



- 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 or shows something.
 -  Brand/product: Sells something.
 -  Social: Invites engagement.
 -  Informative: Contains information that needs to be explained.
 -  Artistic: Shows a piece of art.
- 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.

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