



Image Guidelines for PowerPoint

You need to determine if your image needs alternative text and what kind of alt text to write for the type of image you have.

Determine Type of Image

Determining the type of image you have helps you write your alt text.

Unsuitable as an Image

The following are not considered appropriate use of images and can't be made accessible.

Background Images or Watermarks

It can be difficult to see content with the contrast created. Watermarks are usually at an angle adding another layer of reading difficulty.



Screenshot of a Paragraph

There is so much information in the paragraph that it would not fit in the alt text field.

PCS works with HHS staff to determine procurement methods, plan procurements, develop solicitation documents, manage procurement timelines, conduct vendor conferences and evaluate proposals. When requested, PCS also helps with negotiations and with awarding and executing contracts.

This applies to any block of text.

Also, someone using assistive technology would be unable to:

- Increase text size.
- Control color contrast.
- Change font face.

Word Art as an Image of Text

In this example, Word Art is being used as a heading and has the alt text, "Example #4 Simple Image". This should be styled with a heading style.

Example #4 Simple Image

Someone using assistive technology would be unable to:

- Increase text size.
- Control color contrast.
- Change font face.

SmartArt as an Image of Text

This is considered text as an image which is not accessible!

Decorative Image

Simple Image

Complex Image

If you choose to insert SmartArt in PowerPoint and share the PowerPoint file, it will be difficult for people who use assistive technology to access the information. If you convert the PowerPoint to PDF plan on one to two hours to manually recreate the tag structure.

Decorative Images

Decorative images do not provide important information necessary to understand content. These images do not require alt text. But it is acceptable for this type of image to have alt text.



Simple Images

Simple images **do not** convey a lot of information. Some examples of simple images and their alt text are:

- A photograph that is part of a brochure for Hawaii.



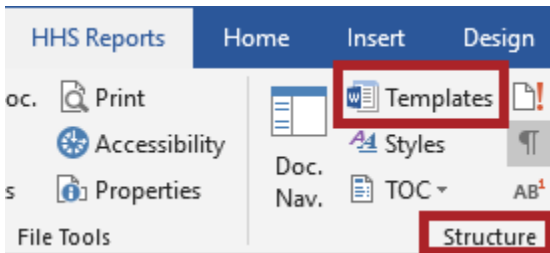
- Icon



- Logo (except for image of text)



- A screenshot



Complex Images

Complex images consist of many separate shapes and objects. Some examples of complex images are:

- Graphs and charts, including flow charts and organizational charts.

- Diagrams and illustrations.
- Maps showing locations or other information.

How to Make Complex Images Accessible

1. Take a screenshot.
2. Re-insert the flat image.

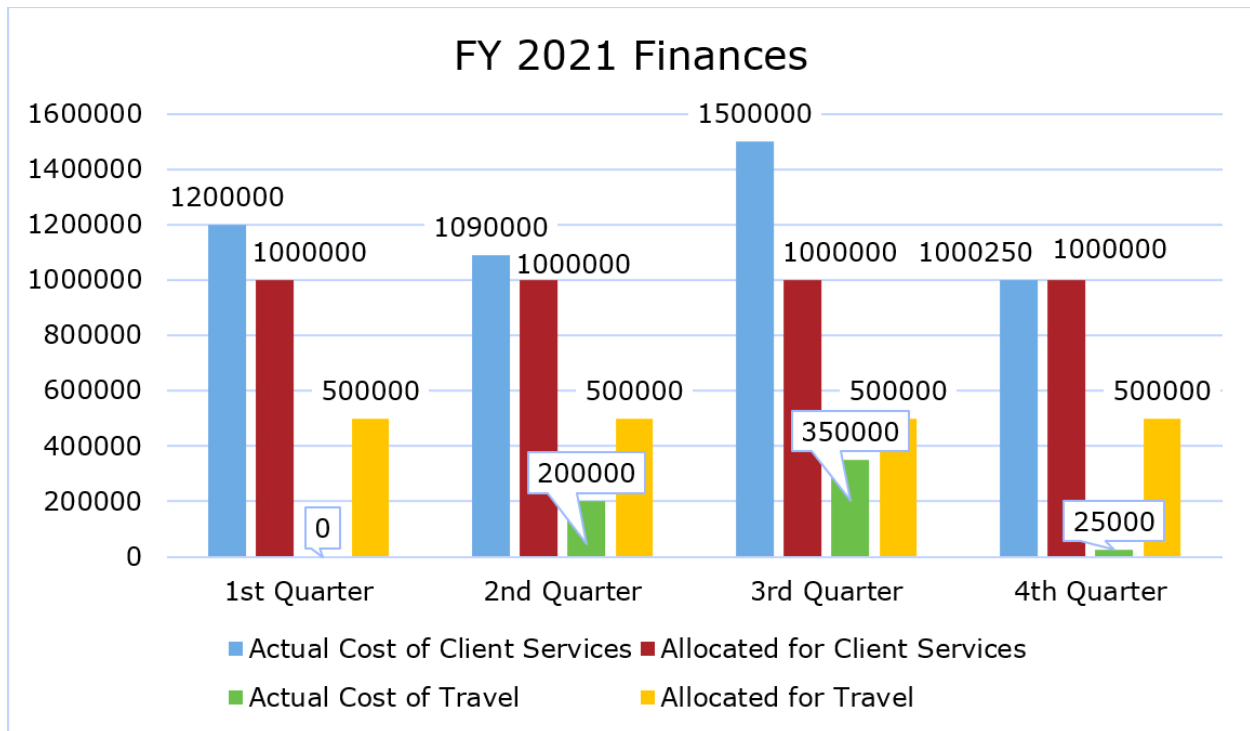
Note: If you have complex images that need updating keep the ungrouped image in a separate file.

3. Add alt text to the single image.
Complex images have a large amount of information. More than a short phrase or sentence.
 - A. The alt text should:
 - a. Summarize the complex image.
 - b. Inform people where to find its full description in the document.
The best place for the full description is in the context of the document, either above or below the image.
In PowerPoint, you have the option to add the full description to the Notes section or a separate slide.

Note: When you have the full description on a separate slide, you can hide the slide during presentations and make it visible when the handout is made.

This keeps alt text concise. It also enables an easier experience for people who use screen readers.

Complex image grouped with alt text and full description in the document.



Amounts	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
Actual Cost of Client Services	1,200,000	1,090,000	1,500,000	1,000,250
Allocated for Client Services	1,000,000	1,000,000	1,000,000	1,000,000
Actual Cost of Travel	0	200,000	350,000	25,000
Allocated for Travel	500,000	500,000	500,000	500,000

Alternative Text

Images that are relevant to understanding the document must have descriptive alternative text. Alt text for short. Inserting images are always inaccessible for people who use screen reader software. Alt text is needed. The text provided in alt text is not visible anywhere on the page. It is coded into the structure of the image.

- Alt text should be:
 - ▶ Accurate and equivalent.
 - Describe the content or meaning of the image within the context of the document.

- ▶ Succinct.
A few words are usually enough; a short sentence or two is also appropriate. A good rule of thumb is no more than 127 characters.
- Alt text should **not**:
 - ▶ Be redundant.
Do not provide information that is in the surrounding text.
 - ▶ Use phrases such as:
 - ◇ "image of..."
 - ◇ "graphic of..."
 - ◇ "picture of...".
People who use screen reading software will hear "image of" before the alt text.
 - ▶ Have a hard return (Enter) or soft return (Shift+Enter).
People who use screen reading software will not hear anything else after a soft or hard return in the alt text.
- If the image is for decoration only, alt text is not necessary.

Notes:

Watch out when inserting images because alt text is automatically generated. Edit or delete this alt text.

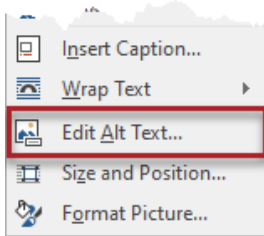
Older versions of PowerPoint do not check spelling in alt text. Newer versions do.

Alt text added in PowerPoint transfers to a PDF.

Automated checkers will check for alt text. They cannot check the context of the alt text.

How to Add Alt Text

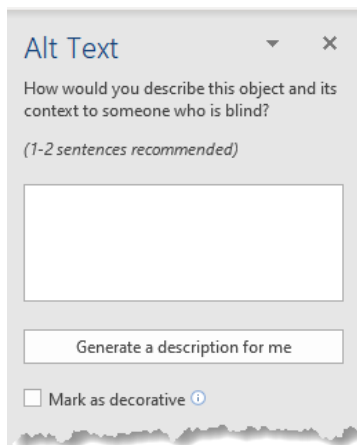
1. Right-click on the picture. A menu pops up. Select **Edit Alt Text....**



2. An alt text panel opens on the right. The panel will display:
 - A. A text field
 - B. A Generate a description for me button.

Note: Do not use the **Generate a description for me** button. It is unable to determine what information the image needs to communicate.

- C. Mark as decorative checkbox.
 - a. Check the **Mark as decorative checkbox** if the image is decorative.



3. Click the **X** button to close out of the alt text panel.