PDF1

PDF1: Applying text alternatives to images with the Alt entry in PDF documents

Success Criteria
1.1.1 (Non-text Content)

Description
The objective of this technique is to provide text alternatives for images via an /Alt entry in the property list for a Tag. This is normally accomplished using a tool for authoring PDF.

PDF documents may be enhanced by providing alternative descriptions for images, formulas, and other items that do not translate naturally into text. In fact, such text alternatives are required for accessibility: alternate descriptions are human-readable text that can be vocalized by text-to-speech technology for the benefit of users with vision disabilities.

When an image contains words that are important to understanding the content, the text alternative should include those words. This will allow the alternative to accurately represent the image. Note that it does not necessarily describe the visual characteristics of the image itself but must convey the same meaning as the image.

10% OFF!

This image offer has no alt text