# How to Create Alt Text

Alternative (Alt) text is used to describe images to people that cannot see them. Alt text is used in all document types, including web pages. The following document types are the most commonly used by faculty at KSU. If you have questions, you can contact Tiffani Reardon (treardo2@kennesaw.edu).

Microsoft Word, PowerPoint, & Excel

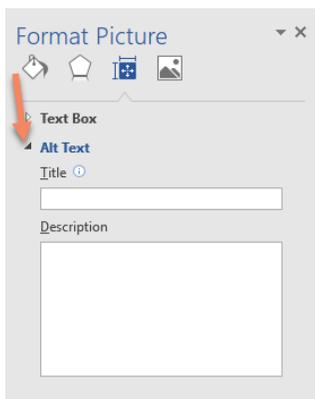Follow these steps for both Microsoft Word, PowerPoint, & Excel.

1. Locate the picture you need to add alternate text to. Then, right click the image.
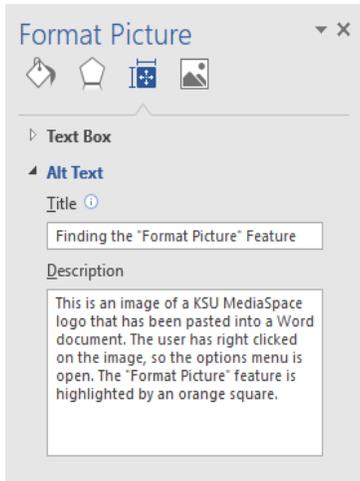
2. Select Format Picture.
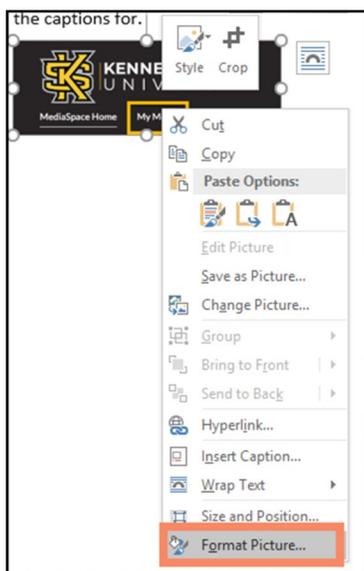
3. In the pane that opens on the right, select the box with arrows to open the text settings.
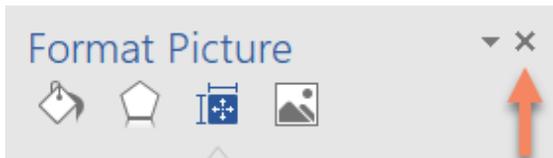

4. Open the drop-down box for the **Alt Text** function.

5. Add a title that is descriptive of your image. Describe the image as you would to someone who can't see it in the description box.

6. When you have titled and described your image, you can click to another image to add Alt Text to or close the pane. Make sure to save your changes to your document!

Adobe Acrobat Pro DC (PDF)

1. Once your PDF is open, locate the **Accessibility** tool. This tool will either be located on your right-hand side or in your **Tools** menu.

    a. Navigate to the **Tools** tab.

    b. Scroll down to the **Customize** section, find the Accessibility icon, and click the **Add** button below it.

2. Open your Accessibility pane by clicking on the tool. Then, find **Set Alternate Text**.
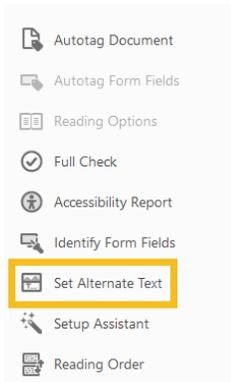
3. A pop-up window will open. Click OK to continue. Then, describe the image outlined in blue as you would to someone who can't see it. You can click the blue arrow to move to the next image. Click **Save & Close** when you are finished.
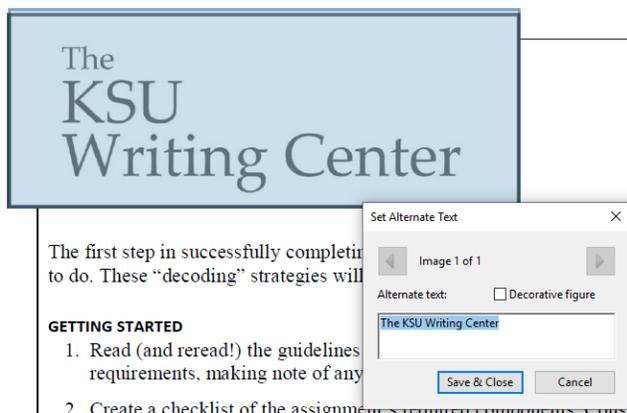
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