**Alt (Alternative) Text and Decorative Images**

| What is alt (alternative) text? | • alt text is read aloud by screen readers and other assistive technologies  
• it helps make images accessible to all |
| Use concise alt text for all images, except for decorative images | • do not use "picture of" OR "image of" in your alt text (it would be read aloud by a screen reader as "image, image of...")  
• keep alt text as short as possible: e.g., "city park"  
• use longer descriptions only when communicating information important to your topic: e.g., "aerial view of Millennium Park in Chicago" |
| Decorative images | Treat an image as decorative if:  
• the same information is already given using adjacent text  
• the image is there only to make the website more attractive visually  

**Check the box** 'decorative image' in the Canvas content upload "Images" tab  
**Use the word NULL** to describe the image only if the ‘decorative image’ check box is not available.  

screen readers can skip over decorative images, shortening the time it takes for the page to be read aloud
| Button, link and functional images | • describe the function, not the image  
 | | • the correct alt text for an image that functions as a home button is "home" |
| When working with html code | • **do not erase** empty alt text tag `<img alt="">` if an image is present  
 | | • screen readers will assume the image is decorative, and will skip over it  
 | | • when the empty alt text tag is erased, the entire file name of image is read aloud |