

# Alternative Text Remediation Guide

## Alternative Text should typically:

- **Be accurate and equivalent** in presenting the same *content* and *function* of the image.
- **Be succinct.** This means the correct content (if there is content) and function (if there is a function) of the image should be presented as succinctly as is appropriate. Typically no more than a few words are necessary, though rarely a short sentence or two may be appropriate.
- **NOT be redundant** or provide the same information as text within the context of the image.
- **NOT use the phrases "image of ..." or "graphic of ..." to describe the image.** It is usually apparent to the user that it is an image. And if the image is conveying content, it is typically not necessary that the user know that it is an image that is conveying the content, as opposed to text. If the fact that an image is a photograph or illustration, etc. is important content, it may be useful to include this in alternative text.

## Ektron smart forms requiring user enter alternative text:


In each of the following smart forms the Alternative Text needs to be added in the Alt Text field for each image in the smart form: *ADA Carousel*, *ADA Initiative Boxes*, *ADA Slide*, *ADA Social Media*, *ADA Page-Program* & *ADA Page Program V4*. If the smart form does not contain an image, it does not require alternative text.

The images below show where the alternative text needs to be entered in each smart form:

Carousel Image

Title: Remediation Guides

Alt Text: Guides for Document Remediation

Image: 

URL: [/Resources/Remediation\\_Guides/](/Resources/Remediation_Guides/)

ADA Carousel SF

Initiative Boxes

Content Summary Metadata Aliases Schedule Commer

Style: Initiative Boxes SF

Initiative Item

Top Title: Services

Sub Title: Administration

Title:

Alt Text: Administration Services



Slide

Title: Expert Application Development

Alt Text: Application Development Expertise

Description: Web-based applications, mobile applicatio and database development & management

Photo Courtesy of (optional):

ADA Slide SF

Social Media

Social Media Title: ADA Social Media SF

Follow Us! - Style 1

Alt Text: Twitter Icon

Twitter

URL: <https://twitter.com/nvgov>



These last two are in the ADA Page-Program & ADA State Page Program V4 smart forms.

## Bottom Boxes

 Bottom Image


Title:

Alt Text:


URL / Document: 

Image: 

## Links

 Link / List

Group:

 Link / List Item

Title:

Alt Text:




URL / Document: 

Image: 

 link