

Alternative text and captions

Overview

Sometimes information is conveyed via an image rather than in words, a user who is reading your document using a screen reader will therefore not receive that piece of information. So, this information is added as alternative (alt) text to the image.

- A screen reader will read out the alt text to users.
- If your image goes missing, the alt text will be displayed in its place rather than leaving a error message or a blank space.
- You can add alt text to a video, table or shape to convey their meaning in a similar way.

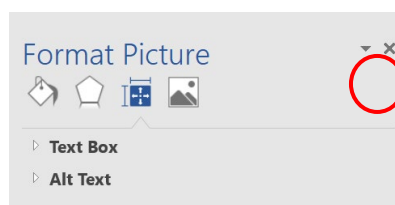
Composing alt text

Alt text must always describe the image in the context of the document and can be tricky to write at first. This is an excellent resource to help you [learn how to compose alt text](#).

If an item has a caption then alt text is not needed unless a more detailed description is required. This site nicely demonstrate [how the two can be used](#).

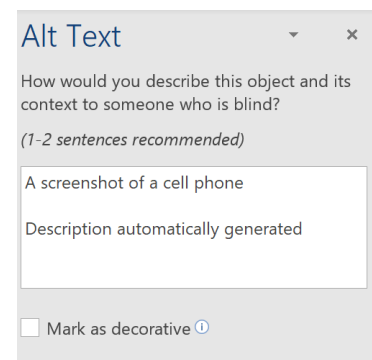
How to add alt text in Office 2016

1. Right click on your image and select 'Format Picture'.
2. Select the 'Layout and Properties' menu and then 'Alt Text'.
3. Complete the title box.
4. If you image is complicated you may wish to add further information in the description.
5. A screen reader will read the title field first.
6. The user will then determine if they wish to hear the description.
7. If you image is decorative you can add None or Decorative into the title field.



How to add alt text in Office 365

1. Right click on the image.
2. Select 'Alt text' from the menu.
3. There is only one field here, there is no option for a title and description.
4. If your image is decorative, tick the box.



How to add a caption

1. Right click on the image.
2. Select 'Insert Caption' from the menu.

[Microsoft guide to creating accessible documents](#)

