Alternative texts for images to reduce digital barriers

Dear artists

in the future we would like to minimize our digital barriers concerning our online presence. For this reason, we have decided to set up alternative texts for images. Alternative texts („Alt-texts") help blind and visually impaired people to understand photos and graphics. Alt-texts allow image reading programs and other assistive technologies to "read" the image aloud so that people with visual impairments can understand the image and its meaning in context.
We kindly ask you to send us suitable alternative texts in addition to your image material.
Here are some instructions on how to proceed:

1) Short and concise descriptions, but not too short.
Describe the image in short and concise sentences. Please do not use convoluted or overly long sentences. (guideline: 40-80 characters)

2) Pay attention to correct spelling and punctuation.
Since the texts are read aloud automatically, make sure that the semantics are correct. Otherwise misunderstandings and wrong statements can occur!
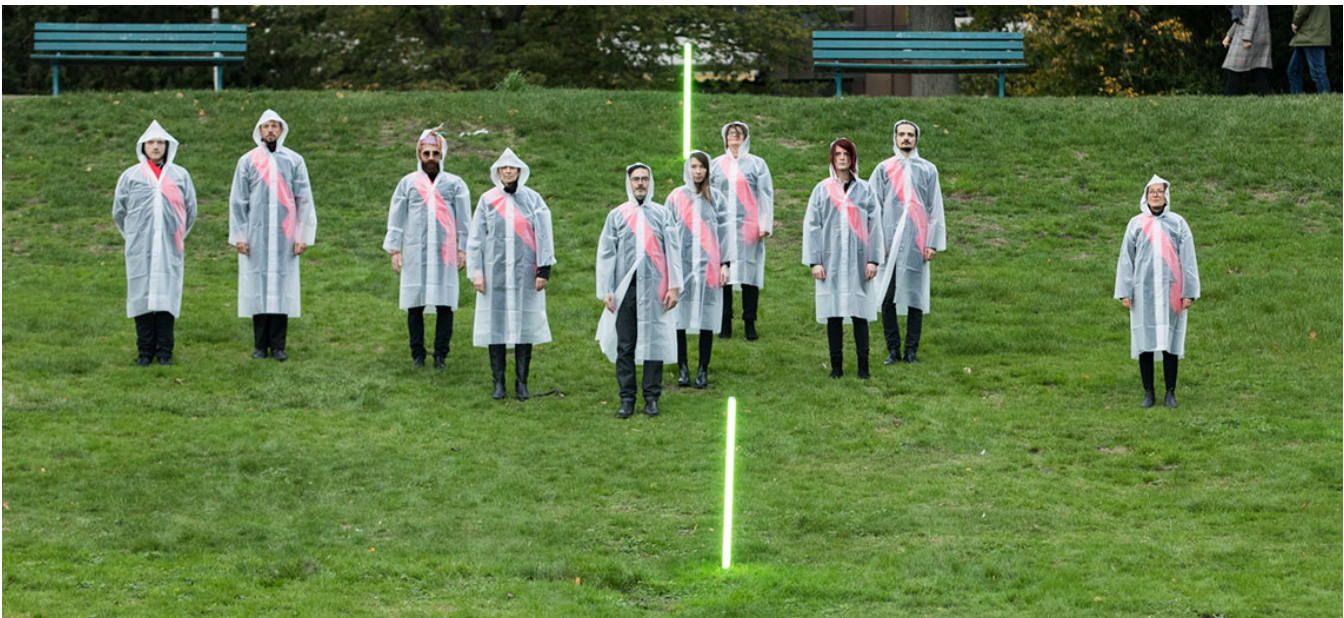
3) If there is text on the image, its wording must be recited!
Text integrated in the image is not recognized as such by the image reading program. Therefore, please quote the text that can be seen on the image in the alternative text as well.

4) If the image is complex, divide it into image sections.
e.g.: on the left-hand side, in the middle, on the right-hand side // in the foreground - in the background.

Example:

Krönungsversuch - Morgan Nardi & Kathrin Spaniol / Image: Robin Junicke

Alternative text: There are 10 people standing on a green meadow in the middle of the picture. The persons are arranged in a row with distance from one another. They all look towards the observer. Also, they are all wearing identical clothing: black pants, red shearlings and a transparent white cape. In front of and behind the row of people there is a neon green glow stick.

If you have any questions: we are glad to help! Contact us at: marie.hoelker@fft-duesseldorf.de