In this brief presentation,

we look at adding alternative text to images and presentations,

word processing documents,

and other files.

When creating documents including Word,

PowerPoint,

and Google Workspaces files,

you can open the alt text pane on the right margin,

right click,

or control click on a Mac,

on an image.

Select the alt image command in the context menu.

The details of what it says vary depending on your system,

but it works on every system to see the text

insertion box in which to enter the alt text.

Images in any digital file,

including emails,

must have alternative text.

In Gmail,

once an image has been inserted into a message,

click it and use the edit alt text button to insert it.

We should be adding alternative text to shapes,

images,

and graphs.

When we write alternative text,

we try to explain the function of the image,

not necessarily its appearance.

For example,

if you are using an image to highlight the readings in Moodle or in your syllabus,

use something like icon highlighting the readings rather than a book icon.

Also,

avoid adding words like image to the alternative text.

Here is an example of good alternative text for a red arrow shape.

We assume it is used to highlight the first step of a process described on the slide.

So add alt text that says something like arrow highlighting the first step

rather than alt text that says red arrow.

On this image of a computer,

the alternative text adds just enough description.

Here is the alternative text for a graph that I wrote.

Notice I added details of the data being displayed,

which may be appropriate in some situations but not in others.

I like to use Gemini,

Google's generative AI tool,

to create all text.

Notice,

however,

in some cases such as this example for the image of the computer,

it may add too much detail.

In this case,

I found Gemini to have created a better all text than mine.

When you add infographics,

it is best to completely explain its contents,

but then to add the description to the text of the document or as a separate file.

In this example,

I had Gemini create all text for the infographic,

but that is too much content for the alt text,

as we have demonstrated it.

I would add the description to a word processing file,

run the accessibility checker,

and resolve any problems,

then include it when I distribute the infographic.