Accessibility in WMU CMS: Alternative text

We’ll cover
- Definitions
- Creating quality alt text
- Tips for common CMS content
- Tools and links
- Questions?
What is alternative text?

- Text that is used within HTML code to describe the appearance and function of an image on a page.

- Fields in WMU CMS intended for alternative text are labeled as “Image Description,” “Alternative Text” or “Alternate Text.”
Creating alt text

• Keep alt text as brief as possible while still concisely expressing the content and function of the image.
  • Aim for a maximum of 20-25 words.

• Consider the context in which the image appears.
  • As a general rule, don’t repeat information that is included in nearby text, such as a caption.

• Don’t include “Photo of” or “Image of” in alt text unless not doing so would create confusion.

• Use a period at the end of alt text, which should prompt a screen reader to pause.
Superior, supportive learning environment

WMU combines the resources of a major research university with the personal attention and warm atmosphere often found at a small college. Taking full advantage of that combination gives students the edge they need to succeed in school, the workplace and life.

Students attending WMU enjoy top-notch programs, teachers, facilities and hands-on learning opportunities. They expect and receive one-on-one attention from senior-level faculty members and quickly find that advisors, career specialists, mentors and tutors are within easy reach. In addition, most classes are relatively small in size and taught by the University’s full-time professors.

We are GOLD.
We change lives. We are tough.
We are devoted. We are home.
We are ready.
Companies

7GenAE

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7GenAE is a tribally owned, 8(a) certified company with more than 50 years of combined experience in architecture, engineering, interior design and planning. We understand the federal, state, municipal, commercial and tribal markets and are skilled at completing our projects on time and under budget.

Every service is provided with a singular dedication to environmental stewardship. We believe that each generation is responsible to ensure the survival of the seventh generation. Our Native American Sustainability Model blends centuries of tribal wisdom with leading edge environmental technology to craft architectural and engineering solutions that last for generations.

ACURA VALUATION AND REAL ESTATE

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Acura Valuation and Real Estate is a residential valuation and brokerage company that services over 1,500 Banks and Financial Institutions. Acura, originally named Kalamazoo Appraisal Service, Inc., has been in existence since 1986. Currently our staff consist of 3 Management positions and 10 Appraisers working in Kalamazoo, St. Joseph, Grand Haven, Grand Rapids, Ann Arbor, and Grand Blanc, MI.
Alt text in WMU CMS:

Spotlights

Relevant components:

Title (main)—Displays below the image (e.g., WMU public radio).

Alternate text.

Title (under alternate text)—Appears when one hovers over the image.

- All spotlights in WMU CMS are links by default. Whenever possible, describe the function of the link (e.g., Listen to WMUK-FM.)

- In this example, the spotlight links to WMUK’s home page, not the live streaming site.
Alt text in WMU CMS:

Slides

Main fields

- **Slide Title**—Makes the initial connection to readers; appears in bold print.
- **Caption**—Provides context to the image and leads to the link title’s call to action.
- **Link title**—written as an imperative (e.g., “Learn a language,” “Read their stories”), not generic nouns (e.g., “Languages,” “Blog”).
- **Alternate text**.

- When creating alt text for slides, consider what information is already available in the titles and caption. Try to add to it rather than repeat.
Alt text in WMU CMS:

Complex images

- **Graphs and charts**, including flow charts and organizational charts.
- **Diagrams and illustrations** where the page text relies on the user being able to understand the image.
- **Maps showing locations** or other information such as directions.

In these cases, a two-part text alternative is required.

1. A short description to identify the image and, where appropriate, indicate the location of the long description.
2. A long description—a text representation of the essential information conveyed by the image.

For organizational charts, a text version as the primary means of displaying a department’s organization chart/structure is recommended. A PDF depicting a more graphical version of the chart may also be included as an option.
Two ways to add long descriptions to images

Example 1: Using longdesc to refer to a long description contained on a separate resource.

Example Code:

```html
<p><img src="chart.gif" alt="a complex chart" longdesc="chartdesc.html"/></p>
```

Example 2: Using longdesc to refer to a long description within the same page.

Example Code:

```html
<img longdesc="thispage.html#desc" alt="Line graph of the number of subscribers" src="http://www.company.com"/>
<div id="desc">
<h3>Long Description: Line graph of the number of subscribers</h3>
<!-- Full Description of Graph -->
<p>Long description ends.</p>
</div>
```

Source: https://www.w3.org/TR/WCAG20-TECHS/G92.html
Tools and links

Chrome extensions

**Long Descriptions in Context Menu**—Right-click on anything with a "longdesc" or "aria-describedby" attribute to access its long description.

**Siteimprove Accessibility Checker**—Evaluate any web page for accessibility issues.

More guidance on alternative text

**WC3 G94**: Providing short text alternative for non-text content that serves the same purpose and presents the same information as the non-text content.

**WC3 G73**: Providing a long description in another location with a link to it that is immediately adjacent to the non-text content.

**WC3 G74**: Providing a long description in text near the non-text content, with a reference to the location of the long description in the short description.

Other links

More on long descriptions: [https://ung.edu/web-toolbox/web-accessibility/org-charts.php](https://ung.edu/web-toolbox/web-accessibility/org-charts.php)
Questions?
What would you do?

Images

What is the best way to handle the image in this example?

A. Add the image description: WMU, we are gold, we change lives, we are tough, we are devoted, we are home, we are ready.

B. Add the image description: A woman in winter clothes standing in front of a snow-covered tree throws snow into the air. The words “WMU, we are gold, we change lives, we are tough, we are devoted, we are home, we are ready.” overlays the photo.

C. Remove the decorative text in the image and add the image description: A woman in winter cloths standing in front of a snow-covered tree throws snow into the air.

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What would you do?

Spotlights

What should the alt text be for these images?
What would you do?

Slides

• What should change?
• What should the alt text be?
What would you do?

Slides

• What should change?
• What should the alt text be?