



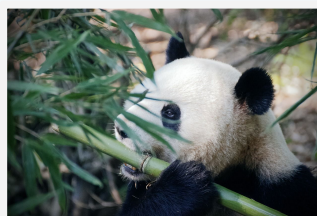
Image Accessibility in Course Design

Design Guide

What is Image Accessibility?

Image accessibility is the practice of making images usable for people of all abilities by using techniques such as alternative text and descriptions. The aim is to ensure equal access and inclusion for everyone, regardless of their individual needs.

► **Read More:** [WebAIM Accessible Images](#)



Alt text readable by screen reader technology:

Panda bear eating a shoot of bamboo.

Principles of Image Accessibility

Context

An image may be described differently based on how it's used within a course.

Consider the panda image above. What is the image's meaning within a course? It may be about eating a shoot of bamboo, the bamboo, or the panda itself. It may have a greater context, or it may simply be decorative.

The meaning depends on the image's purpose.

Function

Function determines how an image is used.

- The image may be a part of course content determining where it should go on the page.
- It may be used to link elsewhere, requiring a specific location and description.
- It may also be decorative within a course to add a design aesthetic.

The function of the image can impact the accessibility considerations to apply.

Complexity

Complex images, such as charts and graphs, need different types of descriptions than other images. Alt text is minimal, but the image content needs to be described within page content.

► **Read More:** [WebAIM Alternative Text](#)



Image Accessibility in Course Design

Writing Alt Text and Descriptions

Alt text describes the image in context in **a short statement**, 120 characters or less in Canvas.

- Alt text should avoid using terms like “image of” and “photo of”.
- If the image **needs a longer description**, include a short alt text that references page content along with a full description of the image within page content.
- **Complex images** will always need longer descriptions in page content.
- Images for **decoration** need marked “decorative” so they are bypassed.



Image of a panda bear eating a shoot of bamboo.



panda-4461766_1280.png



Panda bear eating a shoot of bamboo.



Read More: [WebAIM Alternative Text](#)

Creating Alternative Text

In Canvas

The Canvas Rich Content Editor offers an Image Options button on any image within the editor.

- The Image Options panel allows for adding alt text or marking an image as decorative.
- An opportunity to add alt text is also given when uploading an image,
- Missing alt text appears within the Accessibility Checker.



Read More: [How do I manage alt text and display options for images embedded in the Rich Content Editor?](#)

Not in Canvas

The same image accessibility standards apply to documents, presentations, web content, and other files.

Most word processing and presentation applications have built-in tools to aid in adding alt text.

Review the help documentation for an application or web tool to determine its function to add alt text to images.



Read More: [WebAIM Document and Media Accessibility](#)