# Ka Alt Text captions

1

00:00:00,000 --> 00:00:07,252

[Ka] Hi, my name is Ka, and in today's demo, we'll be talking about alt text.

2

00:00:07,252 --> 00:00:13,890

Alt text allows blind users who typically use screen readers to learn what the image contains.

3

00:00:13,890 --> 00:00:17,900

Since the screen reader is unable to interpret images,

4

00:00:17,900 --> 00:00:21,700

it is up to you as the creator to add descriptions to them.

5

00:00:21,700 --> 00:00:30,044

In any document, whether it is a Word document, a website, or email where images are used,

6

00:00:30,044 --> 00:00:35,510

images must contain image descriptions in order for the content to be accessible.

7

00:00:35,510 --> 00:00:41,400

In our demo email, we have an image that has no alt text.

8

00:00:41,400 --> 00:00:45,560

This is what it'll sound like when I jump directly to it.

9

00:00:45,560 --> 00:00:49,050

[screen reader] TRXS 80, (series of letters, numbers, and occasional words), JGGG, equals, equals, graphic.

10

00:00:49,050 --> 00:00:51,900

[Ka] Not very helpful. I can tell that it's an image,

11

00:00:51,900 --> 00:00:55,498

but I don't know what it says or what the image contains.

12

00:00:55,498 --> 00:01:03,250

So remember, when you use any images in your email content, it is important to describe them.

13

00:01:03,250 --> 00:01:04,640

Thanks for watching.