

SUCCESS CRITERION 1.1.1 · LEVEL A

Non-text Content



“A picture may be worth a thousand words, but for me, it's worth zero if you don't describe it!”

Who this helps: Blindness

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Non-text Content

Provide text alternatives for non-text content.

Principle 1: Perceivable

Guideline 1.1: Text Alternatives

What each role can do

Product manager

Prioritize adding alt text to all images on the website.

Designer

Include placeholders for alt text in the UI/UX design.

Developer

Ensure all img tags have a descriptive alt attribute.

Tester

Test to ensure that screen readers correctly announce all images.

Once it is fixed



> “Ah, now I get the picture! Literally!”

WCAG Quotes

Every WCAG 2.2 success criterion, told by the person it helps.

mpaiva.com/wcag-quotes/1-1-1-non-text-content

The quotes are written to illustrate the criterion. They are not testimonials from real people.