



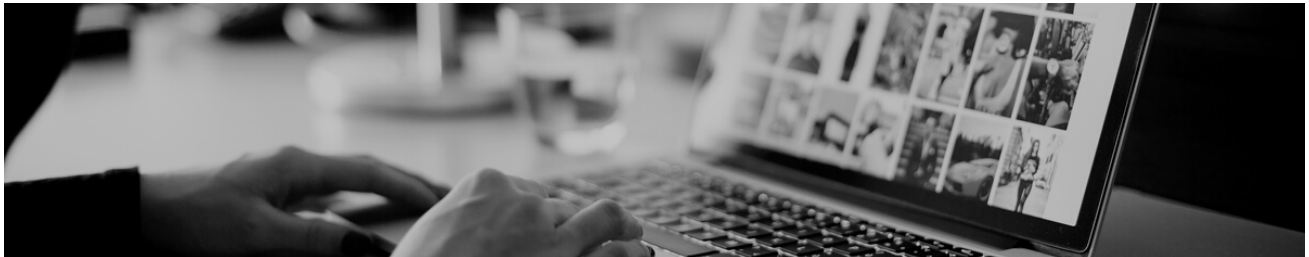
Council on Developmental Disabilities

Creating Accessible Photos and Videos



ACCESSIBLE MEDIA

AS MORE INFORMATION IS SHARED ONLINE, IT IS IMPORTANT TO ENSURE THAT EVERYONE CAN ACCESS YOUR CONTENT. WEB-ACCESSIBILITY IS JUST AS IMPORTANT AS PHYSICAL ACCESSIBILITY. BELOW YOU WILL FIND SOME BRIEF GUIDANCE ON HOW TO MAKE YOUR PHOTOS AND VIDEOS MORE ACCESSIBLE.



Photographs

In order to make photos accessible, it is important to add alternative (alt) text and/or captions to each image. These tools make photos more assessible to those with vision or cognitive disabilities.

ALT TEXT

Alt text describes the image for people with visual disabilities. The alt text is typically not visible to the general viewer but can be picked up by digital readers or other assistive technologies. Alt text should generally be less than 100 characters in length and should convey essential content displayed in the image. Every image should have alt text.

CAPTIONS

Captions are used to put photos in context and are visible to anyone looking at the image. Often found next to or below the images, they provide information not always clear from the photo, such as dates, locations, or names. (Captions are optional, although they are sometimes helpful, they are not always necessary.)



Example

Alt Text

Two women smiling, sitting at a table full of papers

Caption

A DDPC Staff and Council Member tabling at the first NYS Disability Pride Parade, Summer 2015

Videos

Creating accessible videos means using subtitles or closed captioning (CC). These tools can help make videos accessible for those with auditory or cognitive disabilities.

Subtitles

Subtitles are embedded in the video and transcribe the audio of a video. In addition to helping the deaf, they are also helpful to those with attention or focus issues or even to those who are simply in a noisy room.



Closed Captioning

Closed Captioning is very similar to subtitles. It serves the same function and helps the same people. The main difference between subtitles and closed captioning is that closed captioning can be turned on and off. It is not embedded directly into the video.



For further guidance on how to add alt text, captions, subtitles, and/or closed captioning to an image or video you can refer to platforms-specific instructions. You can add alt text to an image on Word, Adobe, Facebook, Twitter, Instagram, and many other platforms, and closed captions to Facebook, YouTube, and many other media platforms.