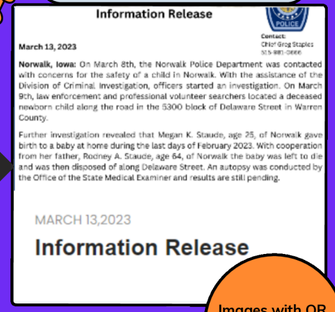
Images to avoid adding to your website

Recommendations to keep your website ADA Compliant

Images with heavy text



Information Release

March 13, 2023

Contact:
Chief Greg Staples
515-981-5666

Norwalk, Iowa: On March 8th, the Norwalk Police Department was contacted with concerns for the safety of a child in Norwalk. With the assistance of the Division of Criminal Investigation, officers started an investigation. On March 9th, law enforcement and professional volunteer searchers located a deceased newborn child along the road in the 5300 block of Delaware Street in Warren County.

Further investigation revealed that Megan K. Staude, age 25, of Norwalk gave birth to a baby at home during the last days of February 2023. With cooperation from her father, Rodney A. Staude, age 64, of Norwalk the baby was left to die and was then disposed of along Delaware Street. An autopsy was conducted by the Office of the State Medical Examiner and results are still pending.

MARCH 13,2023

Information Release

Images with QR codes



December 02, 2022

Groton Parks & Recreation Master Plan Survey

Images with QR codes can also be problematic

Images of text are inaccessible to users for a few reasons:

- They cannot be accessed by assistive technology, such as screen readers or text-to-speech software.
- It's a bad experience on mobile (students predominantly use their phones to access web content)
- Low vision users may struggle with images of text: JPG and PNG images of text cannot be scaled up by users with low vision without becoming blurry

Flyers/Posters



December 14, 2022

Bingo Night!

Alternative options

Avoid images of text altogether if you can.

But if you decide to use them, there are options to help keep things accessible.

Best Practices

- Include the details from the image of text in the webpage content (e.g. date of event, announcement, etc.)
- Include what the image is of in the alt text and where the equivalent version of the details is located (e.g. “Event poster for Princeton Research Day, details in content”)
- If you have a QR code in the photo, ensure to also provide the link in the webpage content

Example



Princeton University
Program of the Department

All interested or curious **sophomores** are cordially invited to an

OPEN HOUSE

12:30 PM – 1:30 PM
Tuesday – February 21, 2017
209 Prospect house food will be served

Text added to page:

Program of the Department Open House
All interested or curious sophomores are cordially invited.
Food will be served.
Date
Tuesday, February 21st
Time
12:30 PM to 1:30 PM
Location
209 Prospect House

Let's say you've created a poster for your department's event and want to post it on your website. That's perfectly okay to do, but what about screen reader users who cannot access the image? How will they access the event details?
You could include the details in the alt text, but since you cannot structure alt text content, the event details would read as one, long run-on sentence without headings or bulleted lists.
Instead, provide the details of the event somewhere else on the page as text so that it can be accessed two ways.
Note: Even if the information is in the content of the page, the image of text still requires alt text, (e.g. “Open house event flyer. Event details in content.”
A structured webpage with the event details will allow screen reader and mobile users to quickly access the event details.