

An illustration of a brown dog curled up, with a red background and white border.

What is Alt Text?

A creative accessibility guide by Turf Projects



What is Alt Text?

Alternative Text (Alt Text) is the factual description of any images, to replace the content of an image for any Screen Reader users.

Primarily Screen Readers are used by visually impaired/blind people.

How do I write Alt Text?

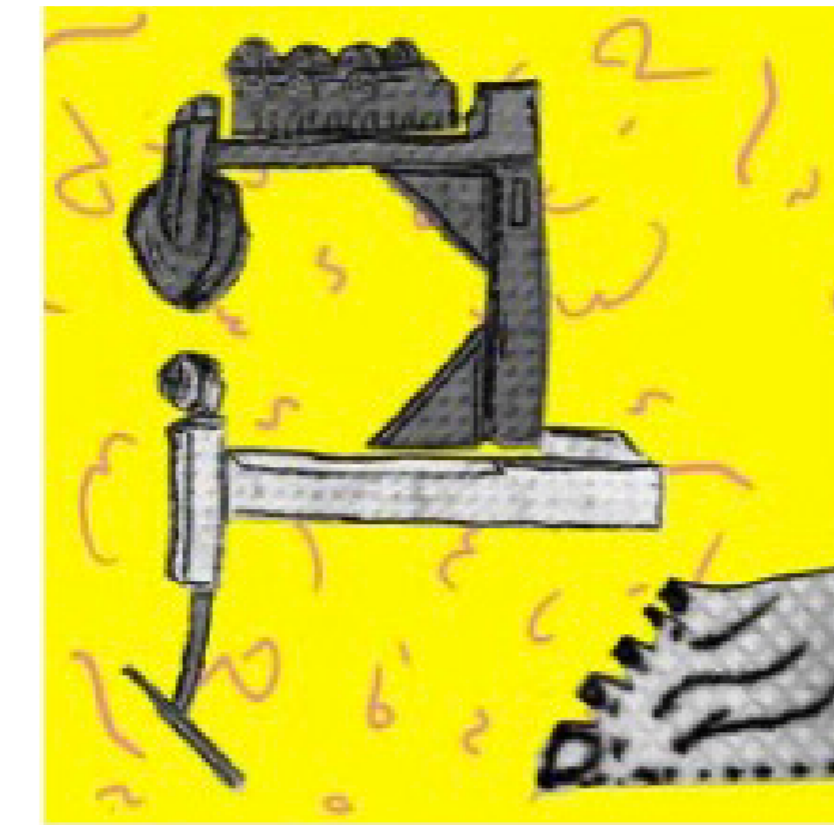
Keep the text as brief as possible, at a maximum of 1-2 sentences.

Only write essential information about the image with regards to the context it is being used in.

Try to be factual.

Do not assume any prior knowledge of your audience.

Examples



A greyscale illustration of a sewing machine with a foot underneath it. There is a bright yellow background



Someone with long brown hair, wearing a black coat, writes on a chalkboard with a pink and green text.



'Companion to a fall' embroidered in all capitals in blue on a black rectangle patch. Companion is much smaller to the rest of the text and rests on its own line above the others.



Further Resources And Tips For Writing Alt Text

<https://supercooldesign.co.uk/blog/how-to-write-good-alt-text>

<https://blog.hubspot.com/marketing/image-alt-text>

<https://drive.google.com/drive/u/0/folders/1ZOwzQjzA-PAebh28AxeLcBSIXh1IFoYz>



About Turf

Founded in 2013 by Croydon locals, Turf Projects is Croydon's homegrown artist space and the first entirely artist-run contemporary art space in the borough.

A registered charity based in Croydon's Whitgift Shopping Centre, we put on free exhibitions, workshops, facilitate local artist collectives & run artist studios.

We try to make sure that everything we do is as accessible as possible to as many people as possible.

For more info or to get involved, visit turf-projects.com or email us at info@turf-projects.com



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