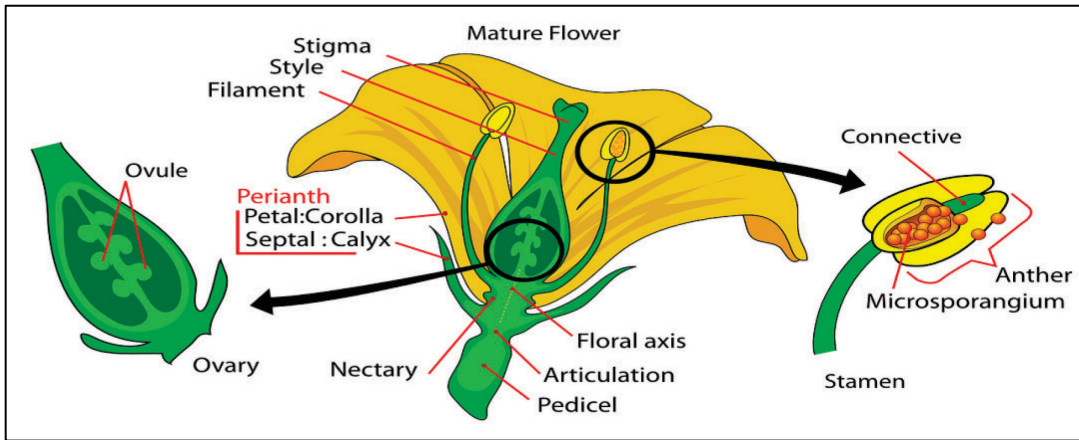


Alternative texts to images: a review of guidelines

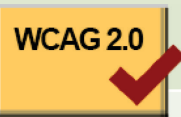
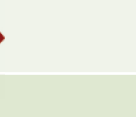
Bruno Splendiani (splendiani@ub.edu) and Mireia Ribera (ribera@ub.edu)
Universitat de Barcelona



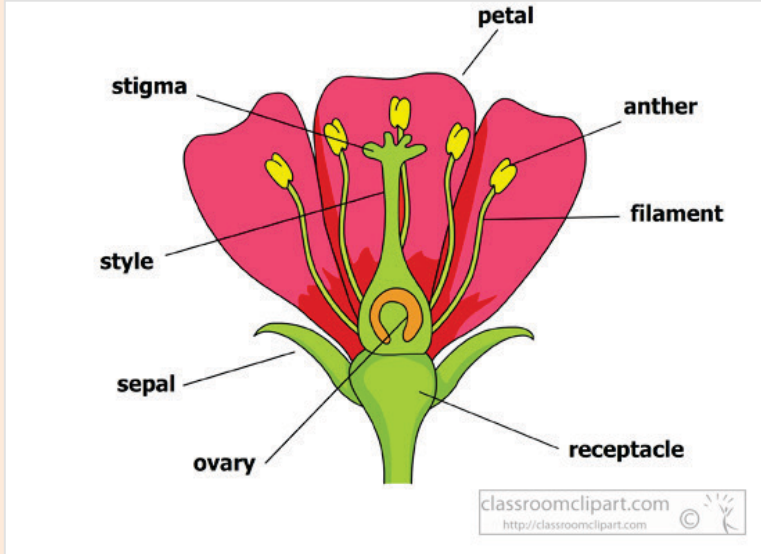
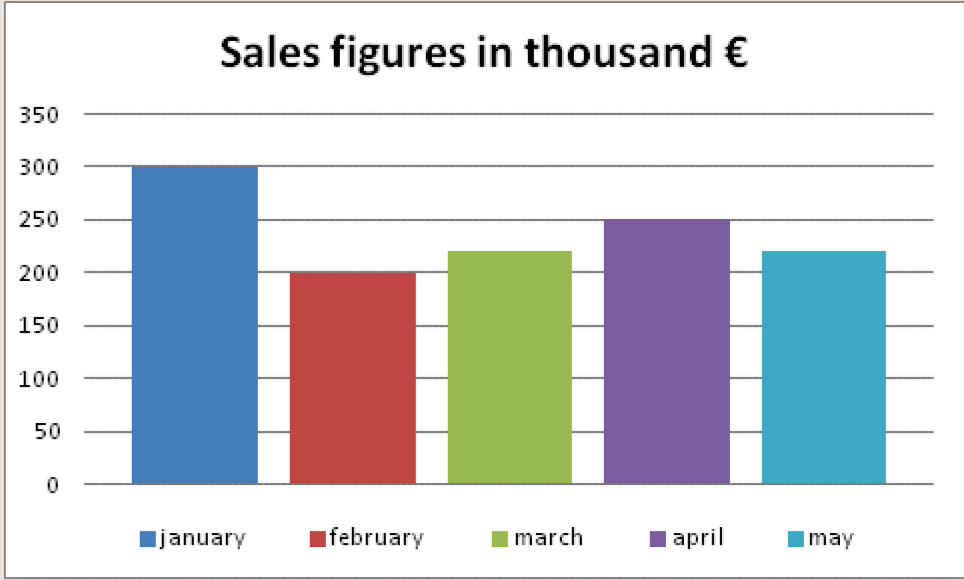
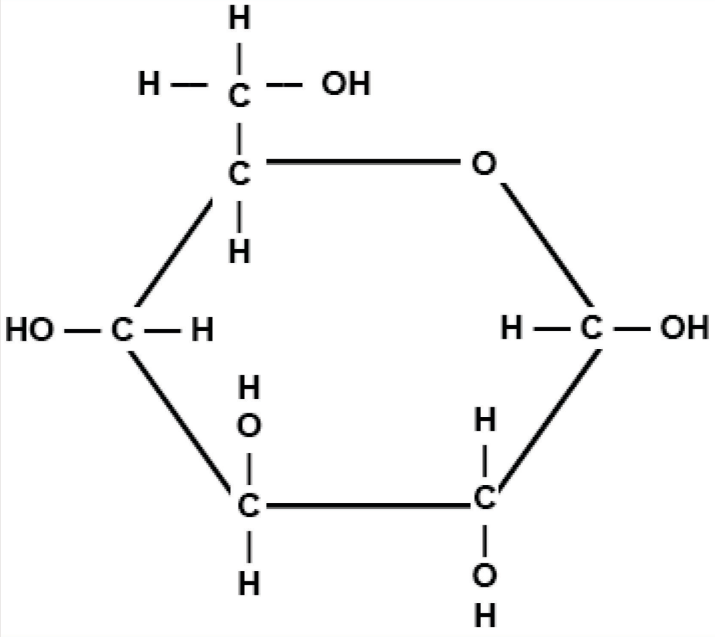
The image is not perceived

The alternative text explains its content, and the blind person listen to it thanks to a screen reader.



WHAT TO INCLUDE?		HOW TO WRITE IT?	
Focus on objective	 	Brief	  
Focus on data		Data in a table	
Same function	 	Not redundant	  
Same information	 	Clear	 
Emotional content		Drill-down	
Not censorship		Objective	 
Description of features		Accurate	   
Embedded text as text	 	Adapted to context	 
		Adapted to audience	 
		Adapted to screen readers	 

Could you please tell me what is in this image...?



Insert here a post-it with your description

Look at the solution...



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