

Publishing with W&M Press

A Guide for Authors

Everything you need to prepare, design, and share your Open Access book

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Authors: Start Here

Start the Conversation

W&M Press is here to provide the platform, the expertise, and the support to turn your ideas into a professional Open Access reality. Whether you have a finished manuscript or a collection of course materials and an idea, your first step is to reach out.

Start a conversation with us today.

Fill out the [Interest Form](#)

Questions? Contact us at wmpress@wm.edu

What we'll discuss in the consult

- Your goals and audience for the work
- Potential media or interactive elements to be included
- Access options, including web-based, PDF, EPUB, and print
- Creative Commons licensing
- Questions you have about W&M Press, our process, rights, etc.

The Process

W&M Press is a library publishing service, where you supply the scholarship and we take care of the technical setup and production that makes your Open Access work available to the world.

1. Fill out the interest form and we schedule a conversation
2. Production planning together
3. We provide guides and support to prepare your materials
4. You deliver your manuscript package
5. We produce the work in various formats
6. You review proofs
7. Your work is published

Is your project a good fit?

We invite faculty to publish or adapt Open Educational Resources with the Press. This includes opportunities to publish or modify open textbooks and develop supplemental teaching materials. Faculty are also encouraged to contribute multimedia content and pedagogical research with practical classroom applications.

A good fit for W&M Press:

- Scholarly Monographs
- Edited Collections
- Critical Editions
- Interdisciplinary Works
- Works created for a specific course that could be used in other settings or at other institutions
- Works intended for a broader audience

Not a good fit:

- Works with Significant Copyright Restrictions
- Works with a Strong Commercial Market

Not sure? Let's talk!**Advantages of Publishing OER with W&M Press**

W&M Press is a library publishing program that produces Open Access works from W&M faculty. We use the Pressbooks publishing platform, which allows us to design for and distribute to multiple formats at once, including HTML, EPUB, PDF, and XML.

- We support you throughout the process.
- Technical aspects of publishing are covered, so you can focus on scholarship.
- Design and distribution for multiple formats, digital and print.
- Include interactive content.
- Meet WCAG 2.1 AA accessibility requirements.
- You retain copyright to your work.
- There are no fees for our services.
- URL, DOI, and ISBNs are provided.
- Maximize discovery of your work through metadata and indexing, and promotion on W&M sites.
- Preservation in ScholarWorks.

Guide for Authors: Preparing Manuscripts for Publication with W&M Press

You might be accustomed to meticulously formatting your academic manuscripts with specific fonts, spacing, and complex layouts. For our system, we prioritize the underlying structure of your text using simple headings (e.g., Chapter Title, Section Heading), paragraph breaks, and basic formatting. This approach reduces the chance of formatting errors being introduced when your work is adapted for different online and print formats, allowing us to focus on showcasing your valuable scholarship accurately and accessibly to a wider audience.

By following these guidelines, you will help ensure that your work can be easily read and understood in various formats, and that it is accessible to all readers, including those using assistive technologies. For more guidance on accessibility, please see the William & Mary Digital Accessibility Resource Guide and the W&M Press Accessibility Guide for Authors.

Formats Accepted

Text

.docx (Microsoft Word), .odt (OpenOffice Writer, LibreOffice Writer), .rtf (Rich Text Format)

Google Docs – This web-based document editor allows for collaborative editing and easy export to other formats. Its ability to copy/paste in Markdown can be very useful.

.tex (LaTeX source file) – If your manuscript heavily relies on mathematical equations or complex formatting best handled by LaTeX, we can accept .tex files. However, please be aware that some conversion and adaptation may be necessary to ensure optimal rendering in all Pressbooks output formats (web, EPUB, print). Please discuss with us in advance if you plan to submit your manuscript in LaTeX. Providing a PDF version alongside your .tex file can be helpful. If you are submitting a LaTeX file, please discuss image handling with us.

.pdf (Portable Document Format) – While primarily intended for final viewing, we can accept PDF files. However, please understand that extracting and editing text from a PDF can be more complex and may introduce errors.

Submitting your manuscript in one of the editable formats listed above (.docx, .odt, .rtf, .txt, Google docs) is strongly preferred for a smoother and more accurate production process. You are welcome to provide a PDF in addition to the editable document to show us your preferred formatting. Ultimately, the final formatting of the work will be influenced by the requirements of the platform and distribution channels.

Artwork

All electronic artwork should be saved and delivered to us as separate files.

.tiff (Tagged Image File Format) – A high-quality format often used for printing.

.eps (Encapsulated PostScript) – A vector format often used for high-quality illustrations and logos, particularly in print.

.png (Portable Network Graphics) – Ideal for images with transparency, logos, illustrations, and images with text where clarity is important.

.svg (Scalable Vector Graphics) – For logos and illustrations that need to be scaled without loss of quality.

.jpg or .jpeg (Joint Photographic Experts Group) – Suitable for photographs and continuous-tone images. Images should be originals or duplicates (not created using “Save as…”).

.pdf (Portable Document Format) – While primarily for final documents, vector-based PDFs can sometimes be used for illustrations and logos. However, extracting individual elements from a PDF can be more complex. Please provide the original vector file (.eps or .svg) if possible, for optimal flexibility.

1. General Best Practices

- **Proofread Carefully:** Before submitting your manuscript, thoroughly proofread it to eliminate typos and missing punctuation.
- **Check Numbering for Figures and Tables:**
 - Ensure figures and tables are numbered in the correct order in the manuscript.
 - Check that filenames for figures correspond to their correct placement.
 - See the section below on how to include images.
- **Paragraph Formatting:** Keep formatting simple. The less formatting you do in your manuscript, the easier it will be for us to format your book.
 - Please do not use extra line spaces between paragraphs.
 - Align all text flush left rather than justified.
 - Turn off the automatic hyphenation feature on your word processing software. This helps reduce the risk of introducing errors. The only hyphens in your manuscript should be in hyphenated compound words.
 - Never use hard returns at the end of a line. Exception: poetry/verse (format exactly as you want it to look).
 - For indented paragraphs, use the paragraph formatting tools; do not use the Tab key or spacebar to create indents.
 - Ensure there is only one space after each sentence.
- **Quotation Marks:** Use smart (curly) quotation marks.

- **Block Quotes:** Use a true indent using preformatted styles or the paragraph formatting menu.
- **Structure Lists Correctly – *Required for accessibility*:** Pay close attention to list structure and consistency. Use your word processor's built-in list tools to create lists and check that the lists are rendered correctly.
- **Use Headings Effectively – *Required for accessibility*:**
 - Organize your content under headings and subheadings.
 - Use headings and subheadings sequentially (e.g., Heading 1, Heading 2, Heading 3, etc.). Out-of-sequence headings will cause accessibility issues with the HTML and EPUB formats of the book.
 - If you want to show a section break without a subheading, indicate this with a callout placed between paragraphs. For example: <Section Break Here>
- **Non-English Languages or Languages with Non-Latin Writing Systems:** Languages that use a Latin alphabet will generally display properly, but for Languages with non-Latin writing systems, there are additional considerations for publishing. We ask that you follow these guidelines to prevent the introduction of errors.
 - Check that they display correctly in your word processor. This is how we know what to aim for and is particularly important for diacritics and special characters.
 - Specialized fonts may not be available for use in our systems, either for technical or licensing reasons. Noto fonts are generally the best choice for special characters: fonts.google.com/noto
 - Use of non-Unicode fonts may result in the introduction of errors.
 - Please indicate the name and source for your font if you must use a special font.
- **Footnotes:** Use your word processor's built-in footnote/endnote tool.
 - Do not indent text in footnotes/endnotes.
 - Do not separate footnotes with a paragraph return.
 - Include active links to freely available resources.
 - If the footnote ends with a URL, do not add a full stop at the end of the link.
 - Leave one space between the footnote marker and the footnote text.
- **Maintain Consistent Formatting:** Use consistent formatting throughout the manuscript. Inconsistent formatting can introduce errors and accessibility issues.
- **Special Formatting:** If your manuscript requires special formatting, consult with the press about how to proceed.

- **Columns:** Avoid formatting with columns. We can use columns in the web-based version of your book, but reflowable eBooks cannot handle text in multiple columns. Tables should never be used to format text.

2. Images, Charts, Figures

- **Each image should be a separate file:**

- All electronic artwork should be saved as separate files. For best results, organize your files in folders by chapter, and indicate both the chapter and figure number in the filename. For example: fig09_44.jpg is figure 44 in chapter 9.
- Maintain a consistent naming structure across all images. Avoid using spaces in filenames.
- Mark the image location in the text with a callout followed by a caption: <fig. 44 near here>
- Callouts for figures and tables indicating placement should be placed between paragraphs, not within.
- If you are submitting a LaTeX file, please discuss image handling with us.
- In many cases, it is helpful for you to render figures as PDF or SVG files to ensure necessary packages are used in the image rendering.

- **Provide High-Quality Images:**

- Whenever possible, provide original source files. Larger files are acceptable; we can create what we need from them.
- Photographs should be at least 1800 x 2700 pixels in size, 300 dpi.
- File formats: Save images as TIF files (not JPG, PNG, BMP or GIF). Be aware that JPG files lose quality each time they are saved; avoid them if possible. If you must use a JPG file, please send us the original file. We can also use PDF files.
- Figures may be created in Microsoft Office programs or provided as EPS files or other vector formats like PDF.
- Screen captures, Internet images, and PowerPoint files are generally too low resolution for print. If you must use these files, please consult with us and we'll work with you to get the best quality.

- **Provide Alternative Text – *Required for accessibility*:** For images that convey information, provide alternative text (alt text) descriptions of the image's content or function. This text will be read aloud by screen readers, allowing visually impaired readers to understand the image. Alt text should be between 10-100 words. Arizona State University has an excellent tool for generating alt text and long descriptions.

- **Long Descriptions – *May be required for accessibility*:** Complex images may need a long description, which can contain more detailed information. More detailed guidance is available in the Appendix: Alt Text and Long Descriptions, at the end of this document.
- **Decorative Images:** If an image is purely decorative and does not convey essential information, do not include alt text, or mark it as “decorative”.
- **Context for Complex Images – *Required for accessibility*:** For graphs, charts, and maps, provide contextual or supporting details in the text surrounding the image, in addition to alt text.
- **Avoid Relying on Color – *Required for accessibility*:** Do not rely on color alone to convey information in images. Readers with color blindness may not be able to distinguish between different colors. In addition, many eBook reading systems only have a monochrome display. Charts and other schematic images displayed in color for the webbook and PDF should have sufficient contrast to be understood in grayscale.

3. Links

- **Use Descriptive Link Text – *Required for accessibility*:** Ensure that link text clearly describes the destination of the link. Avoid using generic text such as “click here” or “read more.”
- **Indicate File Downloads – *Required for accessibility*:** If a link will open or download a file (like a PDF or Excel file), include a textual reference in the link information (e.g., [PDF]).
- **Footnotes and References:** If a footnote or reference ends with a URL, do not add a full stop at the end of the link.

4. Tables

- **Use Tables for Data, Not Layout – *Required for accessibility*:** Use tables to structure information, never for layout purposes.
- **Tables must have headings for accessibility – *Required for accessibility*.** Avoid multiple headers, merged cells, and empty header cells.
- **Include Captions:** Provide a caption for each table, summarizing its content.
- **Keep Tables Simple:**
 - Avoid merged or split cells, as they will not function well with screen reader technology or in eBooks.
 - Tables with more than four columns will not function well in most eBook reading systems.
 - Avoid hard returns within table cells.
 - Do not repeat table headings within a table.

- Submit tables in Word or Excel, not as an image.
- Please consult with us if you have questions, complex tables, or large tables.

5. Multimedia

Please let us know about any multimedia requirements for your work. For the HTML version of your book, videos should be embedded from a dedicated video streaming service (YouTube, Vimeo, or Kaltura). These would appear as links in the PDF and EPUB versions of the book.

YouTube videos should be set to “Public” (can be viewed by anyone) or “Unlisted” (can be viewed by anyone who has a direct link to the video).

Audio files can be uploaded to Pressbooks and directly embedded into the work. File formats accepted: .mp3, .wav, .m4a, with .mp3 being the most compatible with e-readers.

- **Filenames:** No spaces are allowed in filenames. Use hyphens between words instead (*audio-file.mp3*)
- **Tag your audio files:** Once embedded in the HTML or eBook, your files will be downloadable. Help your readers by properly tagging your files to provide the metadata they need to identify the track.
- **Provide Transcripts for Audio – *Required for accessibility*:** Include a transcript for all audio content. The transcript should include all speech content and relevant descriptions of non-speech audio, as well as speaker names or headings where necessary.
- **Provide Captions for Video – *Required for accessibility*:** Ensure that videos have captions of all speech content and relevant non-speech content. Captions should be edited by a human for accuracy. A transcript should also be provided.
- **Describe Visuals in Video – *Required for accessibility*:** All videos with contextual visuals (graphs, charts, etc.) should describe those visuals audibly in the video itself.
- Consider an audio description track, a separate audio track that describes what is happening, if your video conveys information through purely visual cues: see this example from the Frozen movie.

Pressbooks restricts the embedding of iframes from most sites for security reasons. The following providers *are* allowed:

- PhET Interactive Simulations
- knight lab Timeline
- Brightcove
- Google Forms
- Google Maps

6. Mathematics

- **Use Proper Symbols in Plain Text – *Required for accessibility*:** When writing equations, use the proper symbols (e.g., $-$, $\times$, $\div$).
- **Use Appropriate Tools for Complex Equations – *Required for accessibility*:** For complex equations, use one of the following:
 - LaTeX, rendered with MathJax (we can work from your LaTeX files)
 - Microsoft Word's equation editor
- **Ensure Equations are Interpretable – *Required for accessibility*:** Check that written equations are properly interpreted by text-to-speech tools.

If you have questions, we can help!

Accessibility

When you provide an accessible manuscript, you make our work easier (and faster), and you reduce the chance that errors will be introduced during the production process.

We will work with you throughout the publishing process to identify potential issues and make your work accessible.

Headings

Headings provide a logical structure for your content, and assistive technology uses headings for navigation.

- Use built-in styles for headings.
- Follow a logical hierarchy (Heading 2 under Heading 1, etc.).
- Avoid skipping heading levels.

Links

Screen readers will read a URL aloud—imagine hearing a long URL read aloud letter by letter. Instead, links should convey clear and accurate information about their destination.

- Use descriptive text instead of full URLs.
- Do not use generic text like “click here”.
- If a link will go to an external site or open a new window, please indicate this.

Alt Text for Images

All images that convey important information must have a text description (alt text) that explains the content of the image.

- Alt text should be brief (typically 1–2 sentences)
- Avoid phrases like “image of”.
- What's “important” in an image depends on how students are expected to use it.
- For complex visuals, provide context in the surrounding text.

Long Descriptions

For complex images, such as infographics, medical diagrams, etc., long descriptions provide a detailed, objective translation of the image's information.

- Long Descriptions can be as long as they need to be.
- Focus on information students need to interpret, analyze, or answer questions

- Can include lists or data tables.

Alternative text & descriptions should be written by someone with an editorial investment with the content, not by the designer or the developer.

Find more detailed information and examples in our [expanded alt text guide](#) (Appendix: Alt Text and Long Descriptions, at the end of this document).

Please mark decorative images as “decorative” for us, and we will code them appropriately during production.

Tables

Tables are useful, but please keep accessibility in mind. Your book's print size can also affect the display of tables.

Keep it simple: Use simple tables whenever possible. Navigating tables with assistive technology is tricky, and complex tables increase the risk of a user encountering problems with your data.

Use tables for data, not layout:

- Data tables display structured information with a meaningful relationship between columns and rows.
- Layout tables are used to create a visual arrangement of elements on the page. Please do not use tables for layout.

If you need to use tables to show us how you want your text to look (for example, a language book that requires a certain alignment), please notify us and we will work with you to ensure the meaning and structure of your work stays intact while also considering accessibility.

Table Structure: We recommend you make every effort to keep data tables as simple in structure as possible. The more complex the design of a data table, the less accessible it will be.

- Label column headers.
- Label row headers if appropriate.
- Avoid merging cells.
- Avoid nesting tables.
- Keep tables as simple and small as possible.

Table Caption & Summary: A caption identifies the overall topic of a table. In complex tables, a summary can provide orientation or navigation hints.

Avoid using images of tables: If you must present a table as an image, describe it fully in the surrounding text.

Audio and Video

Information conveyed by audio or video should be accessible by alternative means.

- **Provide Transcripts for Audio:** Include a transcript for all audio content. The transcript should include all speech content and relevant descriptions of non-speech audio, as well as speaker names or headings where necessary.
- **Provide Captions and Transcripts for Video:** Ensure that videos have captions of all speech content and relevant non-speech content. Captions and transcripts should be edited by a human for accuracy.
- **Describe Visuals in Video:** All videos with contextual visuals (graphs, charts, etc.) should describe those visuals audibly in the video itself.

[WebAIM](#) has more detailed information and examples on its website.

Cover Design

We will gladly design the cover for your book.

The guide below is for those who already have a design or a designer in mind.

Specifications

Design One Image for All Formats

- Create a single front cover image (no spine or back needed). The full cover design is done after the interior of your book is finished, because the number of pages determines the size of the spine.
- Our most common trim sizes—we'll give you exact dimensions for your book's dimensions:
 - **6" x 9"**: 1,800 x 2,700 pixels at 300 DPI
 - **7" x 10"**: 2,100 x 3,000 pixels at 300 DPI
- If you want to include bleed (extra space for trimming, usually 0.125" on each side):
 - **6" x 9" with bleed**: 1,875 x 2,775 pixels
 - **7" x 10" with bleed**: 2,175 x 3,075 pixels

DPI (Dots Per Inch)

- Always set your image resolution to **300 DPI** for print quality.
- Even for ebooks, 300 DPI is recommended to ensure clarity on all devices.

Mock Up with Text

- You may add sample text (title, author) to show your vision.
- When you send us your design, also send the names of the fonts you used.
- We will add the final text ourselves, so we can adjust for different formats and sizes.
- Keep important image elements and text at least 0.25 inches (6.4 mm) away from the edges. This helps us crop or resize your cover for print, ebook, or other formats.

Font Choices & Licensing (or we can find appropriate fonts)

- Only use fonts that are free for commercial use (no special licenses needed).
- Google Fonts is a safe place to find free fonts.
- Tell us the exact font names you used.

Tips for a Great Cover

- Use clear, readable fonts with strong contrast.

- Keep the design simple and focused.
- Test your cover at small (thumbnail) size to make sure it's still clear. Online, most people will first encounter your book through a thumbnail image.

What to send us

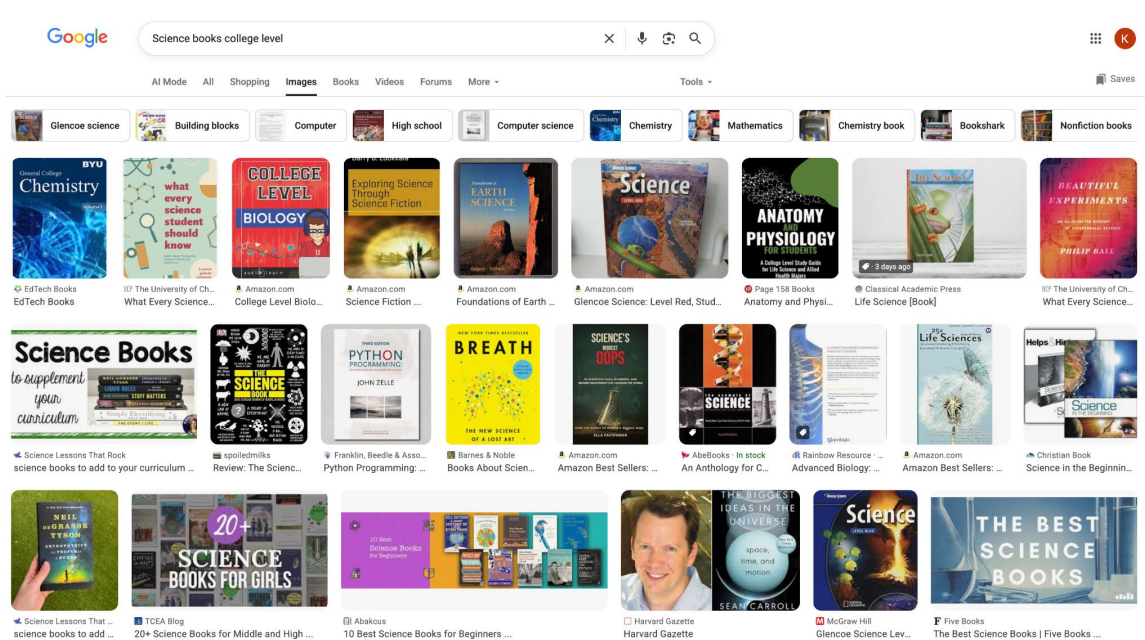
- The cover image (high-resolution, 300 DPI, JPEG or PNG, RGB color).
- If you added text, send a version with *and* without text.
- The separate elements used in creating the cover. This allows us to make adjustments for different distribution formats.

We'll add the final text and adapt your cover for all formats, including print and ebook.

Looking for inspiration?

Reedsy's Best Nonfiction Covers

Tip: search for your book's subject/genre + books and then switch to image search. You'll get a gallery of books similar to your own. Picture your own book on the shelf with these.



Celebrate and Market Your Book

Congratulations on making your research and scholarship openly accessible!

William & Mary Libraries will feature your book on our website, but you may also want to pursue opportunities through additional channels. This guide offers practical tips to help you celebrate this achievement and ensure your work reaches a wider audience.

Places to share links

- On your website
- On your university profile page
- In your email signature
- In your social media bio section
- Add to your ORCID record, ResearchGate, Academia.edu, and ResearcherID

Talk about your book

- With colleagues, students, and professional contacts
- At conferences & workshops
- Book talks
- In press releases & media coverage
- Ask your undergraduate alumni magazine to announce your new publication.
- In online communities
- On academic platforms
- In professional associations & educator networks
- On social media

Reach a wider audience

- Write articles or blog posts related to your book
- Make additional resources available
- Be a guest on podcasts

Things to remember

- Include a direct link to your book.
- Briefly highlight the key topics or contributions of your book whenever you mention it.

- Consider sharing key findings or compelling quotes from your book, thoughts about the process of creating it, or ways you envision the book being used.
- Be open to engaging with questions or comments you might receive about your work.
- Keep an eye on the download and view statistics in the institutional repository and Pressbooks to see where your book is getting attention.
- Keep talking and sharing about your book—there is always someone who needs it but doesn't know about it.
- We are here to support you! Contact: wmpress@wm.edu

More to share

- Books published by W&M Press appear on the W&M Press web page, in the institutional repository as part of the OER collection, and as a featured collection in Primo.
- We may add the book to OER repositories such as: Open Textbook Library, OER Commons, Merlot Open Textbooks Collection, Teaching Commons.
- W&M will create a press release announcing the book.
- Consider a feature on the Diving Into Faculty Scholarship blog:
libraries.wm.edu/blog/faculty-scholarship

Appendix: Alt Text and Long Descriptions

The purpose of alternative text (alt text) and long descriptions for images is to provide text alternatives so that people who cannot see the images can still understand the content.

[Benetech](#) has a short training module for describing images: [Poet Training Tool](#)

Arizona State University's AI [alt text generator](#) creates alt text and long descriptions for uploaded images. A human should always check these descriptions for accuracy and edit for context and usefulness for the intended audience.

Alt Text

Alternative text (alt text) is a brief textual description of an image.

Purpose:

- Read aloud by screen readers for visually impaired users.
- Displayed if the image fails to load.
- Used by search engines to understand image content.

Best Practices:

- Keep it short and to the point (between 10 and 100 words).
- Do not include redundant phrases: "Image of..."
- Accurately describe the essential information conveyed by the image. This includes both the context and intent of the image. The same image used in different ways in the same work may need different alternate text for each instance.
- Write the alt text in the context of the surrounding text.
- Do not include additional information a person not using screen reading software would miss.
- Use only text, without formatting (bullet points, etc.).
- Present the information in a clear and logical order.
- Finish your alt text with a period/full stop.
- There is no need to repeat descriptions already provided in the caption or surrounding text. When the image is already completely described in a caption or surrounding text, consider identifying it as decorative.
- Decorative images: Use empty alt attributes (alt="") for images that are purely decorative and do not convey meaning.

Example for a Photograph

- **Image:** A photo of Dr. Marie Curie in her laboratory, working with scientific equipment.

- **Unsuccessful Alt Text:** "Picture of a woman"
- **Successful Alt Text:** "Dr. Marie Curie in her laboratory, conducting a scientific experiment."

Example for a Map

- **Image:** A map of the United States, highlighting the state of California in red.
- **Unsuccessful Alt Text:** "Map of US"
- **Successful Alt Text:** "Map of the United States, with California highlighted in red."

Example for a Line Graph

- **Image:** A line graph showing the growth of a company's revenue over five years. The x-axis is labeled "Year" (2018-2022), and the y-axis is labeled "Revenue (in millions of dollars)." The line slopes upwards from left to right.
- **Unsuccessful Alt Text:** "Graph"
- **Successful Alt Text:** "Line graph showing company revenue growth from 2018 to 2022. Revenue increased from \$10 million in 2018 to \$50 million in 2022."

Example for a Flowchart

- **Image:** A flowchart illustrating the steps in a research process: "Define Problem" → "Literature Review" → "Develop Hypothesis" → "Collect Data" → "Analyze Data" → "Draw Conclusions."
- **Unsuccessful Alt Text:** "Flowchart of process"
- **Successful Alt Text:** "Flowchart outlining the steps in a research process: Define Problem, Literature Review, Develop Hypothesis, Collect Data, Analyze Data, Draw Conclusions."

Long Descriptions

The long description provides more detailed textual information about an image when the alt text is not sufficient.

Purpose:

- As with the alt text, the long description will be read aloud by screen readers for visually impaired users. However, the long description is usually coded as an option. This allows the user to choose whether they want to hear the description after listening to the alt text.
- They can be of any length, but should still aim to convey meaning succinctly.
- May be included on the same page as the image it describes, or may be elsewhere in the book and connected to the corresponding image with a round-trip link (similar to the way a footnote works).

Use long descriptions for complex images like:

- Graphs and charts
- Maps
- Diagrams
- Illustrations with significant visual detail

Best Practices:

- Most of the best practices for alt text also apply to long descriptions.
- Alt text is still needed. It should provide enough information for the reader to decide if they need to read the long description.
- Unlike alt text, long descriptions may contain formatting, including lists and tables.
- Context determines what information needs to be included.
- Consider describing the image in the surrounding text instead of using a long description. This benefits everyone.

Example for a Complex Diagram

Image: A diagram of a human cell, showing the various organelles and their relationships.

Long Description:

“Figure 2.1: Diagram of a human cell. The cell is roughly circular, with a thin outer membrane. Within the cell, several organelles are visible. The nucleus, located towards the center, is a large, irregularly shaped structure enclosed in a double membrane, the nuclear envelope. Inside the nucleus, the DNA is shown as coiled threads. Surrounding the nucleus is the endoplasmic reticulum, a network of interconnected flattened sacs or tubules. The rough endoplasmic reticulum, studded with ribosomes, is located near the nucleus, while the smooth endoplasmic reticulum extends further outwards. Mitochondria, oval-shaped organelles with folded inner membranes (cristae), are scattered throughout the cytoplasm. Several small, spherical vesicles are also present, along with the Golgi apparatus, a stack of flattened, membrane-bound sacs. The cytoplasm, the gel-like substance filling the cell, contains a network of protein filaments that form the cytoskeleton. Labels point to the following organelles: nucleus, nucleolus, rough endoplasmic reticulum, smooth endoplasmic reticulum, mitochondrion, Golgi apparatus, ribosome, vesicle, cytoplasm, and cell membrane.”

Example for a Detailed Map

Image: A map of Europe in 1914, showing the alliances between various countries leading up to World War I.

Long Description:

"Figure 3.2: Map of Europe in 1914. The map shows national borders, major cities, and the two primary alliance blocs: the Triple Entente and the Triple Alliance. Countries are color-coded to indicate their alliance. The Triple Entente, shown in shades of green, includes the United Kingdom, France, and Russia. The Triple Alliance, shown in shades of yellow, includes Germany, Austria-Hungary, and Italy. Neutral countries are shown in gray. Arrows indicate the direction of key alliance relationships. A key in the corner of the map lists the alliances and the countries included in each: Triple Entente (UK, France, Russia), Triple Alliance (Germany, Austria-Hungary, Italy). Important geographical features, such as the North Sea, the Baltic Sea, the Mediterranean Sea, and the major mountain ranges, are labeled. Borders between countries are shown with solid lines, with country names printed in black. Major cities are marked with black dots."

Example for a Graph with Multiple Data Series

Image: A bar graph comparing the GDP growth of three countries (A, B, and C) over a period of ten years.

Long Description:

"Figure 4.3: Bar graph comparing GDP growth of Countries A, B, and C from 2010 to 2020. The x-axis represents the year, with labels for 2010, 2012, 2014, 2016, 2018, and 2020. The y-axis represents GDP growth as a percentage, ranging from 0% to 10%. For each year, there are three bars, one for each country, color-coded as follows: Country A (blue), Country B (red), and Country C (green). A legend below the graph identifies the color-coding. In 2010, Country A's growth was 2%, Country B's was 3%, and Country C's was 1%. In 2012, Country A grew to 4%, Country B to 5%, and Country C to 2%. The description continues in this manner for each year, providing the specific growth percentage for each country. Overall, the graph shows that Country B consistently had the highest GDP growth, while Country C had the lowest. A general trend of increasing growth is visible for all three countries."

Learn more about describing images: [Poet Training Tool](#)