ISO/IEC TS 20071-11:2012-12 (E)

Information technology - User interface component accessibility - Part 11: Guidance for alternative text for images

Contents

Page

Foreword v

Introduction vi

1 Scope 1

2 Terms and definitions 1
2.1 Text alternatives and related definitions 1
2.2 Image and related definitions 2
2.3 Importance and related definitions 3
2.4 Information relationship definitions 3
2.5 Image content and related definitions 4
2.6 Image sources and related definitions 4
2.7 Information type definitions 5

3 Framework for describing images and creating text alternatives 6
3.1 Uses of text alternatives 6
3.2 Structure of descriptions 6
3.3 Structure of text alternatives 7

4 Requirements and recommendations for describing images 8
4.1 A procedure for creating text alternatives 8
4.2 Purposes 10
4.2.1 Introduction to purposes 10
4.2.2 Informative purposes 10
4.2.3 Control purposes 11
4.2.4 Decorative purposes 11
4.2.5 Formatting purposes 12
4.2.6 Brevity of statements of purposes 12
4.3 Context of an image 13
4.3.1 Text alternatives relate an image to its context within a document 13
4.3.2 Context of images within panels within a document 13
4.4 Levels of importance 13
4.4.1 Importance is context dependent 13
4.4.2 Importance 14
4.5 Images and image components 16
4.6 Identification of content 18
4.6.1 Introduction to identification of content 18
4.6.2 Subjective content 18
4.6.3 Objective content 18
4.6.4 Relationships of images and their components 20

5 Expanding on the identification and elaboration of content 20
5.1 Introduction 20
5.2 Detailed questions relating to identification ("what") 21
5.2.1 Classifying the image (or image component) 21
5.2.2 Elaborating on textual content 22
5.2.3 Elaborating on physical objects 22
5.2.4 Elaborating on people 22
5.2.5 Elaborating on perceptual objects and perceptual properties of other objects 22
5.2.6 Elaborating subjective descriptions 23

5.2.7 Elaborating on logical relationships / interactions and actions 23
5.2.8 Elaborating on locations/places 24
5.3 Detailed questions relating to temporal elaboration ("when") 24
5.3.1 Introduction to temporal properties 24
5.3.2 Elaborating about time periods 25
5.3.3 Elaborating about events / activities 25
5.3.4 Elaborating sequential relationships 25
5.3.5 Elaborating on states 26
5.3.6 Elaborating on slide shows 26
5.4 Detailed questions relating to physical (spatial) relationship elaboration ("where") 27
5.5 Detailed questions relating to quantitative elaboration ("how much") 27
5.6 Detailed questions relating to procedural elaboration ("how") 28
5.6.1 Elaborating on the intended use of the image 28
5.6.2 Elaborating on control 28

6 Guidance on writing text alternatives 28
6.1 Importance and purpose 28
6.2 Elaborating on the context of an image 28
6.3 Flow with the document content 29
6.4 Story telling 29
6.5 Independence of importance from order 29

7 Guidance on evaluating text alternatives 29

Bibliography 30