Accessibility: Alt Text

Text alternatives (alt text) allow users with visual impairments to understand the context and purpose of images via screen readers. Images come in a variety of formats, including photos, clip art, illustrations, graphs, charts, and text saved as an image, and can be used in documents. However, not all images require alt text.

Visuals that convey information useful for interacting with or understanding the content should be **assigned alt text**. Screen readers will read the provided alt text aloud.

Visuals that are strictly decorative and do not provide any meaning or purpose **do not require alt text**. These images should be marked as "decorative" so that screen readers will skip over them.

When writing alt text, consider: if you were helping someone read and interact with a document and they couldn't see it, what would you say about the image? Do not simply describe what the image *looks like*. Alt text should be functional and provide an equivalent user experience, not necessarily describe the image. Carefully write alt text to convey the image's purpose.

Provide alt text that is the functional equivalent to inform users of the required action. NOTE: Do not include the words "button", "link", or "image of". Screen readers automatically provide that information. *Alt text example: "Print" for a printer icon.*	Provide the text contained in the image in the alt text. *Alt text example: "Mississippi Department of Education logo."*	Provide brief text to identify the image and then provide a detailed description of the information elsewhere. *Alt text example: "A chart depicting graduation rates."*