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

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