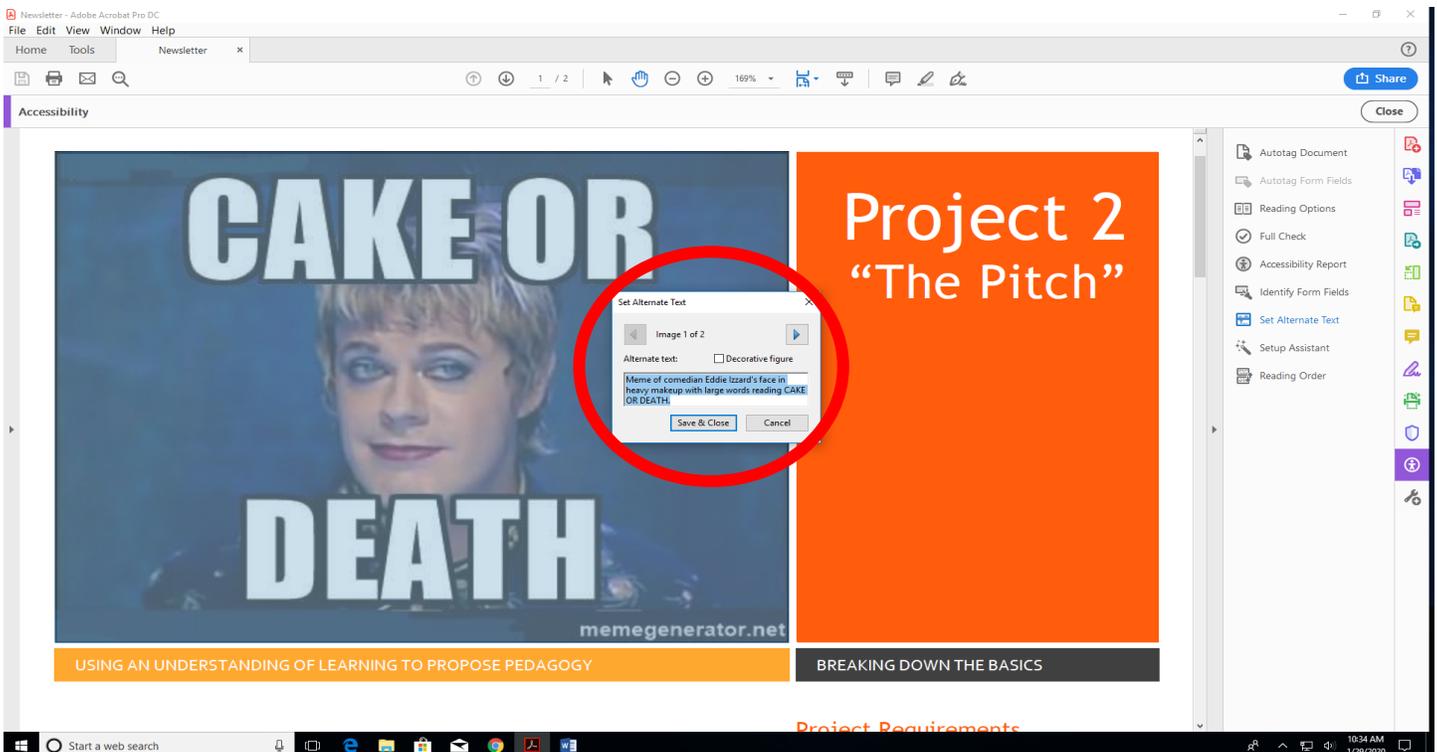


Step Three: In the menu list, click on "Set Alternate Text."



Step Four: A dialogue box will pop up. It reads, "Acrobat will detect all figures in this document and display all alternate text." Click OK.

Step Five: If the image was already tagged with alt-text, that text will pop up. Read it to make sure it's accurate or add appropriate alt text, then click on the arrow if you need to review other images in the document (and repeat this process until all images are tagged), and when you are finished with the alt-text for all images, click "Save and Close."



A Few Words about Alt-Text

What do I write?

Write what you'd want to know if you couldn't see the image. For sighted folk, think about it this way: you know when you get a screen online, and there's clearly supposed to be an image there, but there's just that icon that indicates that's where the image *would* be if you could see it? What do you want to know about that image?

How much do I write?

How complicated is your image, and how much does your reader need to know? A good rule of thumb is tweet length is ideal: try to limit to a sentence or two. If it gets much longer than a tweet, the image might be complex enough that a figure description on the document itself is warranted. Sighted readers appreciate that, too, with complicated images.

Does Alt-text Transfer from One Document to Another?

Generally, yes. In the example document I've used here, I created it in Word and added the alt-text in Word, as well. Then, when I opened it in Acrobat, the alt-text was already there. Knowing that, I recommend doing your alt-text in whatever program is easiest for you. For me, that's Word. Acrobat requires a lot more steps and doesn't always recognize every figure, so I try to avoid it if I can. But for scanned documents, Acrobat is usually the best choice. Still, always open the alt-text to see if it's there.

What about Those Appealing Offers to Create the Alt-text for Me?

Go ahead and try it. It's good for a laugh. But generally speaking, the descriptions the programs come up with are strange at best and downright wrong at worst.

How do I Know if an Image is Decorative?

Does the image add meaning to the document? If so, it's not decorative. Is it just there to be pretty? If so, it's decorative. I often tag even decorative images (very succinctly) because they might give an indication of the "vibe" I'm going for in the document. But you don't have to.