

Accessibility Training: Hyperlinks and Image Alt Tags

Timeline: WSU Tech Accessibility Plan Year 1

Purpose: With the increased focus on Universal Design in Learning (UDL) making content accessible for all users is now law. Making hyperlinks and images screen reader compatible is the focus of this workshop.

Making Accessible Hyperlinks

Summary: Making accessible hyperlinks involves writing good hyperlink text. Good hyperlink text includes clear, concise and meaningful wording for those who use screen readers.

Embed link within other text instead of using the full URL address.

Example

- *Inaccessible URL*

<https://jab-prodcas.watc.edu:8447/cas-web/login?service=https%3A%2F%2Fmywatc.watc.edu%2Fportal%2Flogin>

- *Accessible URL*

[WATC Luminis Platform Login](#)

1) Considerations for Writing Hyperlink Text

- *Concise*-Short text allows readers to quickly scan the link and determine whether or not they want to click it.
- *Descriptive*-The text should clearly define or describe the information behind the hyper link.

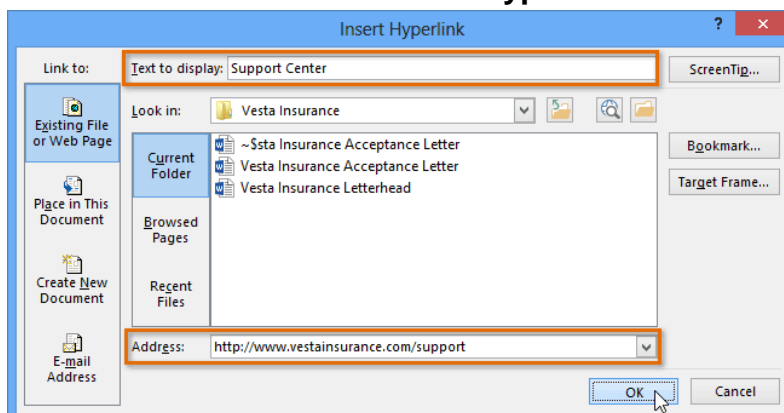
Example

- *Inaccessible URL*

<https://www.bls.gov/ooh/education-training-and-library/career-and-technical-education-teachers.htm>
[Career and Technical Education Teacher](#)

- *Accessible URL* (How would you write descriptive hyperlink text for this inaccessible URL?)

How to Use Control K to Insert Hyperlinks and Text



1) Copy the URL [Control C]

2) Type text

3) Highlight text [Control K]

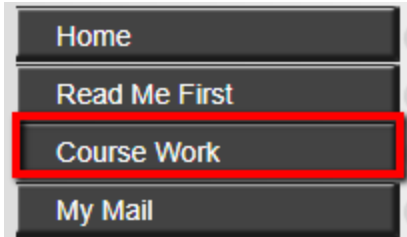
4) Paste URL [Control V]

5) Click [OK]

*This works for Word, PowerPoint and PDF.

Adding Hyperlinks in Blackboard Build Content Menu

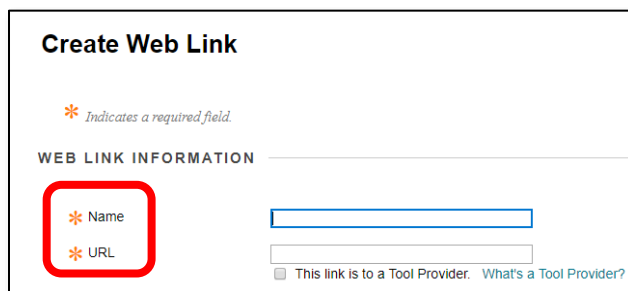
- [Open *Course Content*] to the content area you want to add the link.



- [Click *Build Content*] and [select *Web Link*]



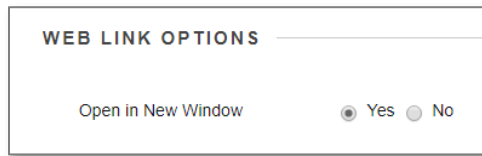
- [Add a name for your link] in the *Name* field and [paste the URL into the *URL field*] from your browser's address bar

A screenshot of the 'Create Web Link' form. The form has a title 'Create Web Link' and a note '* Indicates a required field.' Below this is a section titled 'WEB LINK INFORMATION'. In this section, the 'Name' and 'URL' fields are highlighted with red boxes. There is also a checkbox labeled 'This link is to a Tool Provider' with a link 'What's a Tool Provider?' next to it.

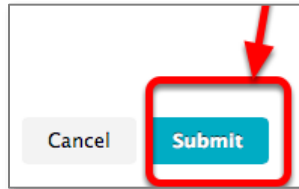
- Add a description if needed.



- In the *Web Link Options* select *yes* for *Open in a New Window*



- Scroll to the bottom of the page and click *Submit*



Practice Examples: What's wrong with this link?

Students are required to access the article "The Veil of Ignorance", the instructor has put this hyperlink on the assignment sheet. What's wrong with this hyperlink text?

<http://mrmrs.io/writing/2016/03/23/the-veil-of-ignorance>

How would you write an accessible hyperlink?

Here are a few helpful hints

- Stay away from the "click here" hyperlink unless you have provided a description of the link's destination.
- Keep the link in context with the surrounding text to provide cues/clues about the link.

Examples

[Click here](#) to learn more about WATC's programs. (No description/explanation about the link.)

Learning more about accessibility will help you with developing course materials, [learn more](#). (It is unclear how the link relates to the prior text.)

Alt Tags/Alt Text for Images

Summary: Alt text (alternative text) describes the content of images, graphs and charts. Present WCAG 2.0 guidelines require alternative text (alt tags) for all images in instructional materials. Alt text descriptions provide information for screen readers.

You do not need to include alt text for images and graphics that are purely decorative. You may add an empty description, such as *decorative image*.

You don't need to write full alt text if the information about the graphic is located elsewhere in the document, for example if the description of the image is already part of the body text or image caption. Longer descriptions (more than about 125 characters) should be included in the body text of your document, rather than as alt text.

Examples of Alt Text Descriptions

Alt text should answer this question: *What is the content conveyed by the image?* Write in simple, precise language, and keep the explanation brief. Typically no more than a few words are necessary, though rarely a short sentence or two may be appropriate.

If the context is general-for example WSU Basketball website-this is sufficient. IF the context is WSU Athletics, the alt text and description should be more descriptive.

Alt text for WSU
Basketball website

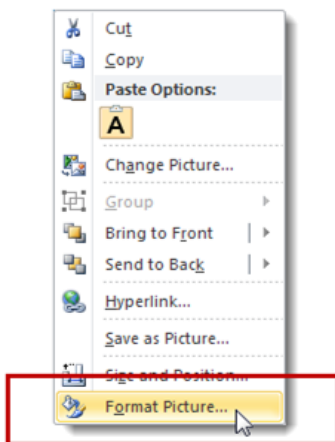
WSU Basketball



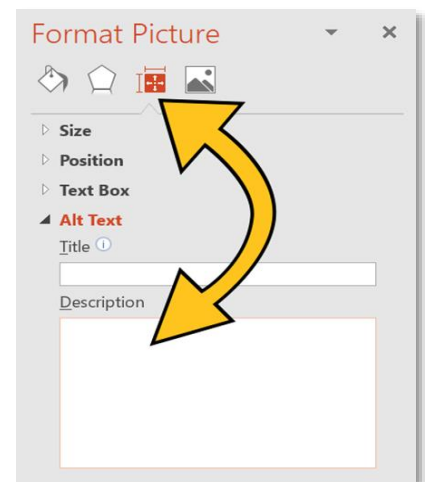
Alt text for WSU Athletic
website

WSU Basketball in Koch
Arena

Adding Alt Tags in Word Documents and PowerPoint Slides



1. Right click on picture [select *Format Picture*]
2. In the *Format Picture* pane, [select the Size and Properties icon and then choose *Alt Text*]
3. In the *Description* text box, [type the *alt text* for the image]
4. [Close the *Format Picture* pane]



You Try It-Add an Alt Tag

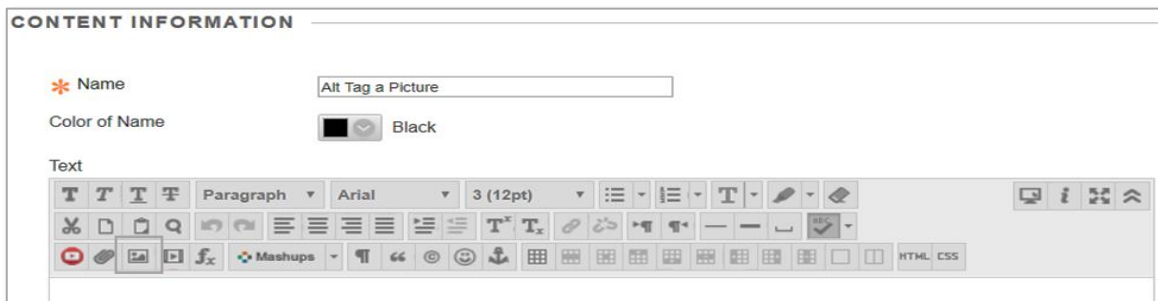
Practice what you've learned by adding an alt tag to this image.



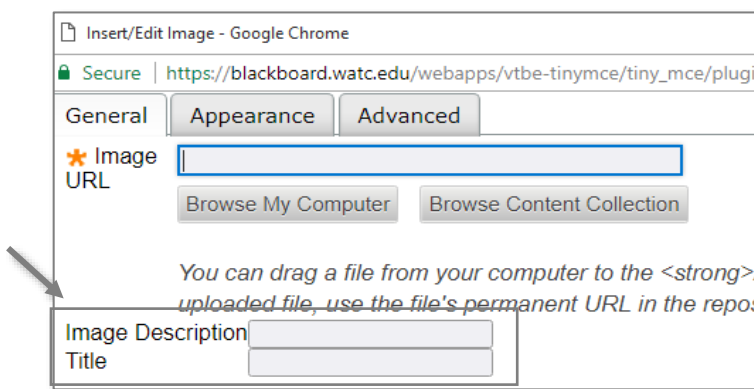
Adding Alt Tags in the Blackboard Content Editor (Continue onto next page.)

Adding alt tags and descriptions in the Blackboard Content Editor follows a similar process. After you have opened the Content Editor, follow these steps.

1. [Select the *image* icon on the toolbar.]



2. [Add the image description and title in the corresponding boxes.]



Example



3. [Select *Insert*] lower right corner of the screen

