Accessibility Considerations
Adding Alternative Text on Ploud(6) Sites

Table of Contents

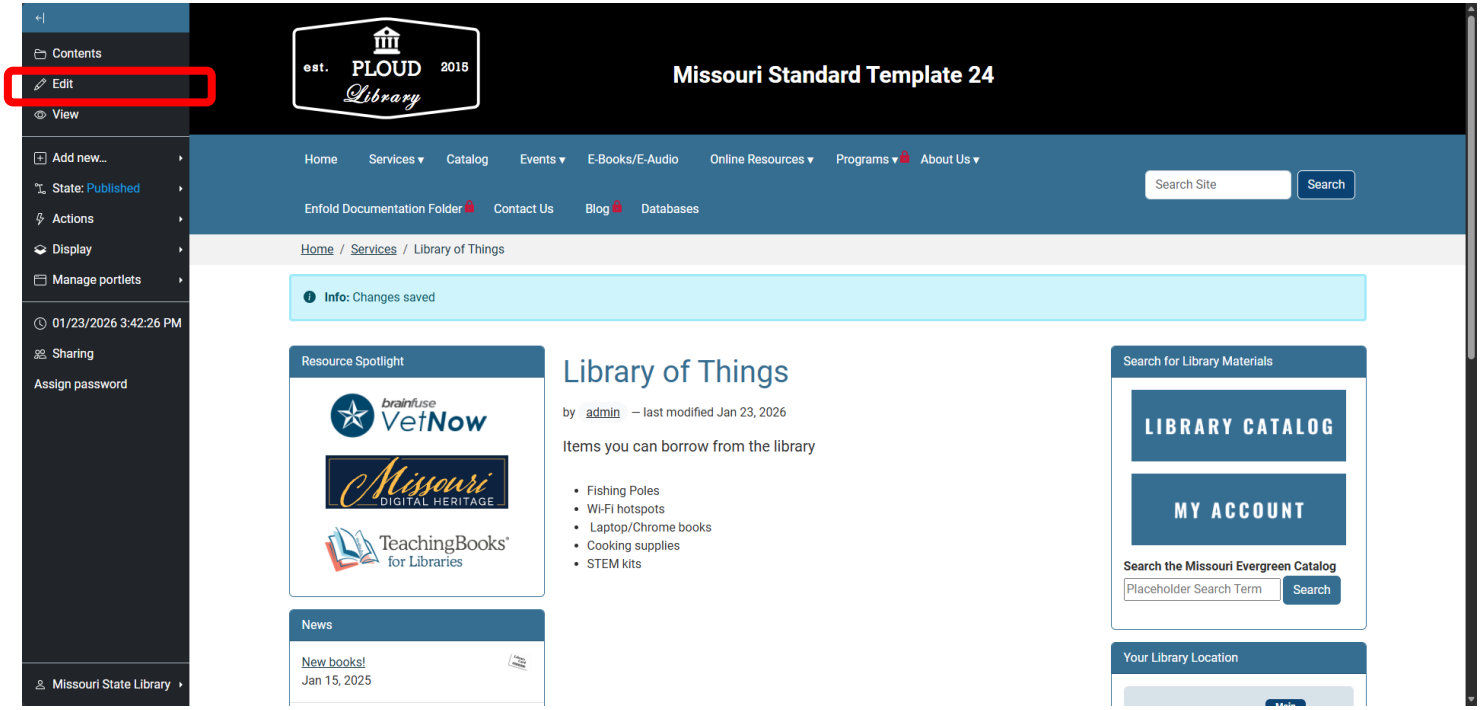
1. Navigating to Insert or Edit an Image (Pages 2-5)
2. Adding an Image and Including Alternative Text (Pages 6-22)
3. Editing an Existing Image to Add Alternative Text (Pages 23-27)
4. Things to Note (Page 28)

INSTITUTE of Museum and Library SERVICES

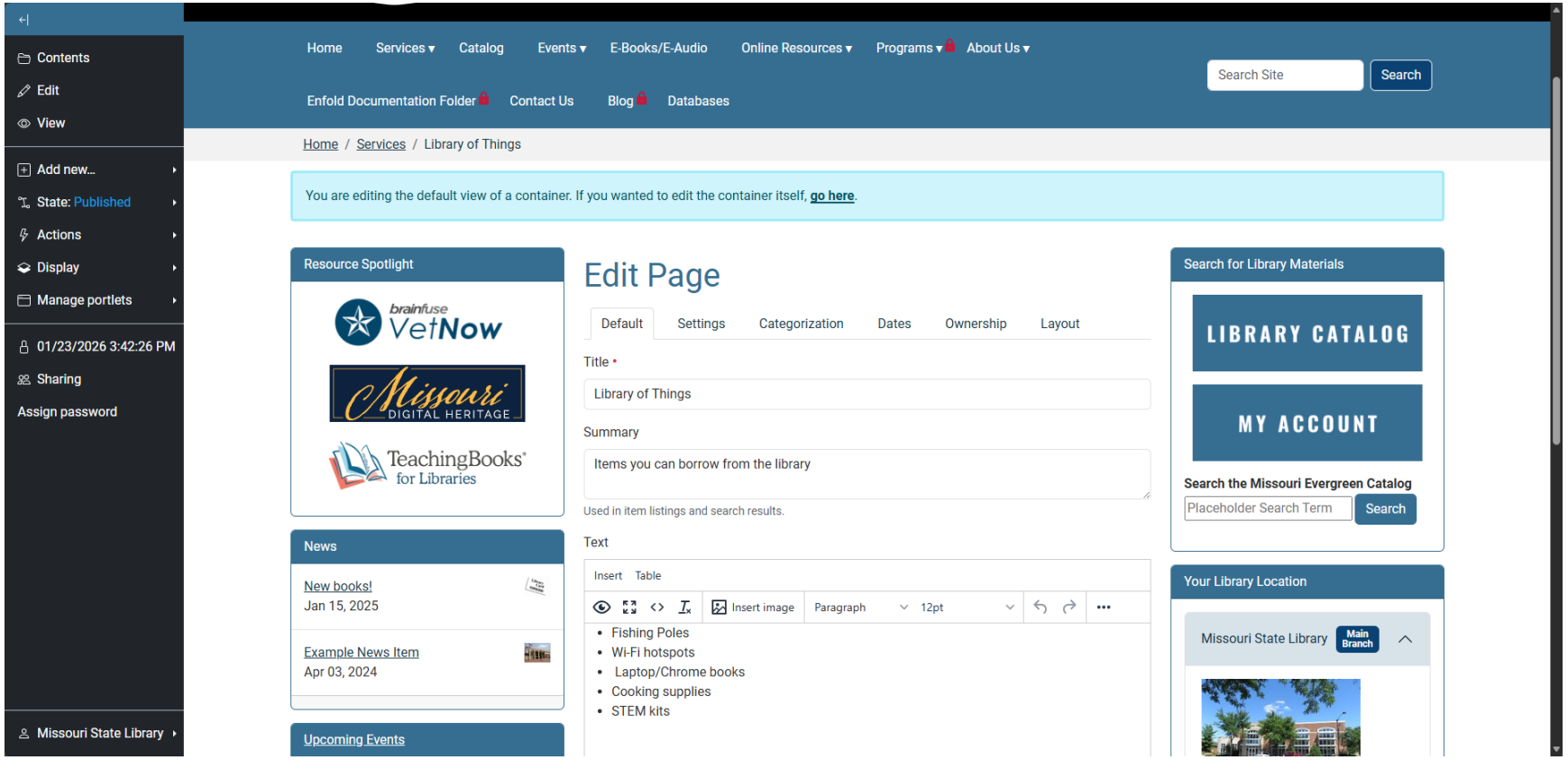
This project is supported by the Institute of Museum and Library Services under the provisions of the Library Services and Technology Act as administered by the Missouri State Library, a division of the Office of the Secretary of State.

Navigating to Insert or Edit an Image

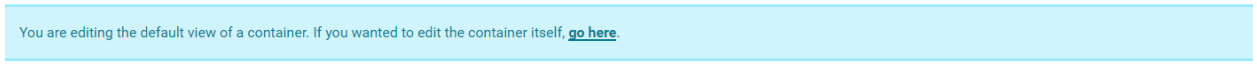
1. To add or edit an image, select the Edit button while on the page. It is located on the left side of the screen.



2. This will take us to the Edit Page screen for that page.

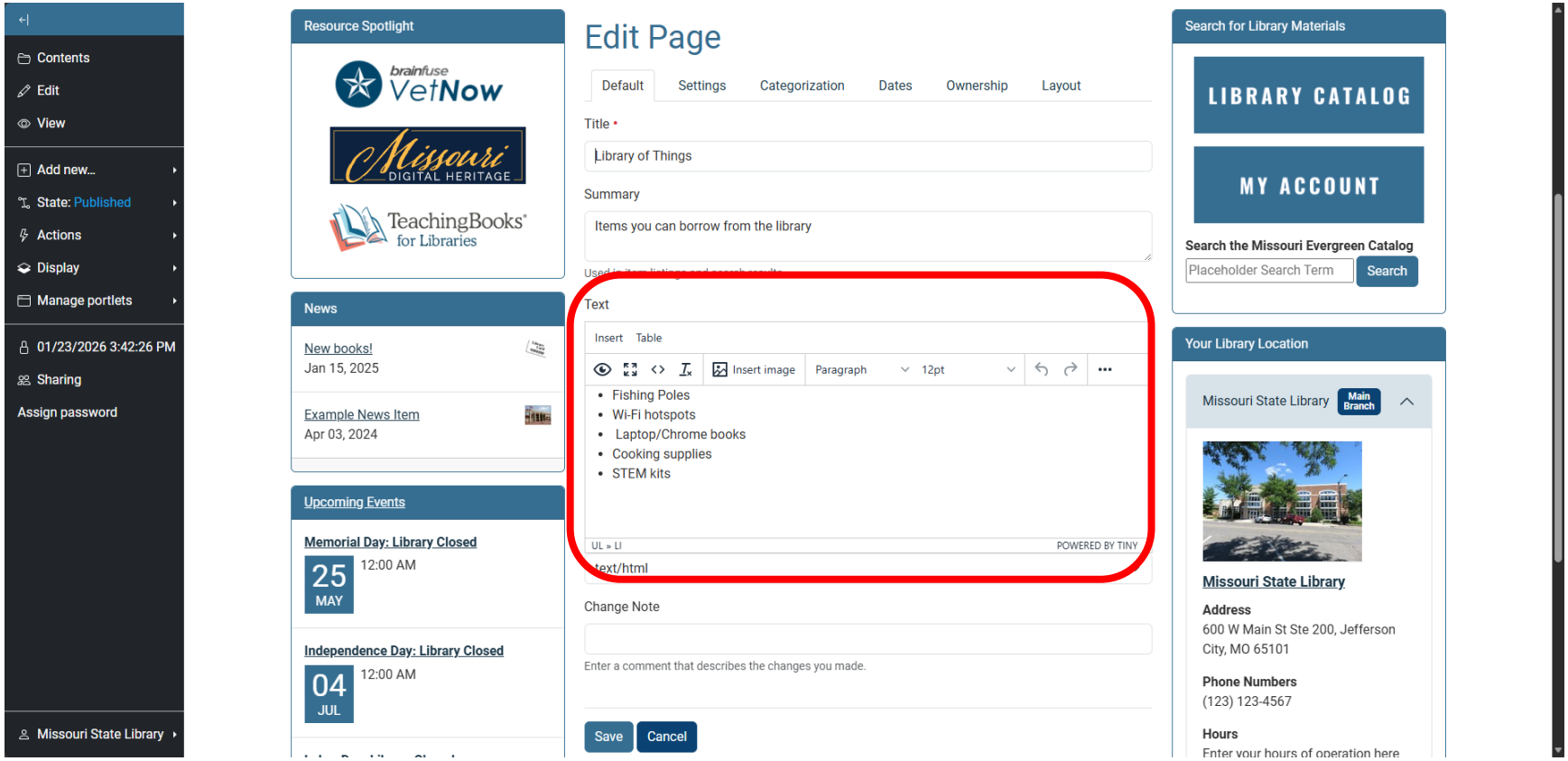


3. Near the top of the Edit Page screen, there may be an alert box that says, “You are editing the default view of a container. If you want to edit the container itself, go here.”

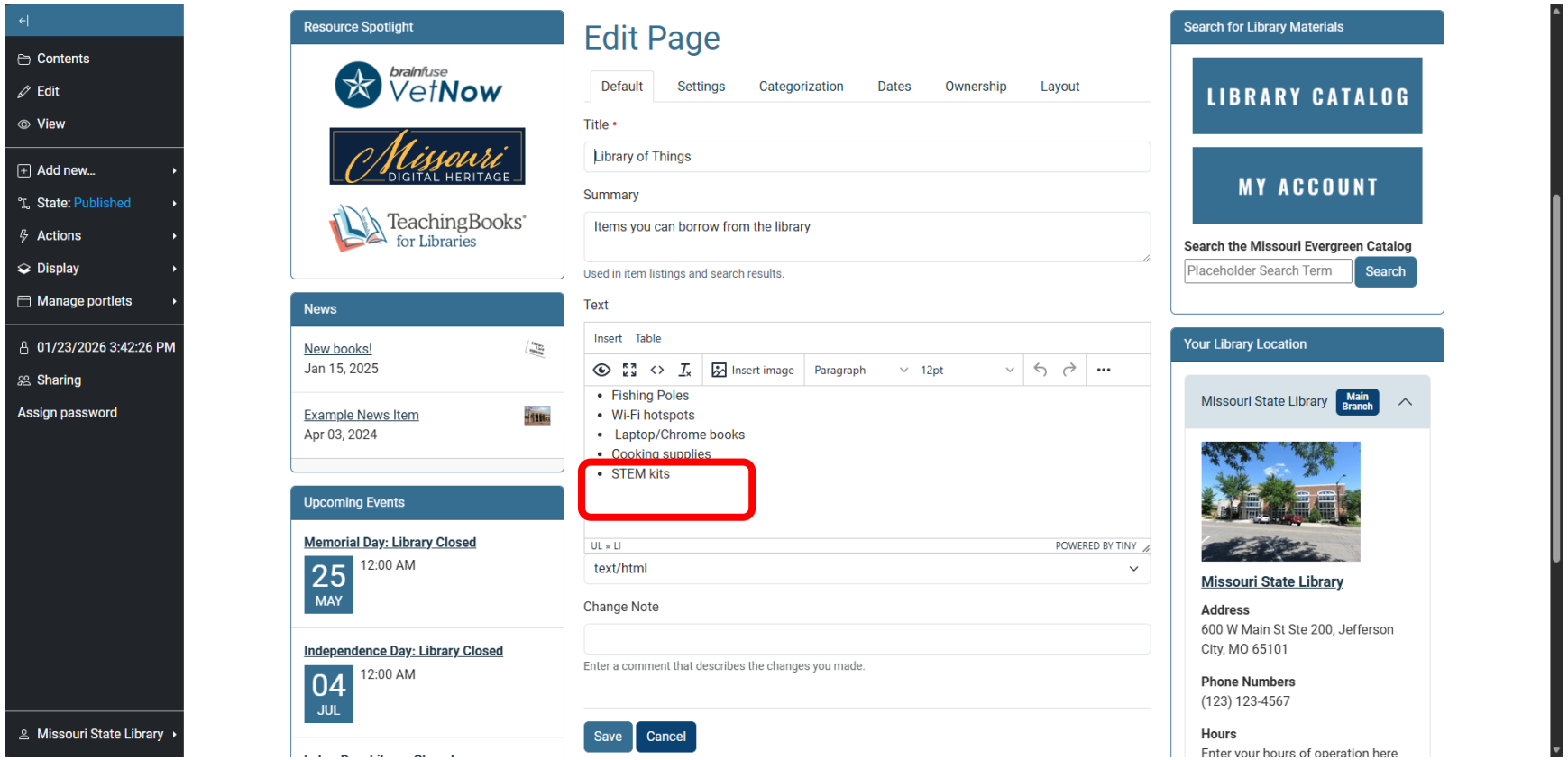


Ignore this as this isn’t relevant to adding alternative text.

4. Instead, we want to focus on the Text section. Despite its name, this is where all assets on your page will go, such as images, links, PDFs, and other files.

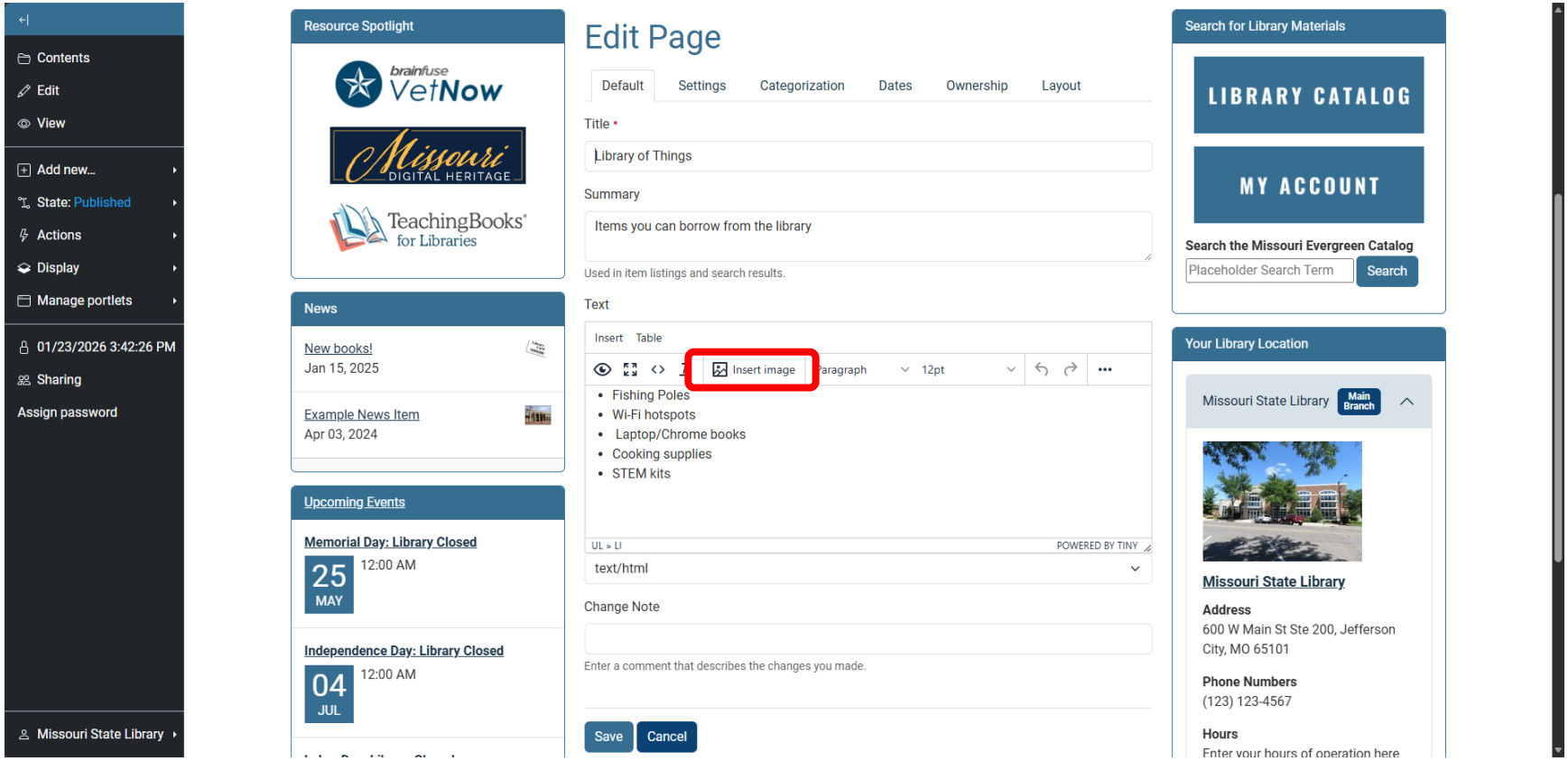


5. First, select approximately where you want the image to go. For example, let's add an image of something on our Library of Things page under the STEM kits, which is the last bullet point.

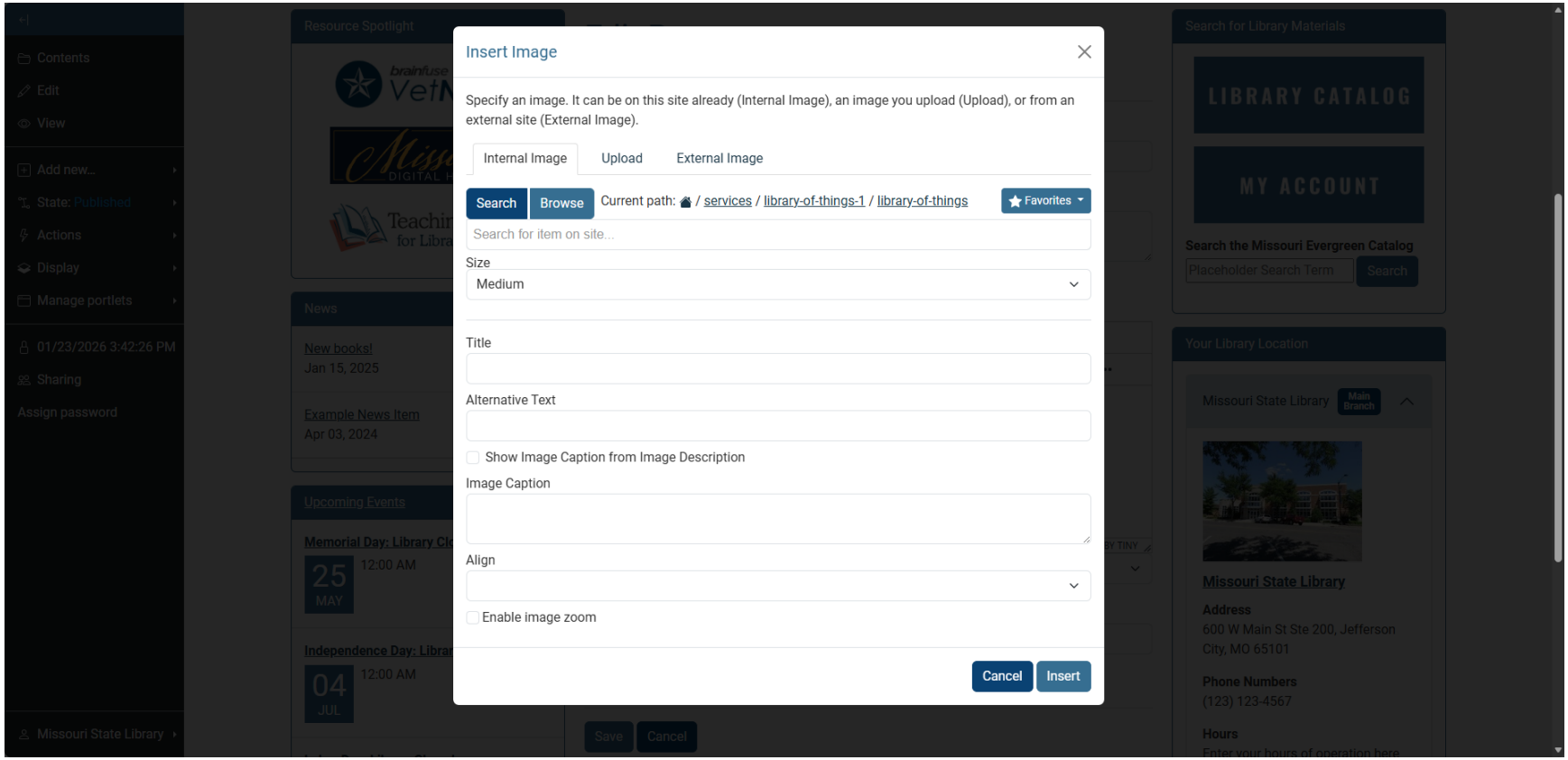


Adding an Image and Including Alternative Text

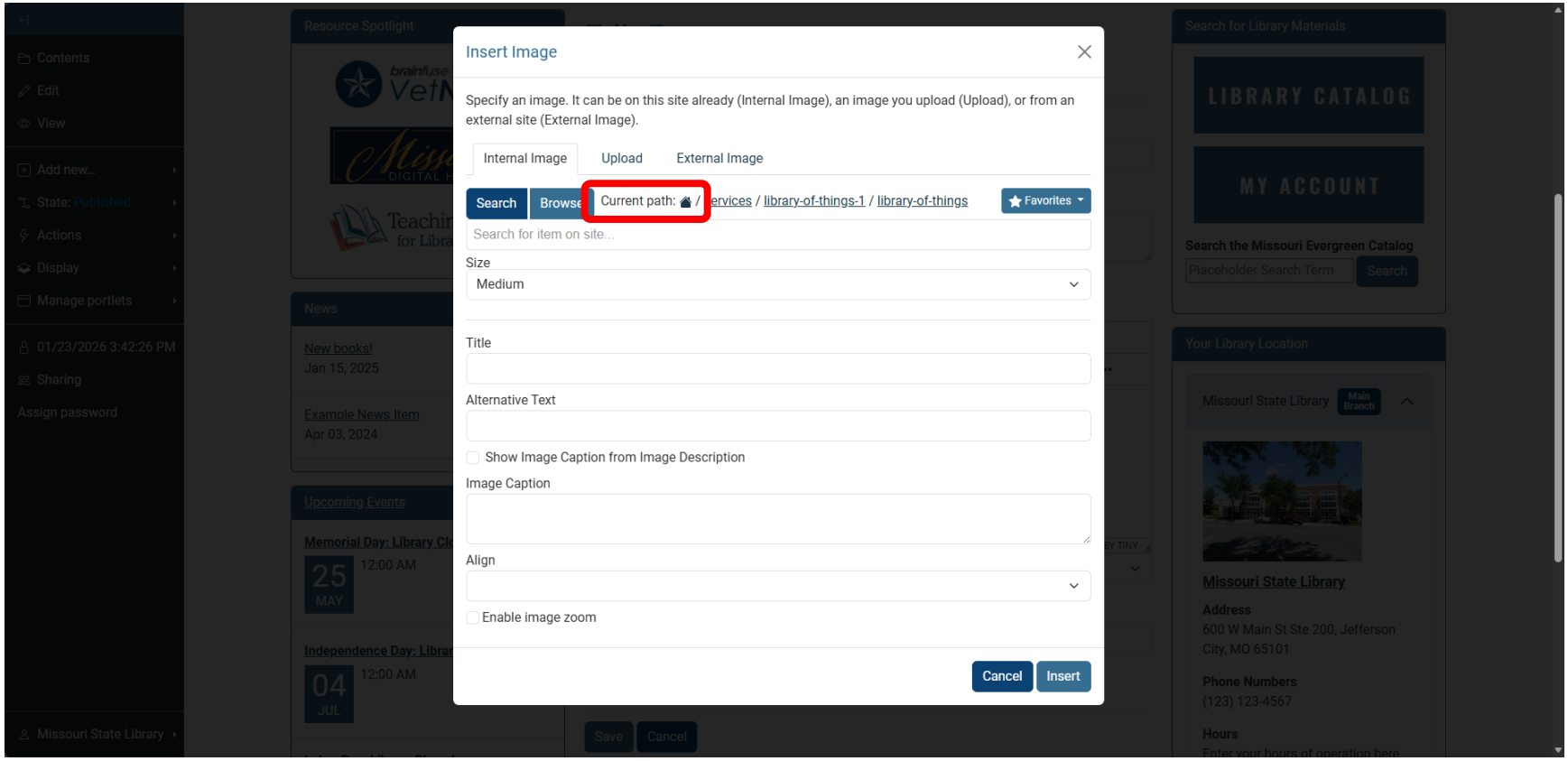
1. You will select the Insert Image button within the Text section.



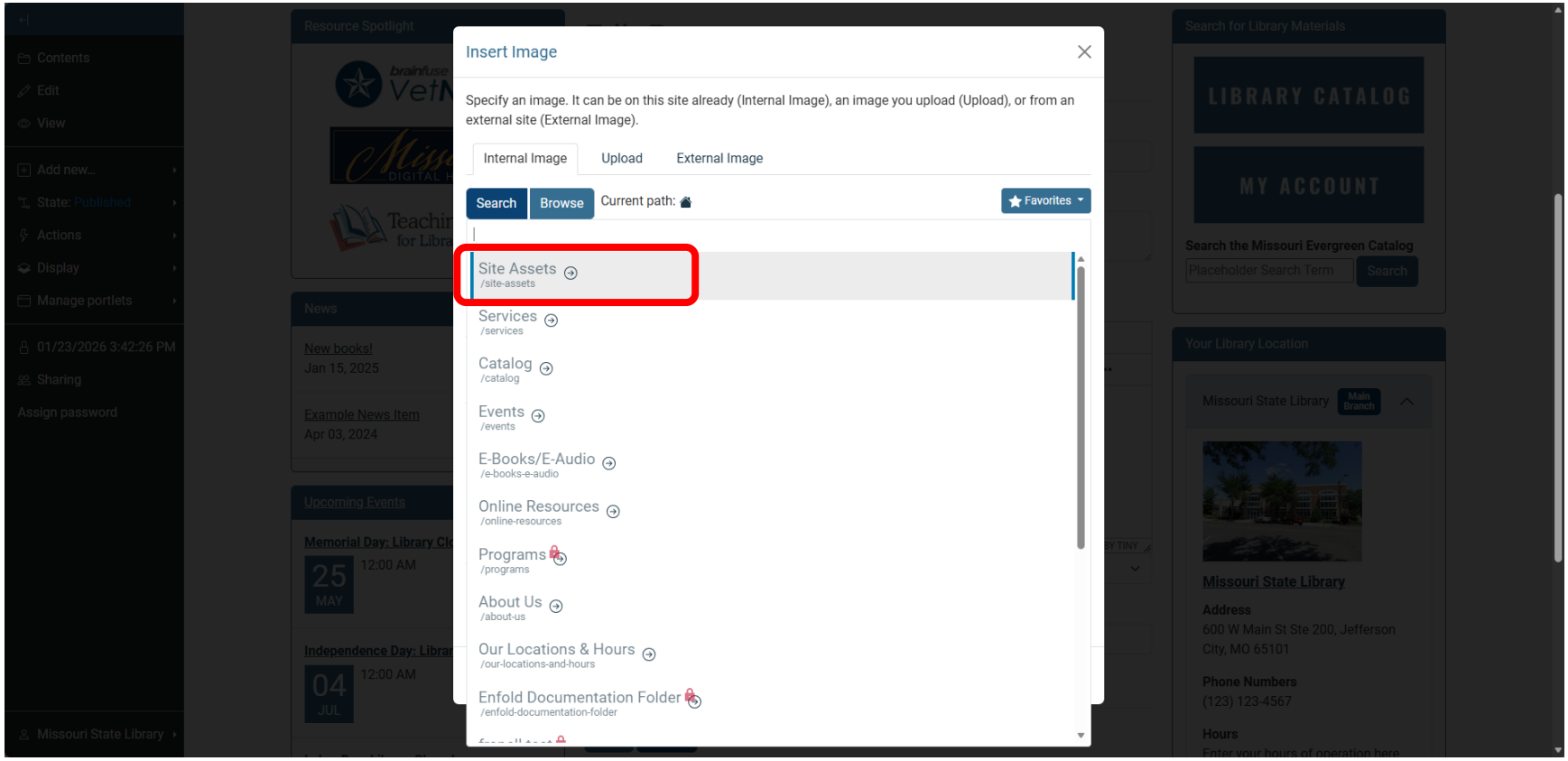
2. This will pull up the Insert Image menu.



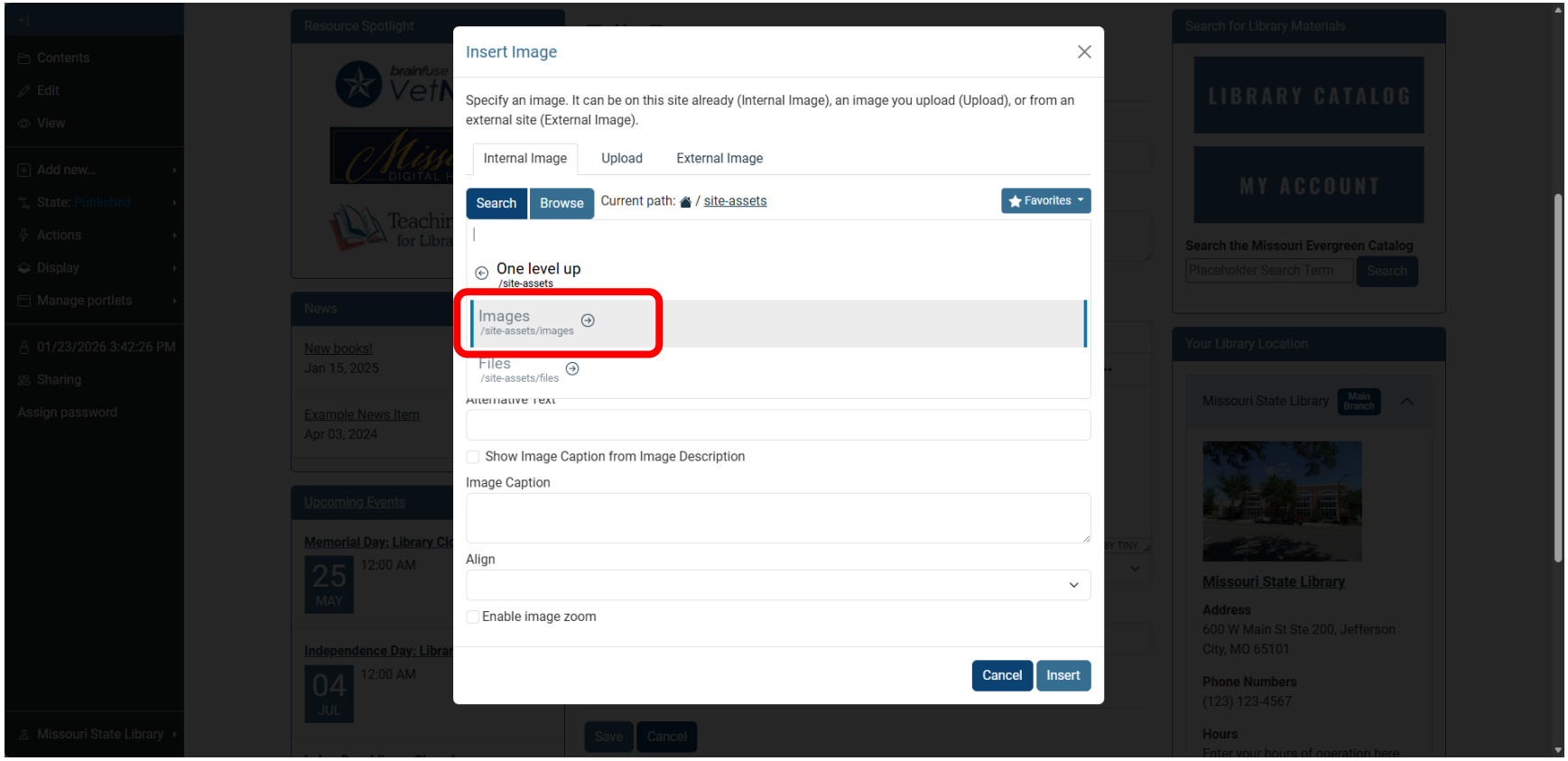
3. We will need to use this menu to select our image. The easiest way to do that is to select the home icon.



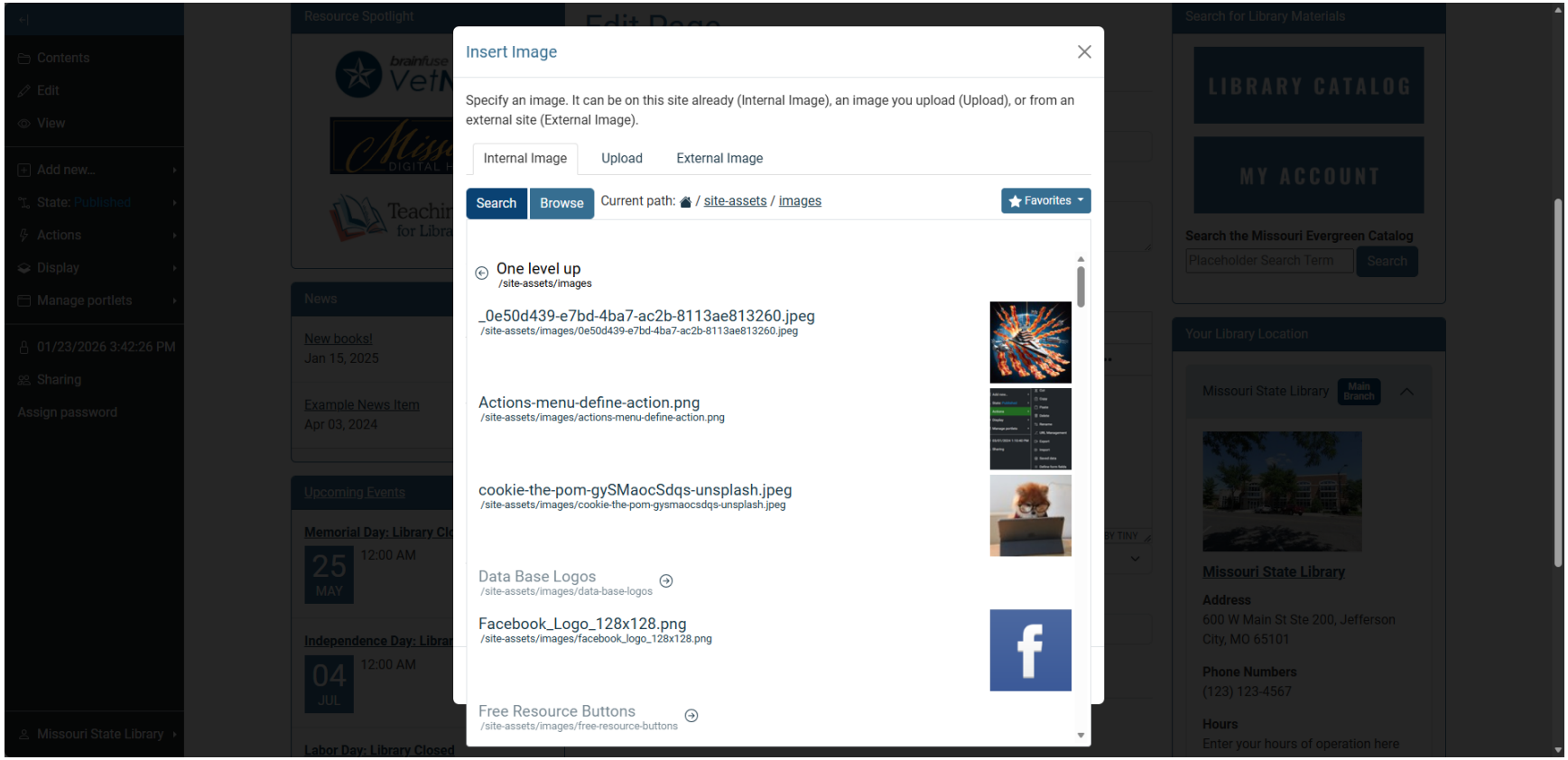
4. This will pull up the main folders. From here, we select Site Assets' arrow.



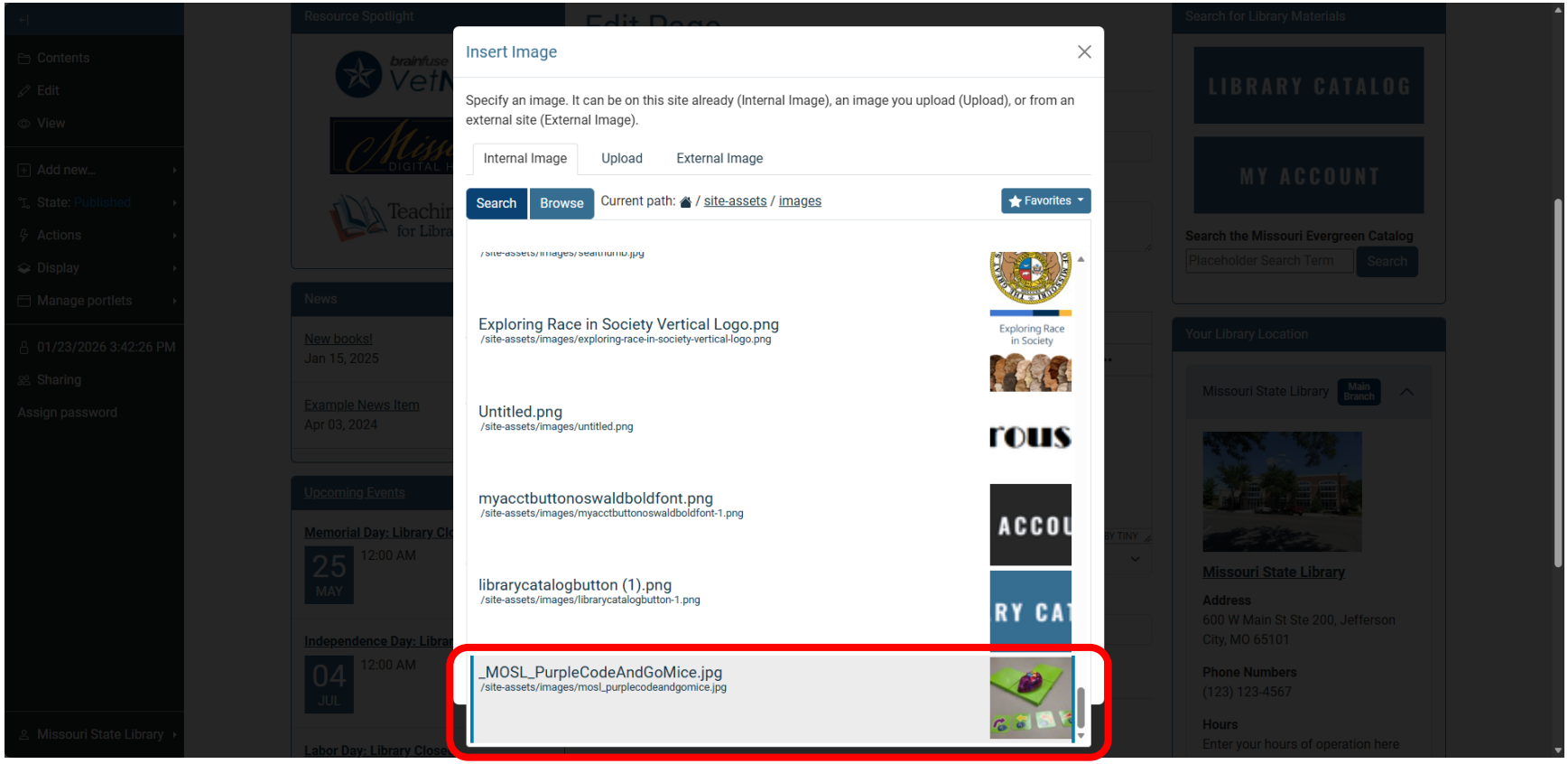
5. Then, select Images' arrow.



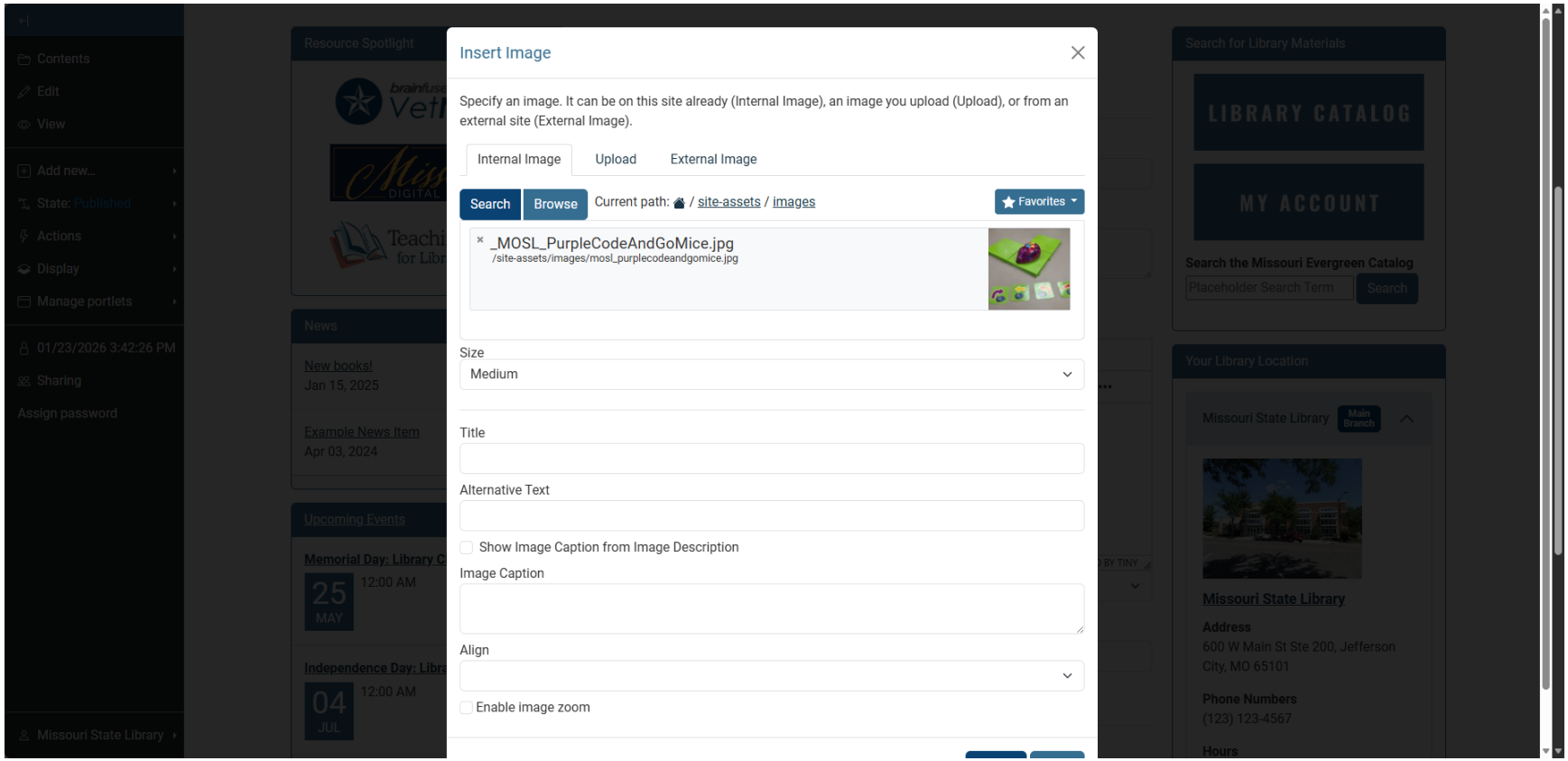
6. Next, find and select the image you want.



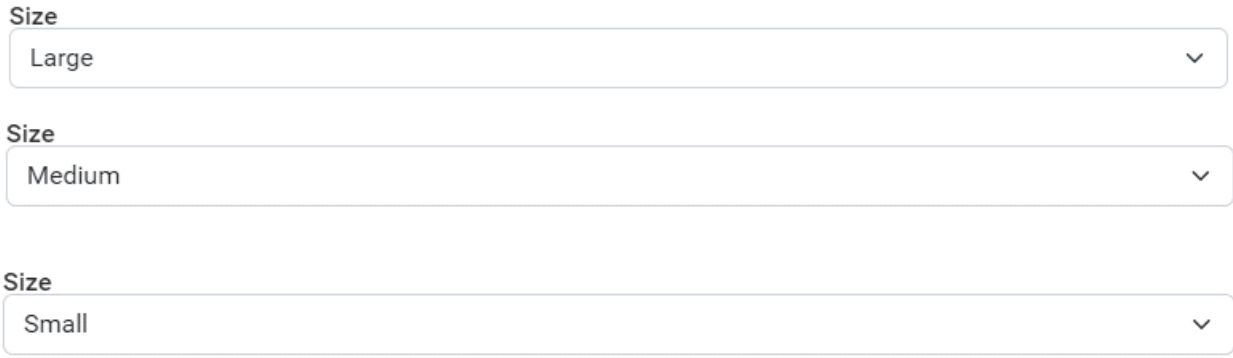
We had to scroll down to the end of the list of our photo to select our Code & Go Mice image to go under the STEM kits bullet point.



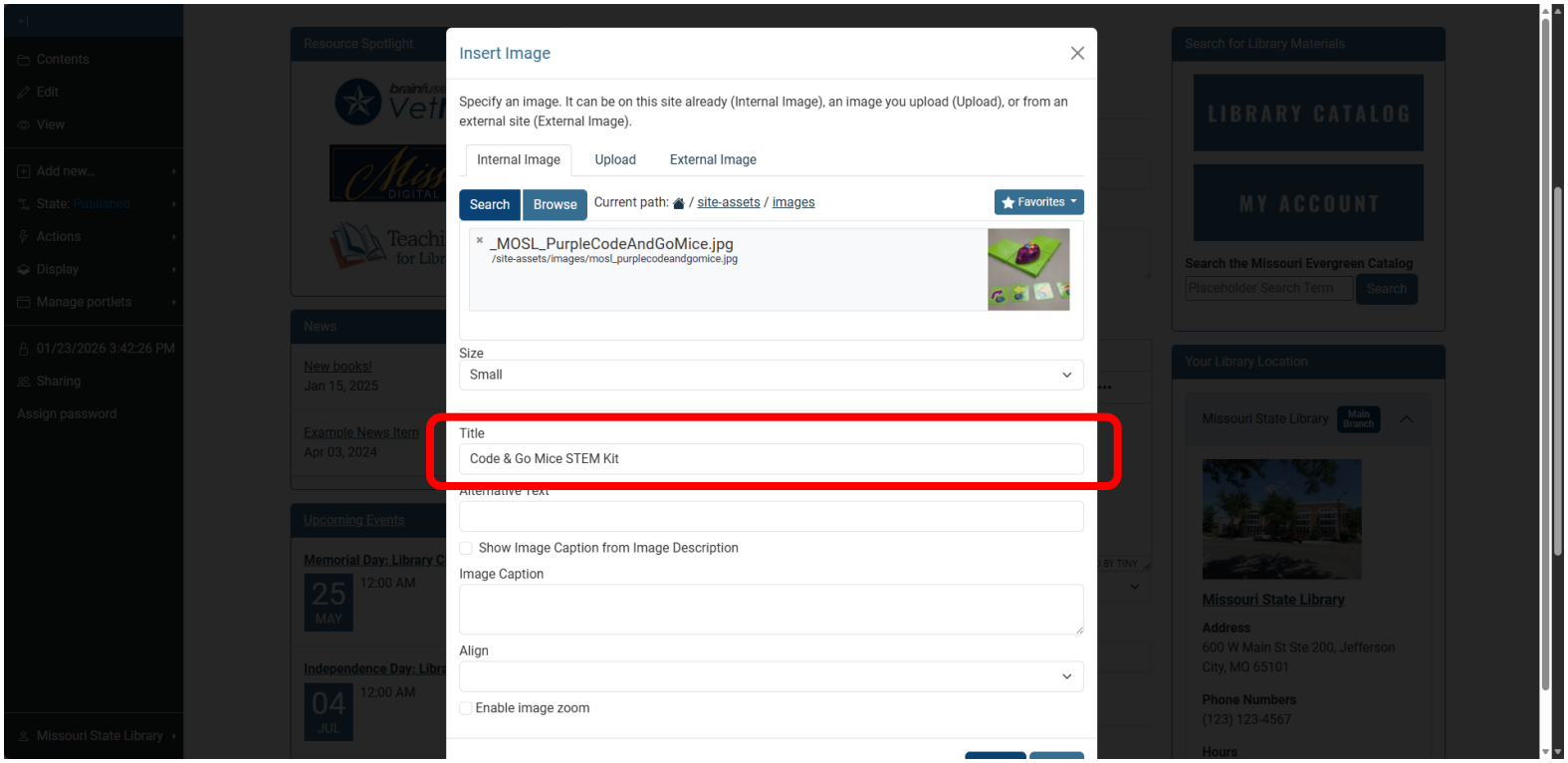
7. Once you select your image, you will be taken back to the Insert Image pop-up menu, and your chosen picture will appear under the Search and Browse buttons.



8. You can select a baseline size for your photo as either Large, Medium, or Small.



9. The Title section adds a description that will appear when a cursor hovers over the image. Otherwise, when a cursor hovers over an image, it will show the image's file name. For example, if we didn't add the title of "Code & Go Mice STEM Kit," the name would appear as "_MOSL_PurpleCodeAndGoMice.jpg" when a cursor hovers over the image.

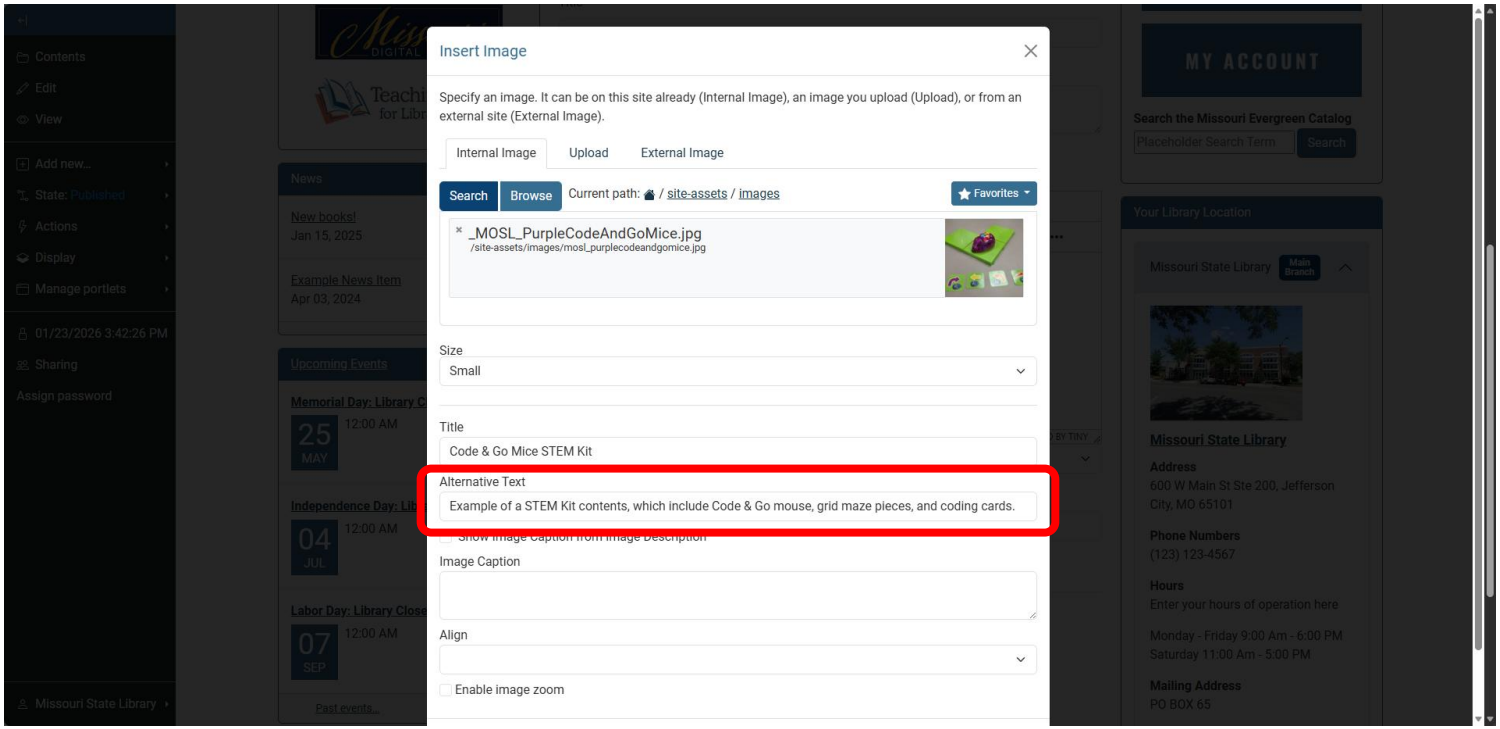


10. While it is beyond the scope of this tutorial to go over all possibilities for alternative text on your Ploud site, it is especially important to include alternative text for ADA Compliance as this allows screen readers to describe the photo.
    a. Generally, your alternative text (also called alt text) should be brief, convey the same information as the visuals and images, avoid repeating information already provided in the text, and end with a period regardless of being a complete sentence.

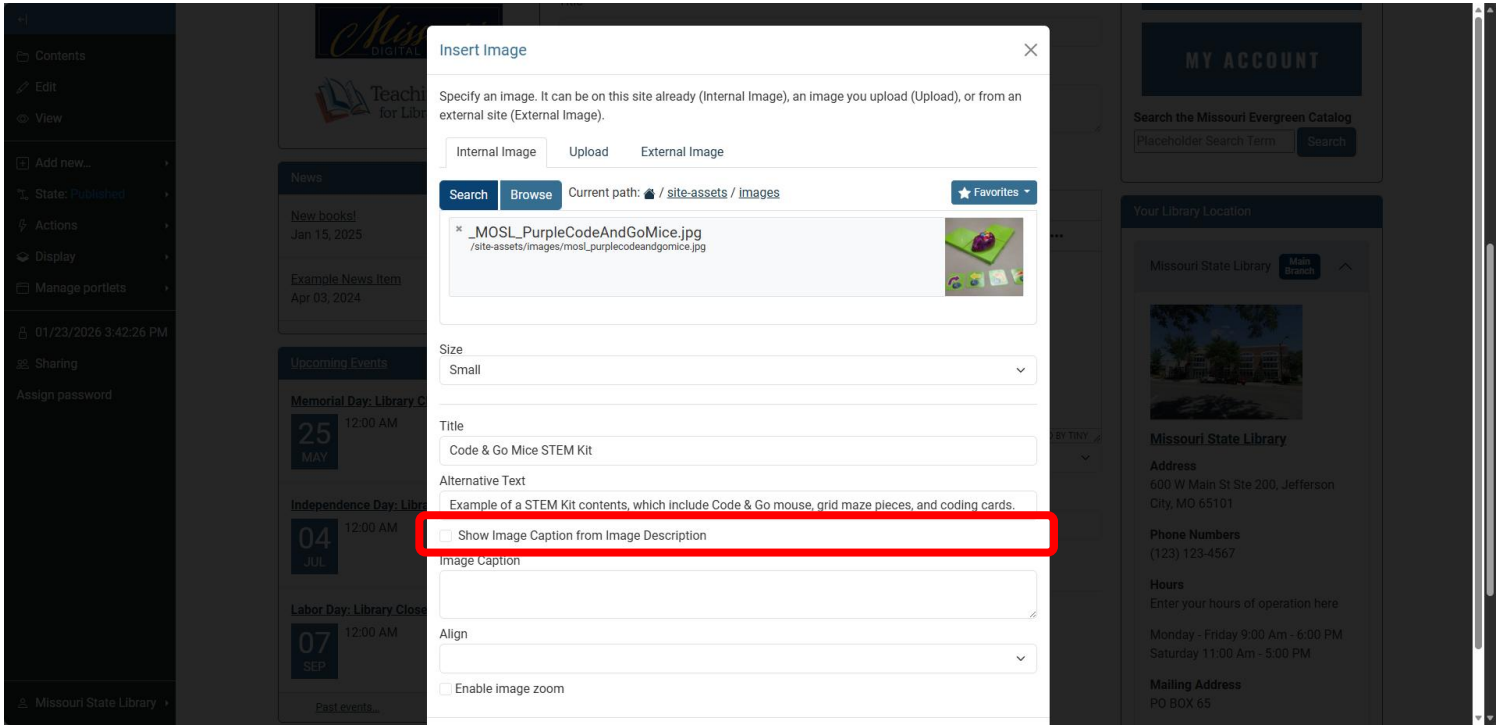
i. If an image is only decorative and does not convey information. You may leave the alternative text box blank to signify this. A logo is not considered decorative, so you must include alternative text for it.

b. Here are two helpful resources for writing alternative text with examples.
   i. "Authoring Meaningful Alternative Text" by Section508.gov
   ii. "Write Helpful Alt Text to Describe Images" by Harvard University Information Technology Digital Accessibility Services

c. In our example, the alternative text is "Example of a STEM Kit contents, which include Code & Go mouse, grid maze pieces, and coding cards." If this image is used elsewhere on the site, the alternative text may need to be different depending on the context of and information on that page.

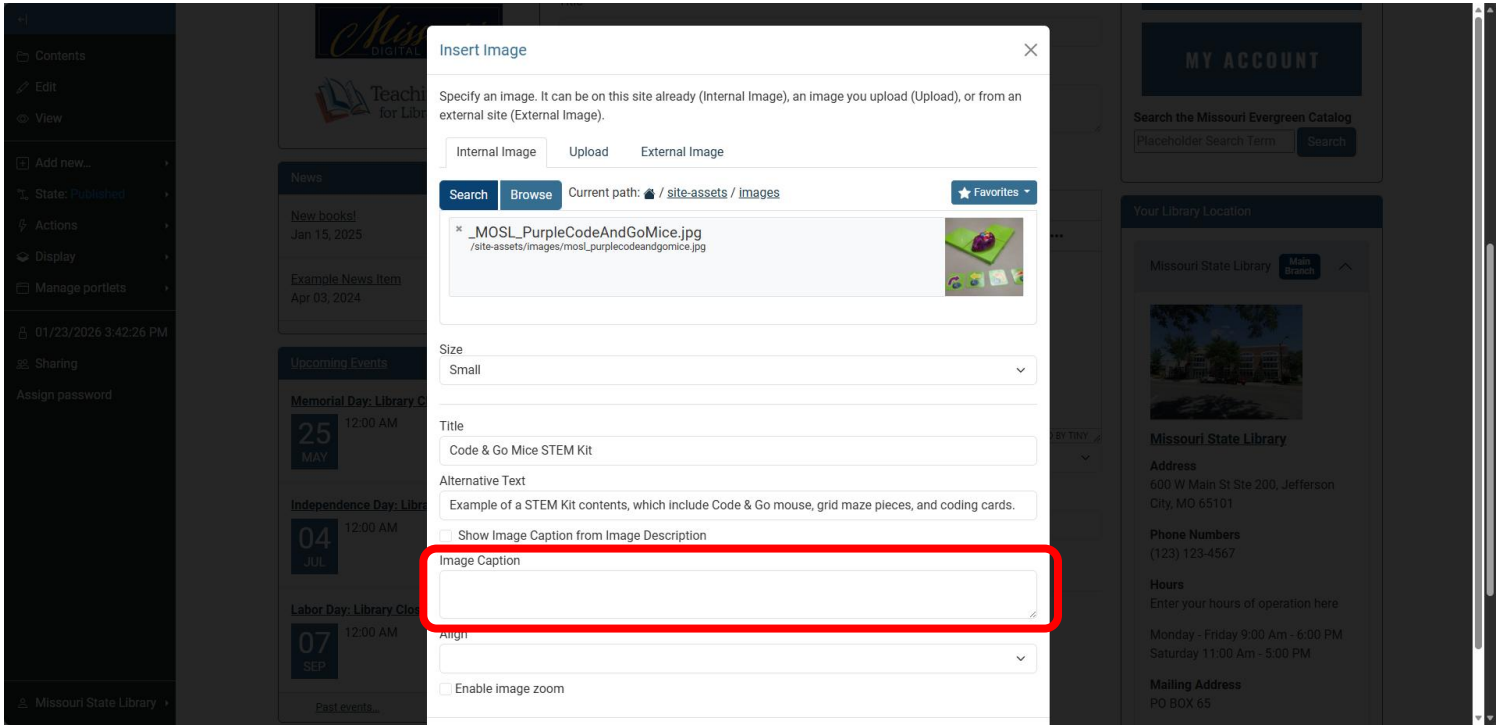


11. Ignore the Show Image Caption from Image Description checkbox and leave it in the default setting as unchecked, especially if you are adding a caption to your image.

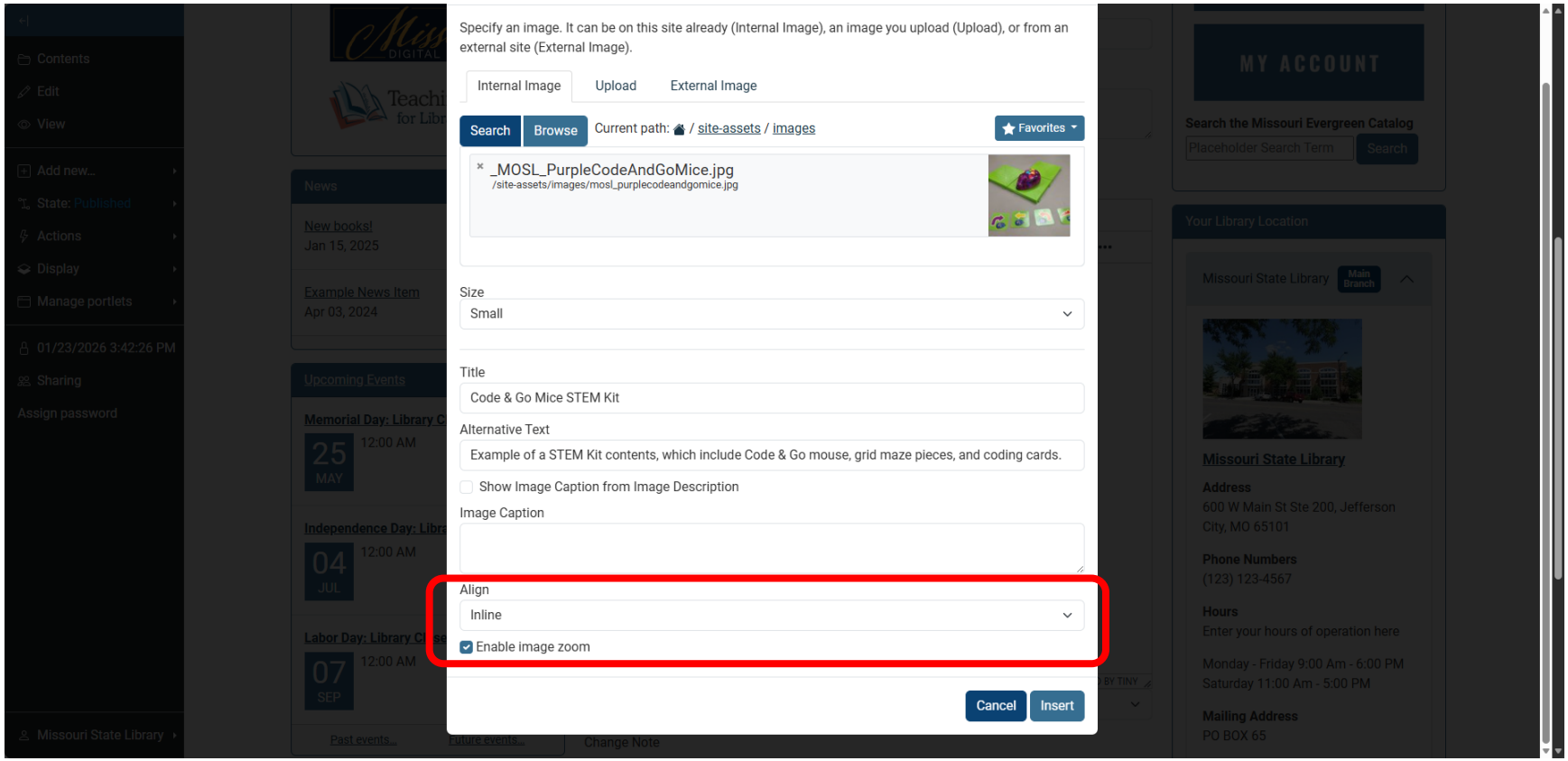


12. The Image Caption section allows you to put a caption below the image. A caption can be useful to add description and context to the images you add to your website.
    a. However, you need to note to avoid repeating information in the Alternative Text. For example, if we added the caption “One STEM kit option is the Code & Go Mice kit, which includes programable mice, grid maze pieces, and coding codes pictured above as well as chargers, tunnels, plastic cheese, and walls,” then what we have in our current Alternative text repeats information present on the page elsewhere, so we can remove or change the alternative text since our original alternative text is already conveyed in the caption.

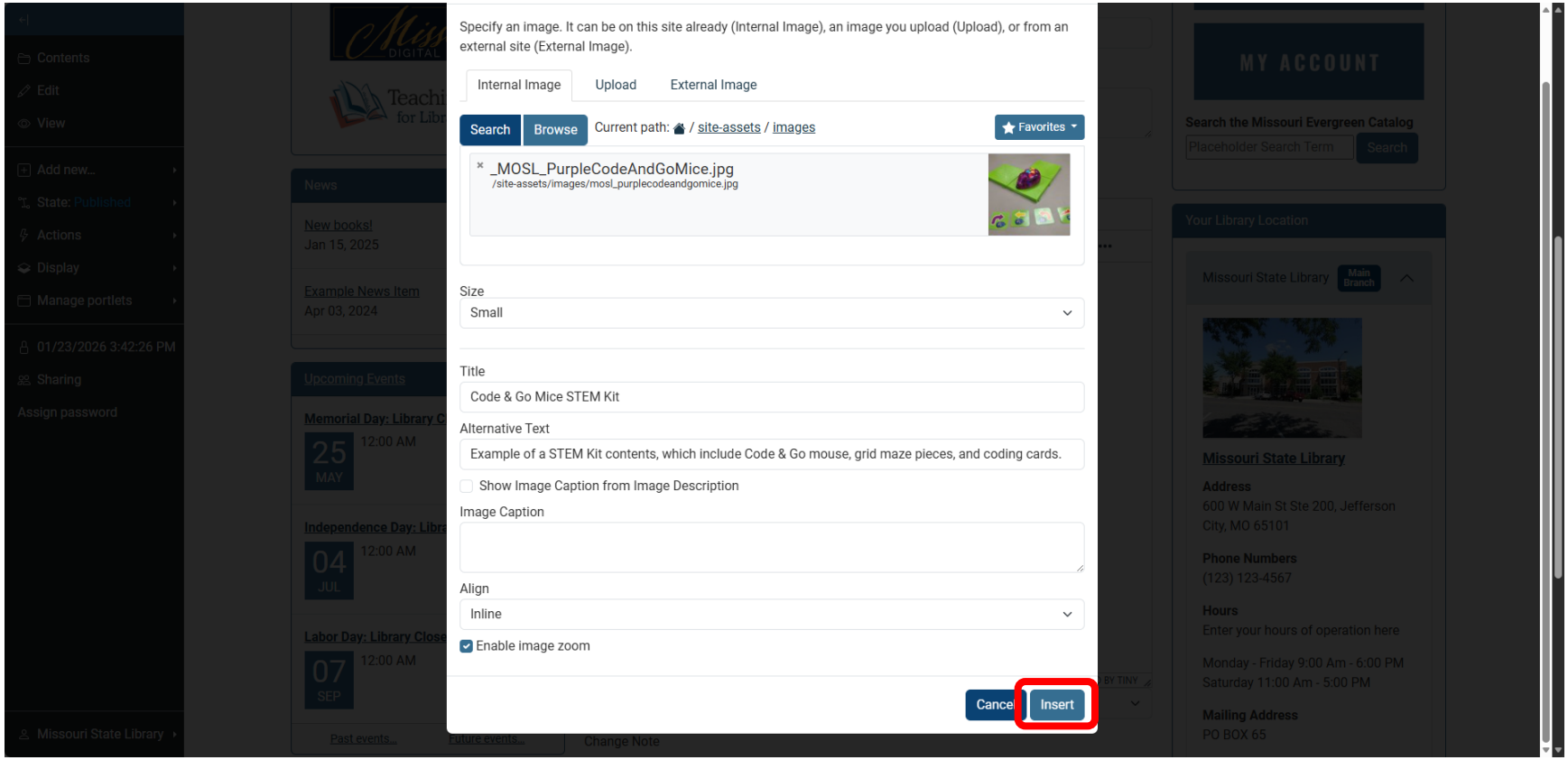
b. Please note that captioned images often still require alt text. Consider if the image conveys information beyond what the text and caption already address as well as the purpose of the image on that page.



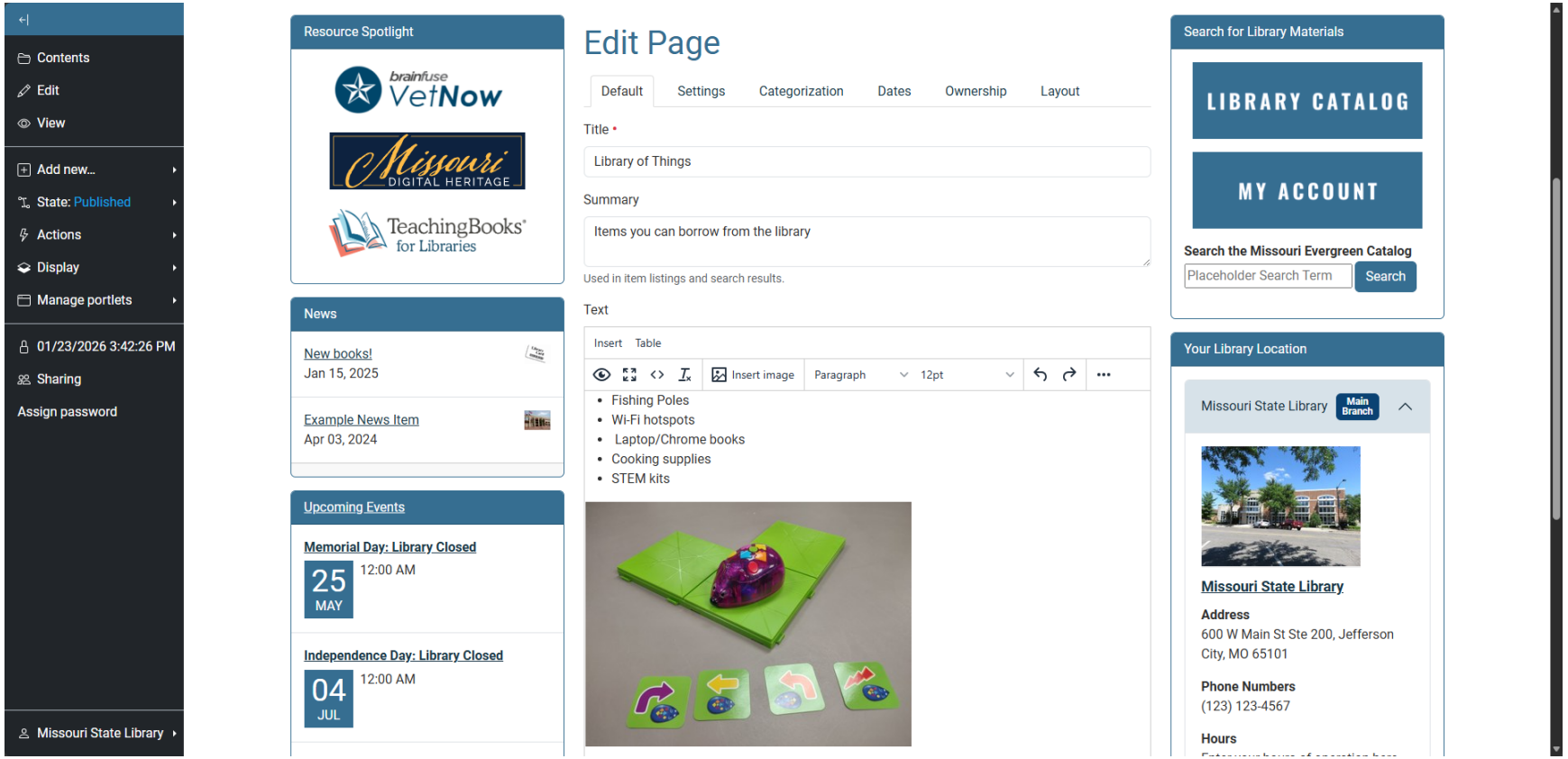
13. The Align dropdown menu gives you the option to have the image show up inline, left, or right within the Text box section of the page. You can also accomplish this in the Text box toolbar options after inserting the image. The Enable image zoom checkbox allows people using your site to zoom and enlarge the image. The default setting is unchecked, meaning that the image is not enabled for enlarging.



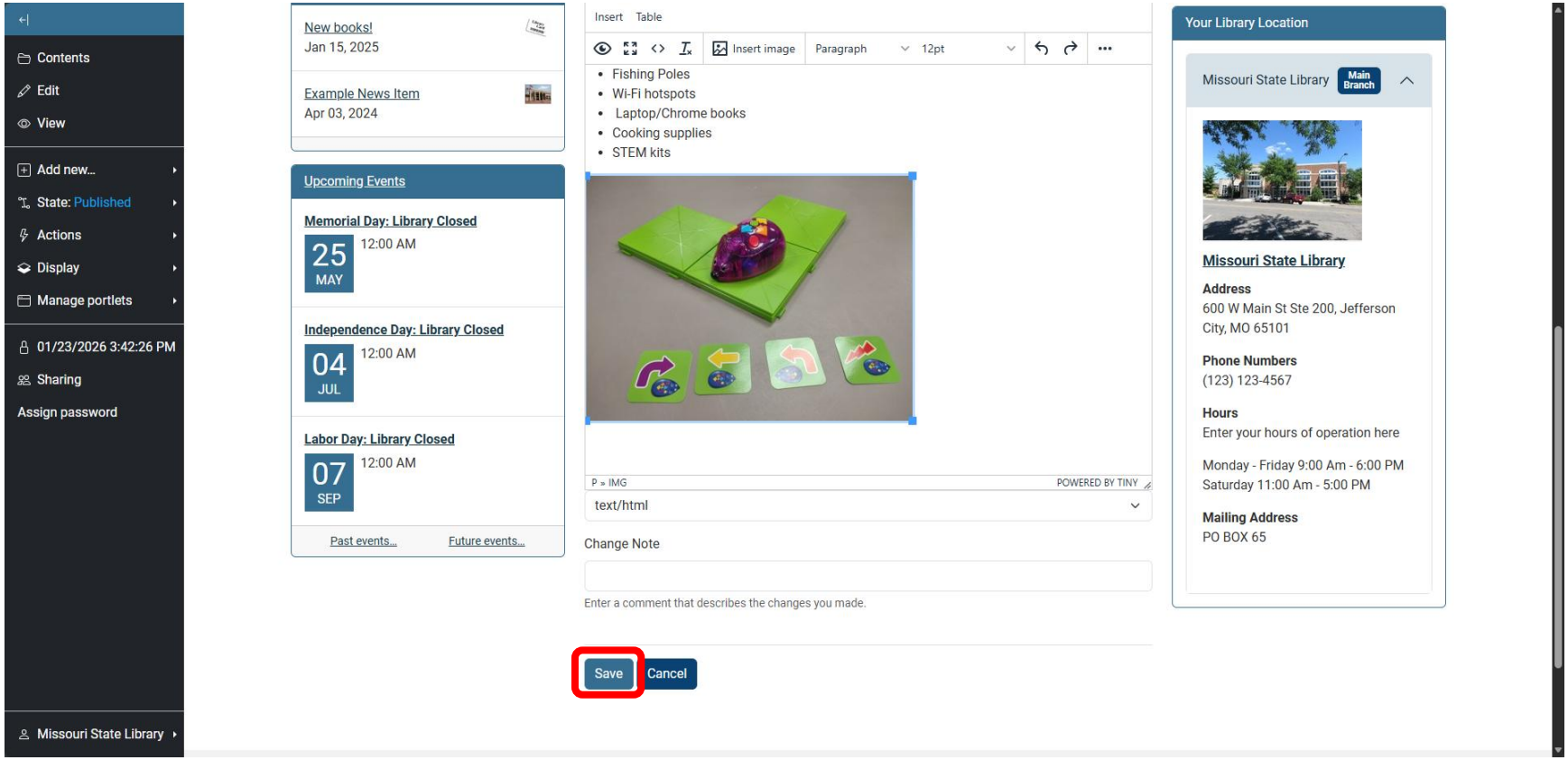
14. Once you have made your selections, you can add the photo on the page by hitting the Insert button.



15. This is an example of what it might look like.

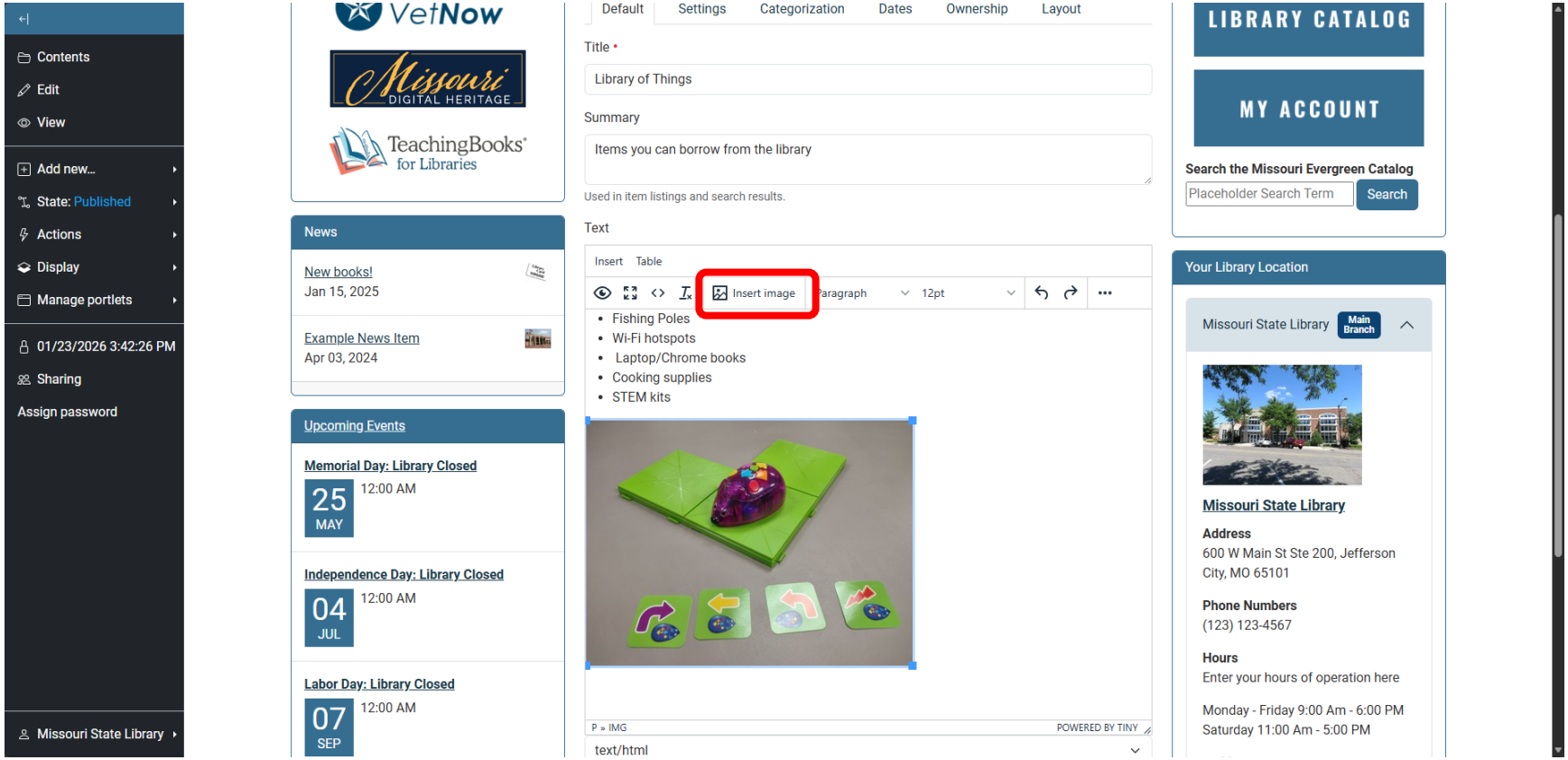


16. Make sure to hit the Save button for these changes to appear on your page.

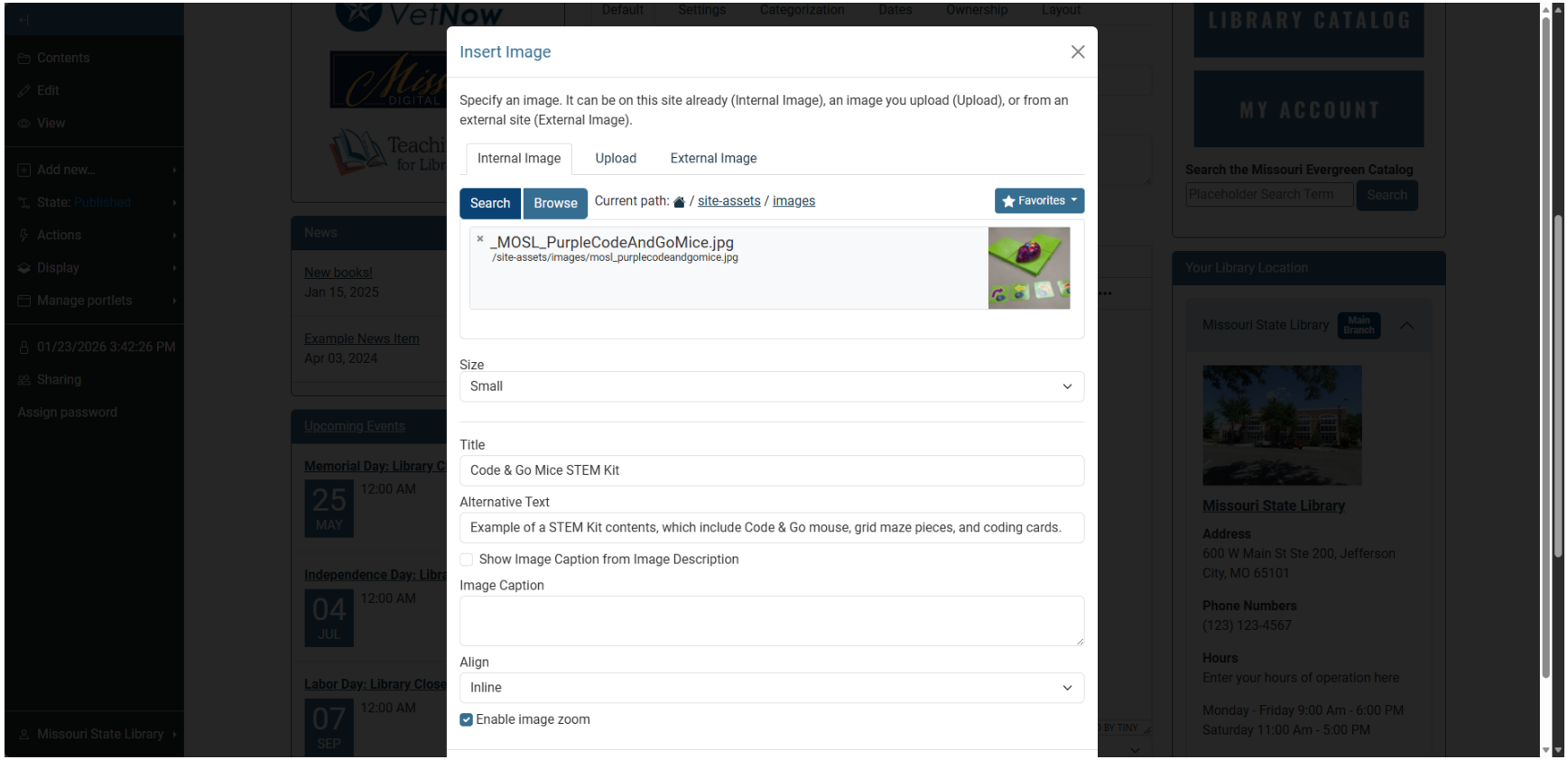


Editing an Existing Image to Add Alternative Text

1. You can make changes to this image by selecting it and then selecting Insert Image.

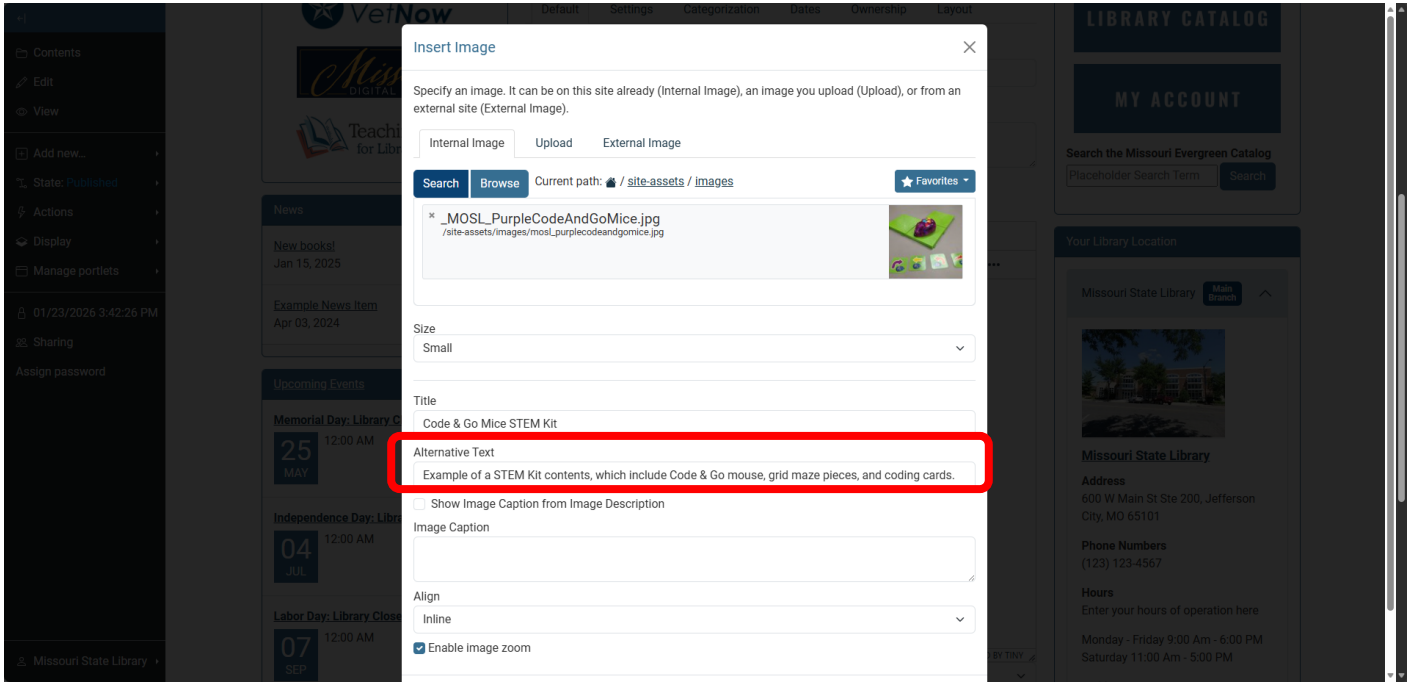


2. This will pull up the Insert Image menu with all of the settings you previously saved.

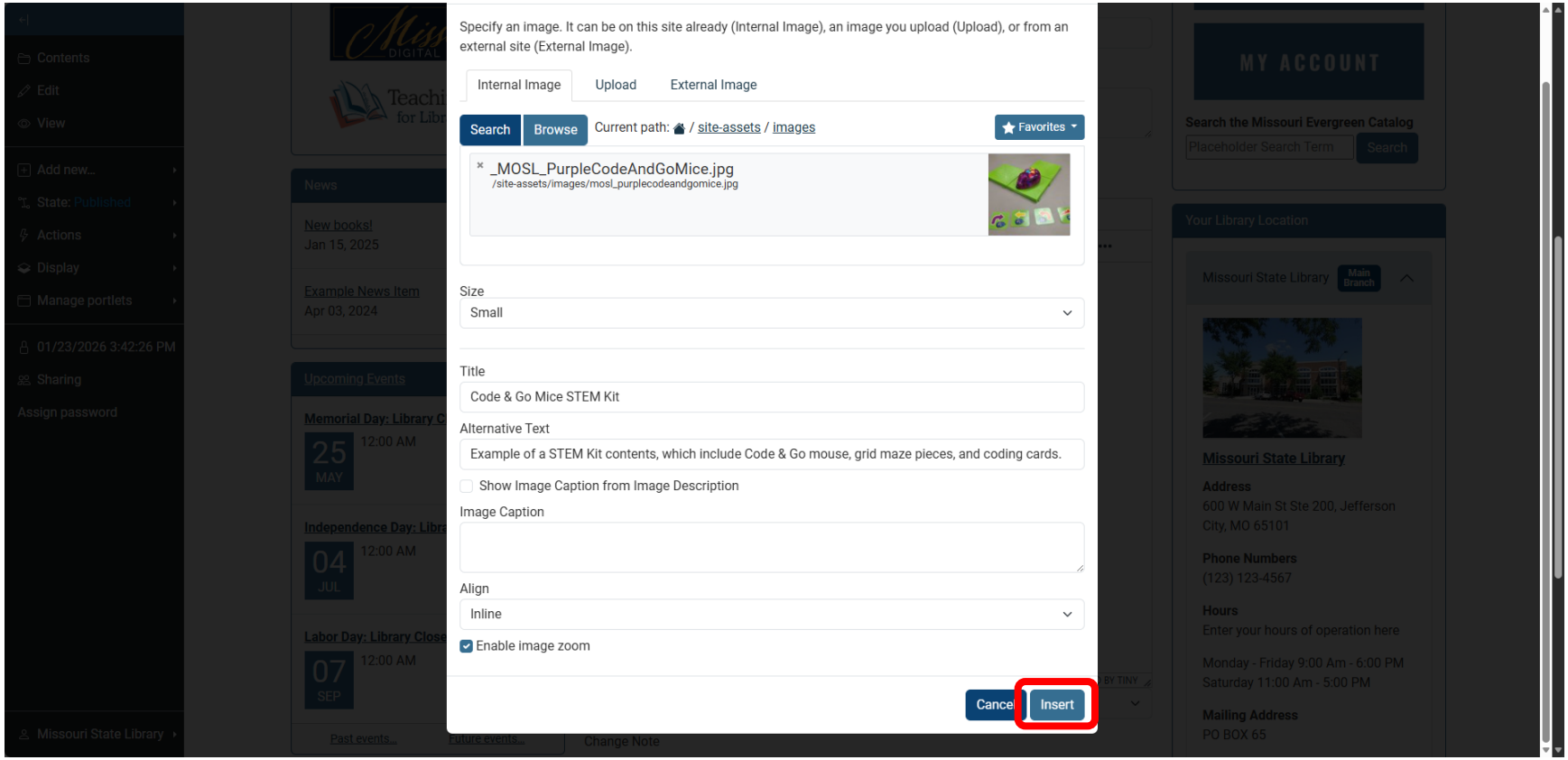


17. Add or edit the alternative text for this image in the Alternative Text section. While it is beyond the scope of this tutorial to go over all possibilities for alternative text on your Ploud site, it is especially important to include alternative text for ADA Compliance as this allows screen readers to describe the photo.

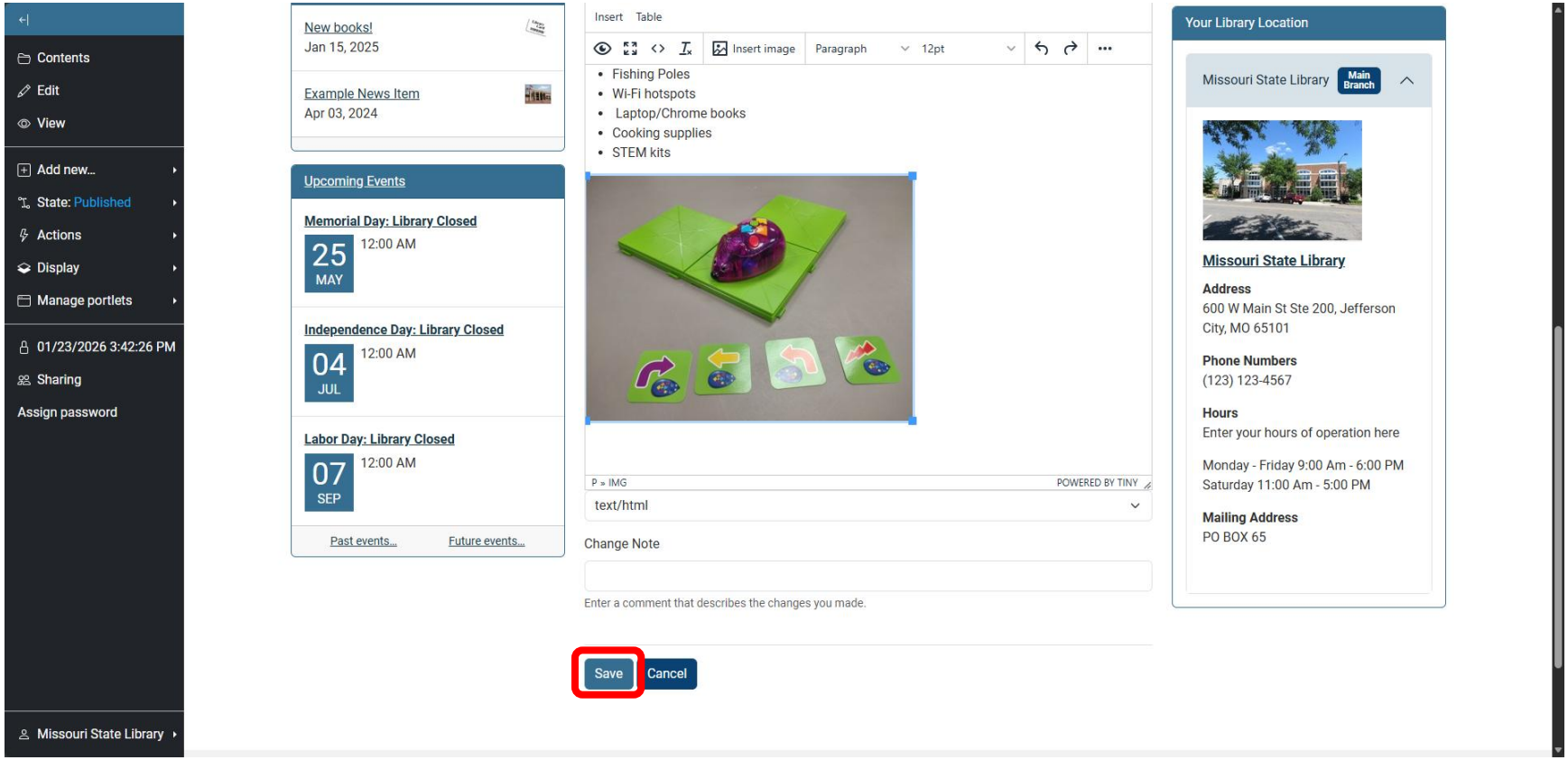
a. Generally, your alternative text (also called alt text) should be brief, convey the same information as the visuals and images, avoid repeating information already provided in the text, and end with a period regardless of being a complete sentence.
    i. If an image is only decorative and does not convey information. You may leave the alternative text box blank to signify this. A logo is not considered decorative, so you must include alternative text for it.
b. Here are two helpful resources for writing alternative text with examples.
    i. "Authoring Meaningful Alternative Text" by Section508.gov
    ii. "Write Helpful Alt Text to Describe Images" by Harvard University Information Technology Digital Accessibility Services
c. In our example, the alternative text is "Example of a STEM Kit contents, which include Code & Go mouse, grid maze pieces, and coding cards." If this image is used elsewhere on the site, the alternative text may need to be different depending on the context of and information on that page.



3. Once done editing, you can update the photo on the page by hitting the Insert button.



4. Once you have the photo looking as you want in the text box, select the save button.



5. It may take some trial and error to get it looking exactly right, so don't be afraid to go back and edit if you feel like it needs more adjustment.

Things to Note

1. If you change the photo in the Insert Image pop-up menu rather than deleting it in the main Edit Page text box, you will need to update the title, alternative text, and caption to reflect the new image.
2. You must add alt text to images page by page. There is no way to add an alt text when you upload a photo in your site assets folder. The alternative text may also differ depending on the contents and context of the page and the purpose of the image on that page.