



## Image Guidelines for Word

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

### Determine Image Type

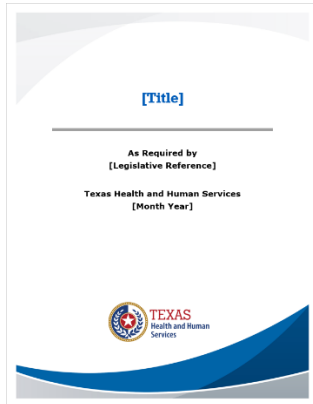
#### Decorative Images

Decorative images do not provide 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.



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A coversheet option in the HHS Reports template.



## 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.



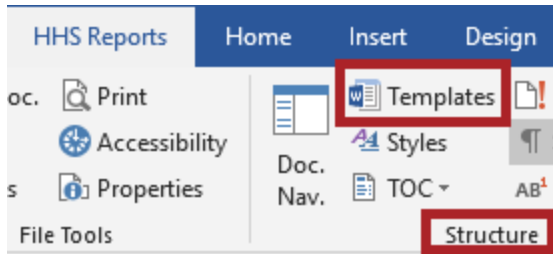
- Icon



- Logo (exception for image of text)



- A screenshot



## Complex Images

Complex images consist of many separate shapes and objects and/or a lot of information. Some examples of complex images are:

- Graphs and charts, including flow charts and organizational charts.
- Diagrams and illustrations.
- Maps showing locations or other information.

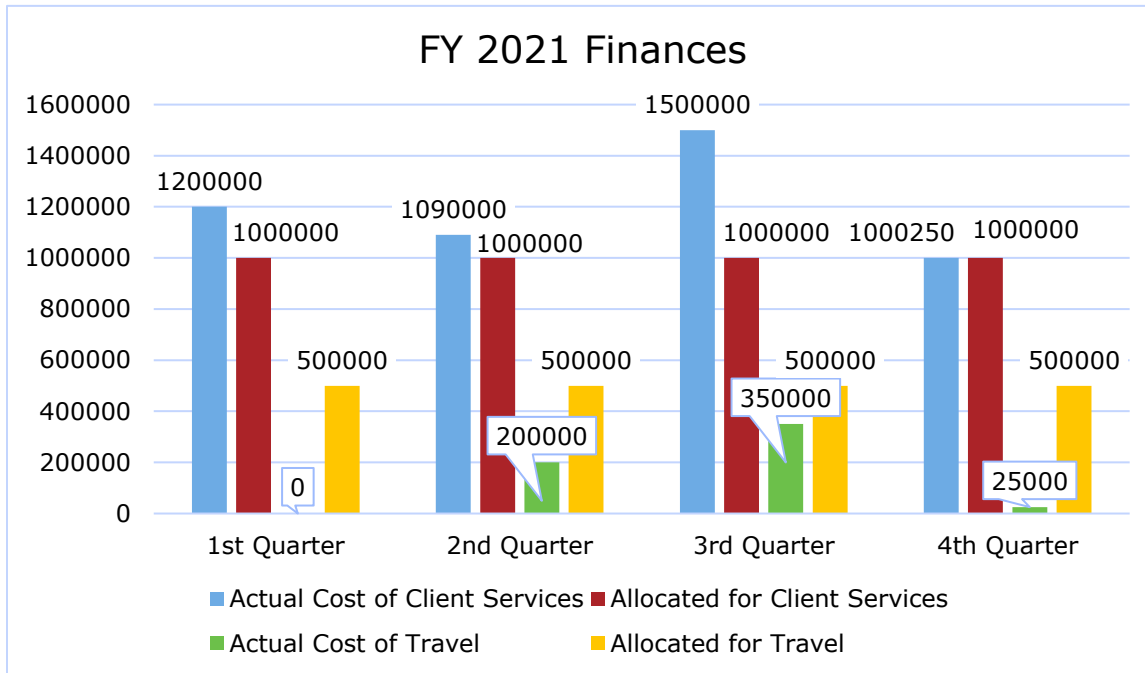
## How to Make Complex Images Accessible

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

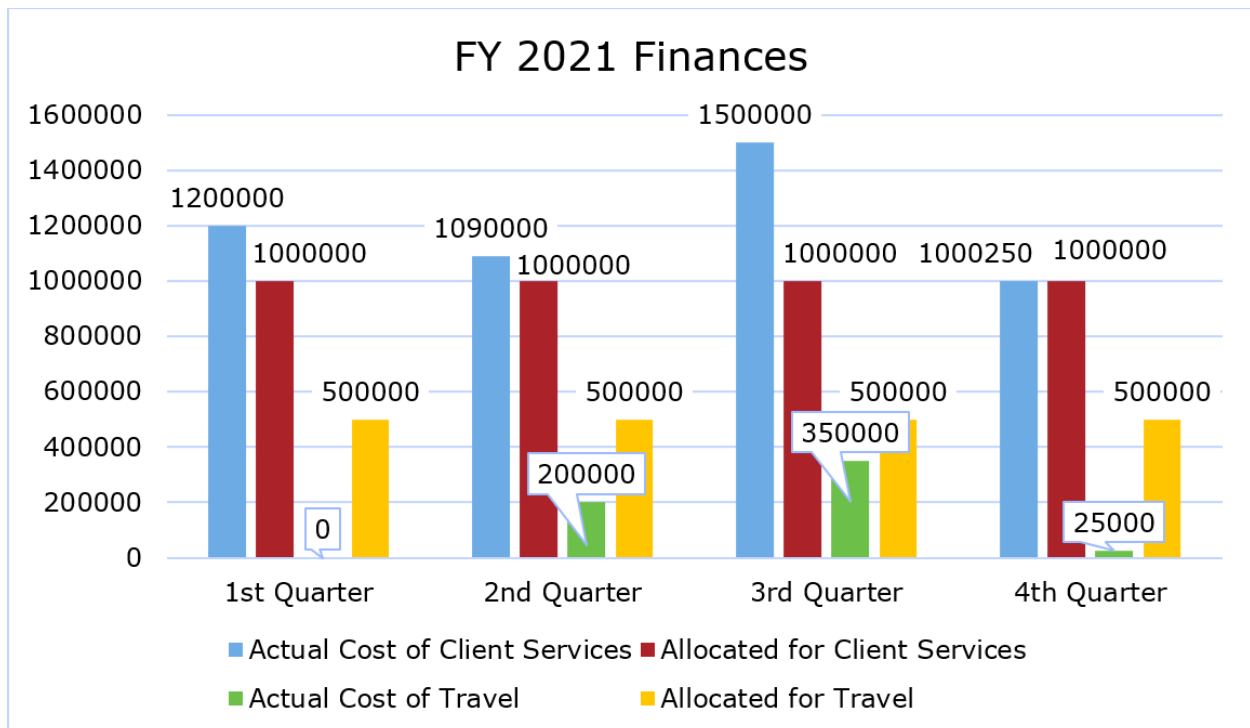
**Note:** If you have complex images that need updating keep the ungrouped image in a separate file.

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

Complex image is not grouped into one image.

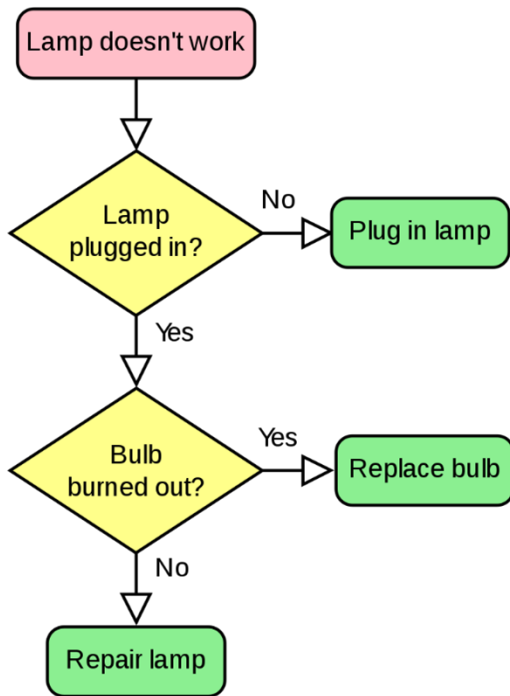


Complex image grouped with alt text and full description in the document.



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

**Accessible Flowchart Example**



Determining what to do with a non-functioning lamp:

1. Lamp doesn't work.
2. Lamp plugged in?
  - A. If no, plug in lamp.
  - B. If yes, go to step 3.
3. Bulb burned out?
  - A. If yes, replace bulb.
  - B. If no, go to step 4.
4. Repair lamp.

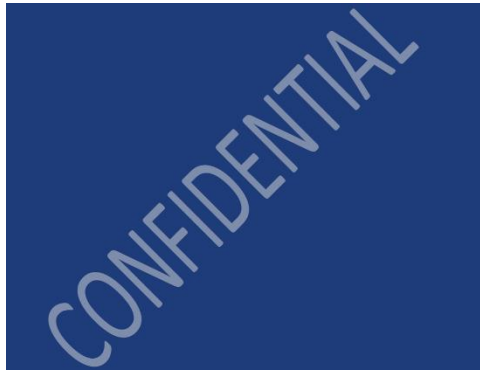
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## Unsuitable as an Image

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.



### Text boxes and Drawing objects

These objects can be very difficult to find or escape when you are using screen reading software. They cannot be found in context with the surrounding text.

I want my text in a text box!

### 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.

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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

Do not group this into one image. This would be considered text as an image which is not accessible!



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

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## Do I Have an Image of Text?

Answer the following questions to determine if the content in the document should be an image:

1. Does this image contain text?
  - A. **No.** It can be an image.
  - B. **Yes.** Continue to next question.
2. Is it a Logo?
  - A. **No.** Continue to the next question.
  - B. **Yes.** It should be an image.
3. Is the text important to understanding the image?
  - A. **No.** It can be an image.

**Example:** A picture of a street that shows businesses. The signs with the business names are not important.
  - B. **Yes.** Continue to the next question.
4. Would information be lost by presenting text only?
  - A. **No.** It should not be an image.
  - B. **Yes.** It can be an image.

## Write Appropriate Alternative Text

Alternative text is usually called alt text for short. Inserting images into Word 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.

How to write alt text:

1. Why did you put this image in your document?
  - A. To add decoration or beautify?
  - B. Want people to obtain information? Continue to next question.
2. What information must the audience understand from the image?
3. Does the alt text match the information in the image?
4. Can the information be provided in one or two short sentences?

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- A. No. This is a complex image.
  - B. Yes. This is a simple image. You're done.

## Alt Text Etiquette

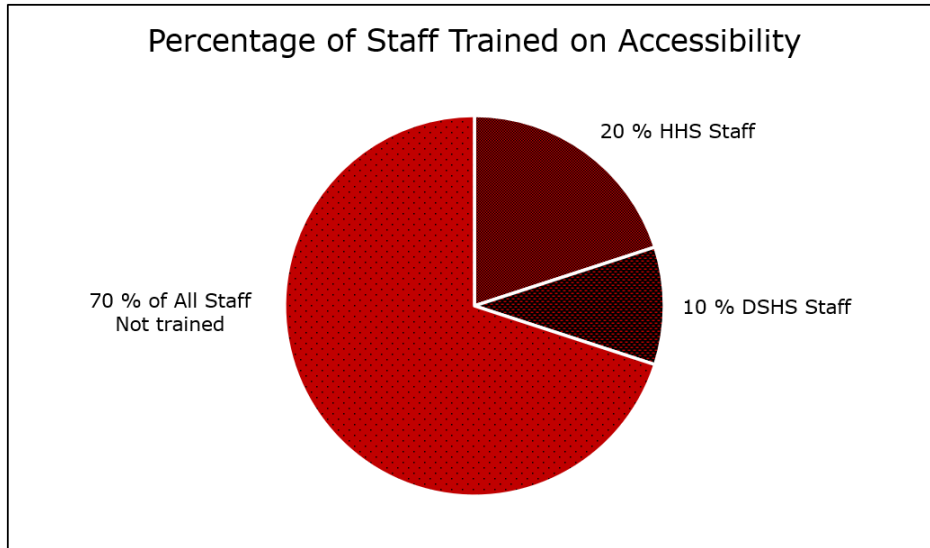
Alt text should be:

- Accurate and equivalent.  
What message are you trying to convey by inserting the image? And does this message match the information in the image?
- 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.

**Figure 1. Percentage of Staff Trained on Accessibility. (This is not real data.)**



**Notes:**

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

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

Most alt text added in Word transfers to a PDF.

Alt text is not transferred to the PDF if the image is in the header or the footer of the Word document.

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

## Setting Image Position

Images must be set **In Line with Text**. Images are automatically set In Line with Text when inserted. **This setting makes the image discoverable in Word for people who use screen readers.** Decorative images do not have to follow this

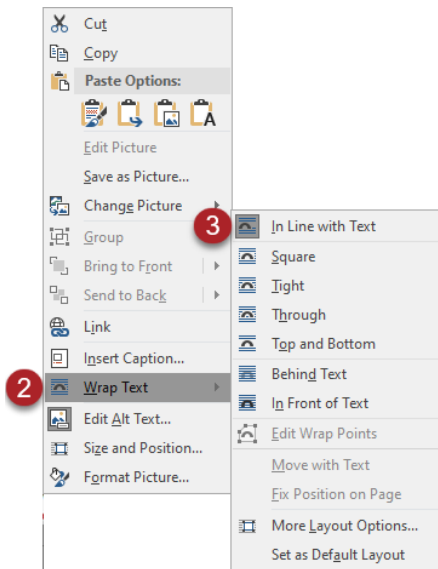
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guideline. Another reason to leave images In Line with Text is floating images creates more work to make an accessible PDF.

**Live Training Note:** We will demonstrate inserting an image.

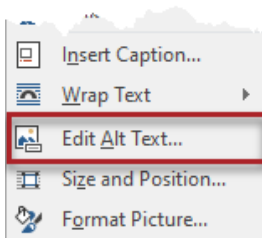
To set the image inline:

1. Right-click on the image.
2. A menu pops up. Select **Wrap Text**. This opens a sub-menu.
3. Choose the **In Line with Text** option.



## How to Add Alt Text

1. Click the picture to make it active.
2. Right-click. A menu pops up. Select **Edit Alt Text...**



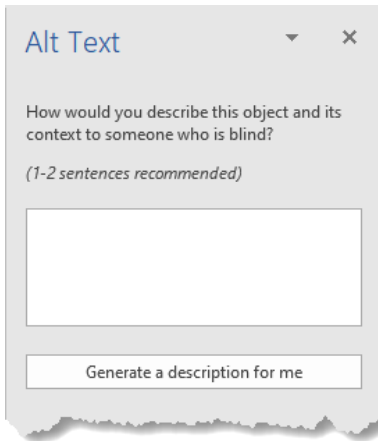
3. An alt text panel opens on the right.  
Across HHS there are different versions of MS Word.  
Older versions of Word display:

A. A text field.

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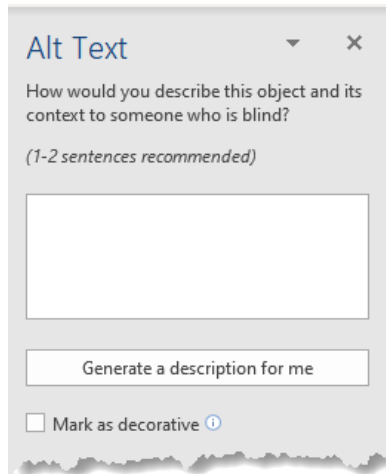
B. A Generate a description for me button.

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



Newer versions of Word display a:

- C. Text field.
- D. **Generate a description for me** button
- E. **Mark as decorative** checkbox.
  - a. Check the **Mark as decorative** checkbox if the image is decorative.



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

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## Alt Text Practice



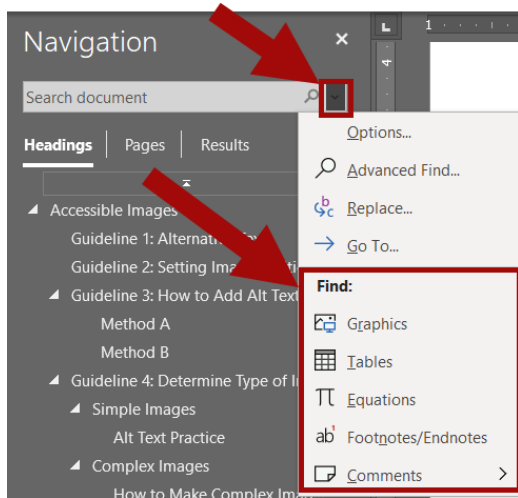
## Search for More Things

**Live Training Note:** This will be demonstrated.

In the **Doc. Nav.** pane you will find the **Search for more things** tool. To the right of the Search document field, is the **Search for more things** drop-down button.

In the menu that opens, you will find:

- Graphics
- Tables
- Equations
- Footnotes/Endnotes
- Comments



You can use this tool to quickly review the graphics in your document.