

How to Create Alternative Text

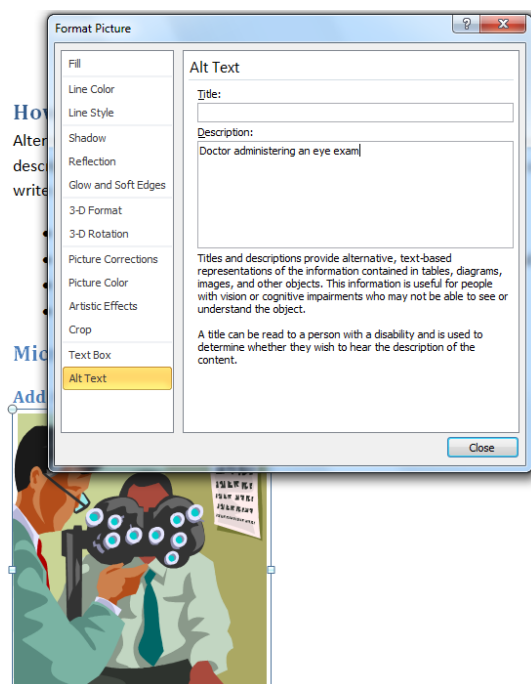
Alternative text, or alt text, are written descriptions of images in a document or website. These descriptions aid persons with visual impairments understand all of the content on a page. When you write an alt tag, there are certain rules that you should follow:

- Text should repeat the image
- Text should be concise and concrete. Keep it short, simple, and clear.
- Alt text should be meaningful for others, not just you.
- Do not alt tag symbols like borders or bullets.

PowerPoint 2010 and 2007

Add Alternative Text

1. Insert your image into the document.
2. Right-click on the image and select **Format Picture**.
3. Select **Alt Text** from the left-hand tab list.
4. Write your alt text in the **Description** box. You do not need to write anything in the Title box. Then click **Close**.



PowerPoint 2003

Add Alternative Text

1. Insert your image into the document.
2. Right-click on the image and select **Format Picture**.
3. Select **Web** from the top tab list.
4. Write your alt text in the **Alternative text** box. Then click **OK**.

