

## Equivalent Text Description (EqTD) Tutorial for Graphics

(SEE THE **IN-LINE EQTD AUDIT** FOR FURTHER INFORMATION ON IN-LINE TEXT CHARACTERS)

### ***Step One: Review the Example Provided on the Last Page***

### ***Step Two: Identify the Context of the Graphic***

Becoming familiar with the context and purpose of the image you are describing is a critical step to understanding the level of complexity. Two distinct categories, 1) the image itself and 2) the context of the image, determine the level of complexity. Table 1, below, outlines criteria for determining the complexity of the image. 1 = easy image to describe and 3 = complex image to describe. Table 2 provides an example.

		<b><i>Complexity of the Image</i></b>	
		Low	High
<b>Complexity of the Context</b>	Low	1	2
	High	2	3

**Table 1: Determining graphic complexity**

		Complexity of the Image	
		Low	High
Complexity of the Context	Low	Photo of a football in a children’s book highlighting different balls used in different sports.	Cross-sectioned diagram of a football on a website of material used in footballs.
	High	Same photo as above, but in an article comparing different types and textures of footballs.	Cross-sectioned diagram of a football in an article about how footballs are made.

**Table 2: Example of graphic complexity – a football**

***Step Three: Write the 3 Parts of the Description***

1. **Write the Brief Description** – Short statement or title that includes type and purpose of non-text information. (Necessary for accessibility). **Helpful Tips:**
  - a. 10 words or less
  - b. State the type of non-text element (photograph, chart, table, pie graph, etc...)
  - i. Example: this is a photograph of the empire state building...
  - c. State the purpose of the non-text element
  - i. Example: ...highlighting a popular place to visit while in New York.

2. **Write the Essential Description** – Focused description that conveys the meaning and core content of the non-text information in the context of its use.

(Necessary for accessibility). **Helpful Tips:**

- a. 1-2 paragraphs in length
  - b. Provide an overview of the non-text element
  - c. State what the creator wants the audience to understand
    - i. This statement clearly identifies why the author chose to include the non-text element in his/her document.
  - d. Give relevant related information from the context of the non-text element
3. **Write the Detailed Description** – Finer description, distinctly different from the essential description in that it includes content that is not integral to understanding the intent of the non-text element. (Necessary for usability).

**Helpful Tips:**

- a. Provide a visual of the non-text element for the user
  - b. Avoid redundant or inapplicable information about the non-text element
  - c. Give information in a logical order that would make sense to the user (left to right, outward moving inward, inward moving outward, top to bottom, or clockwise).
  - d. Indicate when the description has ended
    - i. One simple sentence located at the bottom of the description: End of equivalent text description
4. **Label the description and each part of the description clearly and accurately**
- a. Brief Description
  - b. Essential Description
  - c. Detailed Description

## EXAMPLE OF EQUIVALENT TEXT DESCRIPTION



Figure 1: The Benefits of Studying Together

Benefits of Studying Together Equivalent Text

**Brief Description:** This is a photograph of two students pleasantly studying together.

**Summary Description:** This photograph, depicting two teenage students engaged in a study partnership, conveys the benefits of working together to learn new concepts.

**Detailed Description:** The first student in the photograph sits at a table pointing at the other students' notebook with the eraser of his pencil. His head is turned facing the second student, on the right. The second student is also holding a pencil in her right hand poised above her notebook as she listens carefully. A textbook lies open on the table in front of both students.

End of equivalent text description

Note: It is difficult to fully understand the equivalent text when the photograph/image is removed from its context. The purpose and context of the image becomes clear when accessed within the document it is being used.

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