Alt text

- An alternative text must provide a **meaningful description** about the **purpose** of an image, taking into account the **context** of the publication, being an equivalent text alternative for that image.

- **Before** starting to write it:
    - Decide if it is an artifact or a meaningful image.
        - If it's an artifact, it doesn't need an alternative text.
    - Check what information is already included in the context (body text or caption) and do not repeat it.
    - Think what is the purpose of the image:
        - Functional: Represents something.
        - Brand/product: Sells something.
        - Social: Invites engagement.
        - Informative: Teaches something.
        - Artistic: Shows something.

- Apply the formula: **Image type + Main subject + Details**
    - Identify the image type.
        - Photograph: portrait, landscape, selfie, group, closeup…
        - Diagram: flowchart, infographic, timeline, Venn, organigram…
        - Graph: bar, line, pie, area, scatter, histogram, heat map…
        - Symbol: logo, icon, label, sign…
        - Map: physical, geographical, street, satellite, nautical…
        - Artwork: 3D, illustration, drawing, collage, digital, sculpture…
        - Screenshot.
        - Meme.
        - GIF.
    - Describe the main subject taking into account its purpose.
    - Add any relevant details.