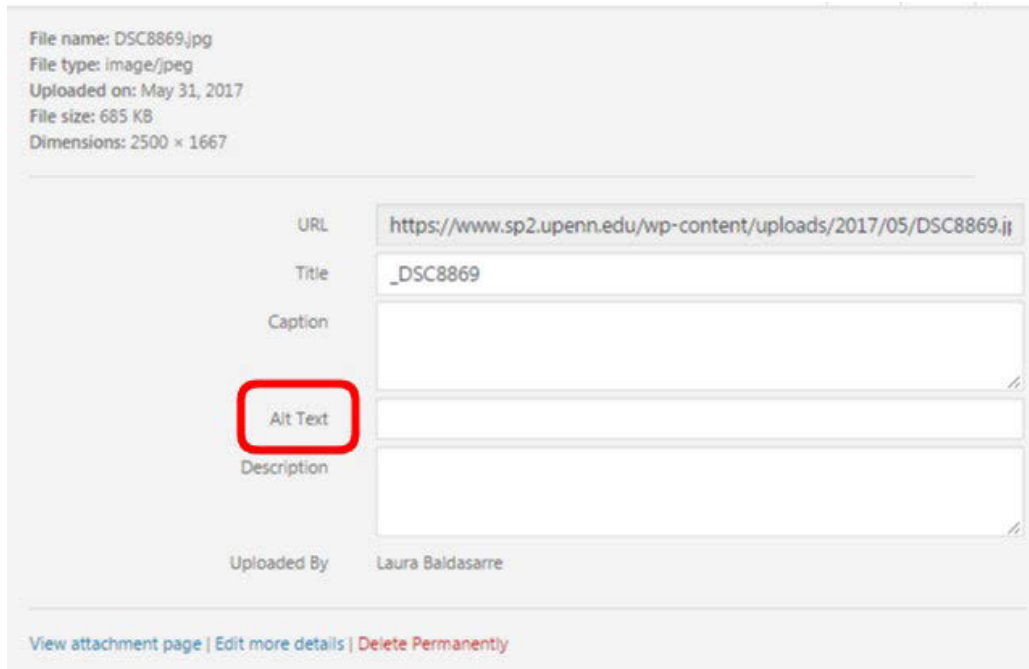


## Images

### All images must have alt text.

Whenever you upload an image to the site, please be sure to take a moment to add a brief description of the image in the Alt Text box. The contents of this box will be read by screen readers depicting webpages to people with visual impairment. The Alt Text box is found here when you upload a photo:



The screenshot shows a form for uploading an image. At the top, it displays file information: File name: DSC8869.jpg, File type: image/jpeg, Uploaded on: May 31, 2017, File size: 685 KB, and Dimensions: 2500 x 1667. Below this, there are several input fields: URL (https://www.sp2.upenn.edu/wp-content/uploads/2017/05/DSC8869.jj), Title (\_DSC8869), Caption (empty), Alt Text (highlighted with a red box), and Description (empty). At the bottom, it shows 'Uploaded By: Laura Baldassarre'. At the very bottom, there are links: 'View attachment page | Edit more details | Delete Permanently'.

### Specific requirements for Alt Text:

- Should describe the contents of the image.
- Should not include the words “photo,” “image,” “pic,” “picture,” etc (screen readers will automatically say “image of . . .”).
- Should not be inputted into both the alt text and caption fields.
- Additional information: <http://penn-school-of-social-policy-practice-website-accessibility.easternstandard.com/web-accessibility-wcag/alt-text-images-and-photos>

### Examples:

- Poster for lecture by Ben Jealous
- Front cover of 2017 Collectivist SP2 student journal
- MSSP students in front of Supreme Court during 2017 DC trip

## Uploaded Documents

**A number of steps must be taken to ensure that documents can be read by screen readers. Alternatively, send documents to the Web/Strategic Communications Specialist for preparation.**

For PDF's:

1. In Adobe Acrobat, complete all of the steps for "Make Accessible" (Tools → Action Wizard → Make Accessible).
  - a. Add Document Description: Be sure to indicate a Title for the document.
  - b. Set Open Options: Be sure to indicate English (US) as the primary OCR language.
  - c. Detect Form Fields: If applicable, complete this step.
  - d. Set Reading Language: Set to English.
  - e. Set Alternate Text: Assign alt text to any and all images that appear throughout the document. Do not add a description to any logos; instead, choose the "Decorative figure" option.
  
2. Optimize the document for web distribution. In Adobe Acrobat, complete the steps to "Optimize for Web and Mobile" (Tools → Action Wizard → Optimize for Web and Mobile).

For Microsoft Word documents:

It is rare for any Word documents to be uploaded to the site; nearly all documents are uploaded as PDFs. If a Word document is needed, be sure to use the "Accessibility Checker" in Microsoft Word (File → Info → Check for Issues → Check Accessibility).

Additional information: <http://website-mgmt-info.easternstandard.com/web-accessibility-wcag/making-accessible-pdfs>