

Image Descriptions: *LaTeX Titles*



Image Descriptions: LaTeX Titles

To increase the accessibility of your work, authors are required to submit image descriptions for each image in your title. This allows fair and equal access to your work, widens the number of people able to engage with it and ensures it complies with accessibility laws. This includes anything captured as an image, e.g. diagrams, graphs, photos, illustrations, and maps, including in-line images (such as characters that cannot be captured in Unicode so need to be presented as an image). This does not include equations or commutative diagrams. This does include Complex Tables - please see our Accessible Tables guidance.

Image descriptions are pieces of text attached to an image to describe that image for those who cannot see it. It is often called ‘alt-text’ (alternative text) as it acts as a textual substitute for the image, although image descriptions actually come in two forms: alt-text and long description:

- **Alt-text:** this is a short description of the image only (maximum 250 characters).
- **Long description:** a longer description that is required in some cases. This must be provided in addition to alt-text. This is used for more complex images or images that require more explanation. Not all images need this. There is no character limit but brevity is likely to be more useful for the reader. Very long descriptions can make it difficult to visualise the image.

If you have a long description, your alt-text must end with the wording ‘See long description.’ to alert the user to its existence. This is included in the 250-character limit.

Please see our Image Descriptions guide on Author Hub for full information on what image descriptions are and guidance on how to write them.

Submitting your image descriptions

You are writing your book in LaTeX and so to accommodate the requirement we request that you:

Use the form titled ‘Image Descriptions Submission Form – LaTeX Titles’ on Author Hub to select the types of images in your titles (this is required to ensure they are properly tagged within the final file). Each image needs to be listed. Instructions are within the file. If your title contains Complex tables, please also include these in the Complex Tables tab.

You should write your actual descriptions into your LaTeX code. Your descriptions will be checked and lightly edited by a dedicated team to ensure they are as beneficial as possible for users. You will be provided the edited descriptions at proof stage to check for factual errors.

If our Suppliers are making the corrections to your manuscript, then they will do the corrections for your image descriptions too. If you are making edits to your manuscript yourself so that you are providing final files for printing, we ask that you also make the edits to the image descriptions. This will include adding ‘boilerplate’ alt-text to images that are exempt from needing you to write alt-text (see information on which images are exceptions in our Image Descriptions guide, plus more info below). Note that image descriptions will only appear in the digital final files, not the print files.

Please add to the root file for your book the following:

```
\usepackage{comment}  
\newcommand{\commentAlt}[1]{\ignorespaces}  
\newcommand{\commentLongAlt}[1]{\ignorespaces}
```

Then, for every figure, after the `\label` command that follows the `\caption` command but still within the figure environment, please add the following (where the label means the label used for the figure in question):

`\commentAlt{Figure~\ref{thelabel}`: This is the alt-text, a short description of the image only (maximum 250 characters).}

`\commentLongAlt{Figure~\ref{thelabel}`: This is the long description used for more complex images or images that require more explanation. Must be used in addition to alt-text.}

For more information, including the exceptions when images do not need alt-text written, and for tips and examples, please see our full Image Descriptions guidance on Author Hub.

The boilerplate alt-text that needs to be used for exceptions is:

1. If the image is entirely decorative, ‘null’ should be inserted as the alt-text.
2. If the image is already fully described in the caption or surrounding text, ‘Image fully described in text/caption’ should be inserted as the alt-text.

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