

EDM310

How to Complete the ALT Modifier and the TITLE Modifier in an IMG Tag Revised September 16, 2010

ALT Modifier

We use an ALT Modifier in an IMG tag to provide text that can be read to a blind person when they encounter a picture or a graphic on a blog or website while using a text reader such as Jaws or while listening to a Mac read a web page to them. All Macs, unlike PCs, have adaptive technologies for handicapped persons built into the operating system of the computer. This saves handicapped persons over \$1,000 on a Mac.

TITLE Modifier: The title modifier provides a way for us to specify the source of an image to the reader, whether sighted or blind. When you move the cursor over an image with a completed TITLE modifier in an IMG tag a box will pop up for about 15 seconds with the contents of the title modifier in it. The contents will also be read to a blind person using Jaws or a Mac.

To complete the ALT Modifier in a Blogger Post:

1. Edit the post in which you have placed the picture.
2. Make sure that you have clicked on the Edit HTML Tab
3. Look for <IMG You may have to scroll right or left to find it. Then look for alt= "" inside the tag. If you do not find alt="", type it in *after* the space after <img (After following this instruction my code would look like this: <img alt="" NOTE: The MUST be a space after the g in <img)
4. When you have found ALT="", or after you have typed alt="" into the code, click between the quotation marks and type the text you want read to a blind person. You do not have to write *This is a picture of* because that is already known to the blind person.

To complete the TITLE Modifier

5. Click after the second " and add a space
6. Type TITLE="
7. Type the source of your image. For example, if I were using a picture that I had taken I would use Source: John Strange. If you are unable to determine the source use Source: Unknown
8. Be sure to end with the closing "