



MarymountManhattan

## Alternative Text for Images

You may notice the following low accessibility error message when you upload an image: **This image is missing an alternative description.**

### Why Describing Images Matters

#### Provides better context

Clear image descriptions make it easier to connect your image's content to the context it's used in.

#### Facilitates searching

Image descriptions help your students to find the images more easily.

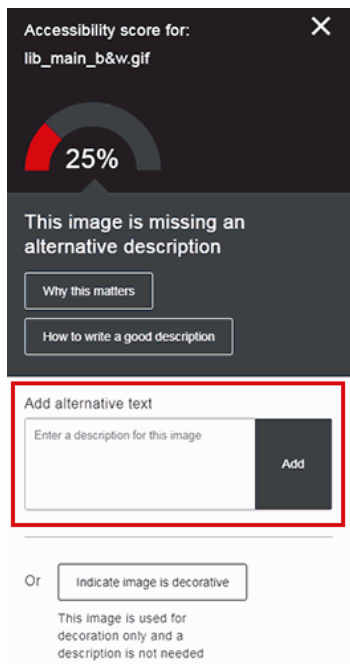
#### Essential for students with visual impairments

Students with visual impairments have difficulties perceiving images. Image descriptions offer them an equivalent experience.

If your image does not have an alternative description or descriptive designation, after you click on the gear warning in Ally, you will be presented with the following:

### How to Add Alt Text or Declare Image Decorative

If your image is missing alt text or you need to declare it as decorative, click on Ally's red gear under the image in Blackboard and you will be presented with the following tool to improve your accessibility score:



## How to Write a Good Description

### Provide a textual alternative

An image description should provide a textual alternative to the image so that people with a visual impairment can get an equivalent experience. Descriptions also make it easier for all students to connect the image with the context

### Example



A farmer standing in a field of yellow canola crops with a sign in the foreground reading "Grown for Biofuel"

## Keep it brief and context-specific

Consider the purpose of the image. Image descriptions can vastly differ depending on the context and meaning it tries to convey. Keep your descriptions concise and relevant.

Example:



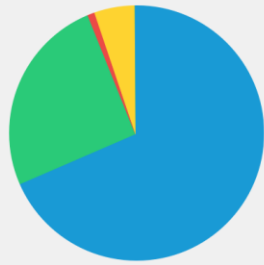
In history class: A field covered with poppies. Poppies have become a symbol of remembrance for World War I. In art class: A painting by Van Gogh in Post-Impressionism using dramatic brush strokes. It shows a field with poppies in the foreground, trees in the background and dark skies.

## Provide a summary for complex charts, graphs and maps

Describing complex images such as charts, graphs and maps is important. If the data is crucial to the content of your course, you must at least provide a summary of it. In some cases, an additional spreadsheet containing the chart data can provide additional clarity and accessibility.

Example:

### *Causes of deforestation in the Amazon, 2000-2005*



- Cattle ranches **60%**
- Small-scale, subsistence agriculture **33%**
- Logging, legal and illegal **6%**
- Large-scale commercial agriculture **1%**

Chart that shows the causes of deforestation in the Amazon between 2000 and 2005. 'Cattle ranches' are shown as the biggest cause of deforestation (60%), followed by 'small-scale, subsistence agriculture' (33%) and 'logging, legal and illegal' (6%). 'Large-scale commercial agriculture' is the smallest cause of deforestation with 1%.

## Decorative Images

In some cases, the image may be non-informative or doesn't represent relevant content. You don't have to describe these images, but you do have to indicate that they are decorative by using the 'Indicate image is decorative' button.

If you have any questions, please feel free to contact [Brian Rocco](#), the Office of Disability Services, or the Academic Access Program in Carson Hall 500.

Providing equality of opportunity to persons with disabilities, including equal access to College programs, services, and activities delivered through electronic or information technology (EIT) is mandated by federal non-discrimination requirements and supports our efforts to maintain a diverse and inclusive academic community.