



Standard 35

Text Equivalents

Overview

“A text equivalent for every non-text element is provided (“alt” tags, captions, transcripts, etc.), and audio description is provided for video-only content.”

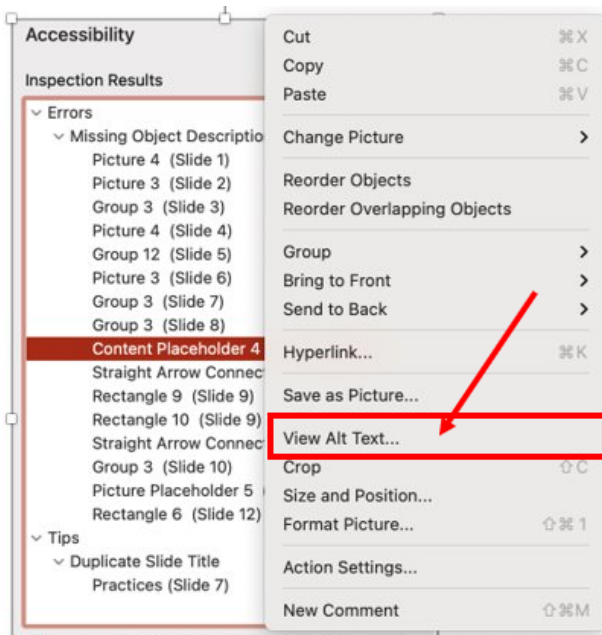
Practices

1. Alt text or alt tag should be provided for visual, images, graphics and charts to allow screen readers to navigate the visual content.
2. All videos need captioning, if no captions, transcripts should be provided.

Examples

Example 1

Add alt tag on all images in documents if they contribute to the context. If not, mark them as “decorative.” You can access the menu to add alt text/tag by right clicking on the image.



Alt Text

How would you describe this object and its context to someone who is blind or low vision?

- The subject(s) in detail

- The setting

- The actions or interactions

- Other relevant information

(1-2 detailed sentences recommended)

View of MS PowerPoint Accessibility Checker Report showing Inspection Results and errors that must be repaired.

☐ Mark as decorative

Generate alt text for me

Note that tables and graphs, and more complex visuals (such as visuals for science concepts) in general, will need a comprehensive description. Often, a paragraph of text is recommended along with the visual.

Additional Resources

- [OSCQR Standard 35](#)
- [Writing helpful alt text](#) from Harvard
- [Alt Text Decision Tree \(W3C\)](#)

This standard aligns with the following federal guidelines:



This standard satisfies **Sections 504 and 508** of the **American with Disabilities Act ADA**.



Visit <https://www.ccri.edu/onlinefaculty> to learn more about OSCQR rubric and sign up to participate in a course review.

