

# Images: Alternative Text and Infographics

**Alternative Text:** Replaces images with text for assistive devices.

- Character Length
  - Website: No more than 125 characters.
  - Documents and Presentations: No more than 250 characters as that is the maximum most assistive devices will read.
- If the image includes text, the text should be included in the alternative text. Images with more text than 125 characters may need to be treated as an infographic.

**Examples:**



**Sample Alt Text:** Gwinnett County Public Schools Logo



**Sample Alt Text:** Stack of blueberry pancakes with powdered sugar

Okay alt text: pancakes

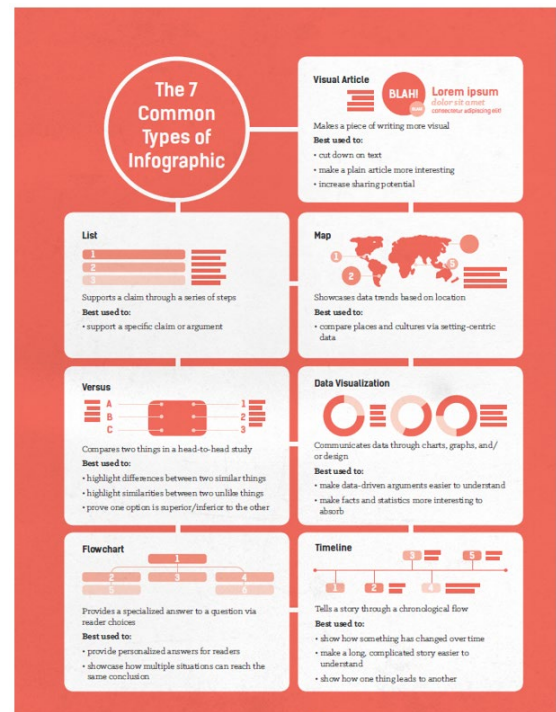
Better alt text: stack of pancakes

Best alt text: Stack of blueberry pancakes with powdered sugar

**Infographic:** A visual representation of information.

- Alternative Text describes what the image is and where its fully described.
- Image infographics are a popular infographic format. This format is also the least accessible. A screen reader cannot recognize the content (text) within an image. An image Infographic requires an alternative description in the form of a transcript which communicates the same information as the infographic image.
  - Website: Link to a transcript
  - Website or Files: Provide the transcript text in the file content.

**Example:**



**Sample Alt Text:** "The 7 Common Types of Infographics" infographic, text version available at [www.sampleurl.com](http://www.sampleurl.com)

**Sample Transcript Link Text:** Accessible Text Version of the Infographic