

How to Prepare Alternative Text

Alternative text should describe what is being presented in an image without duplicating the content present in the surrounding text.

When preparing alternative text, ask yourself: “What does someone sighted get out of this image as a visible element on the page? What is it telling them?”

TIPS FOR PREPARING ALTERNATIVE TEXT

- **Don't say it's an image:** Don't start alt-texts with “Image of”, “Photo of” or similar. The screen reader will add that by default. Only provide this context for figures, e.g. “A bar chart of TBARS in meat.”
- **Keep it concise:** Alternative text should be kept to 1-2 sentences—and ideally under 125 characters, maximum of 150 characters—though this is flexible.
- **Text in images:** Include all image text in alternative text unless included in captions or surrounding text descriptions. Organize image text in alternative text maintaining reading order.

ALTERNATIVE TEXT EXAMPLE:

1. PCA Plot (Metabolomics)

Example 1 (~135 chars)

PCA plot showing separation of samples by aging time along PC1, indicating progressive metabolic changes during postmortem aging.

Example 2 (~120 chars)

PCA plot showing clear clustering by muscle type, with IF separated from GM and ST, indicating distinct metabolic profiles.

2. Western Blot (Protein Degradation)

Example 1 (~140 chars)

Western blot showing decreased desmin and troponin-T bands with aging, indicating progressive proteolysis.

Example 2 (~150 chars)

Western blot showing reduced intact protein bands and increased fragments over time, indicating enhanced degradation during aging.

3. Line Graph (Time Course)

Example 1 (~135 chars)

Line graph showing shear force decline during 42 days of aging, with rapid decrease by day 14, indicating tenderization.

Example 2 (~125 chars)

Line graph showing increase in MFI over aging time, indicating progressive myofibrillar fragmentation.

4. Bar Chart (Treatment Effects)

Example 1 (~140 chars)

Bar chart showing lower shear force in $\geq 2T$ treatments vs control, indicating improved tenderness with HPP.

Example 2 (~135 chars)

Bar chart comparing treatments, with higher lipid oxidation in ST than GM and IF, indicating muscle-specific differences.

5. Heatmap (Metabolomics)

Example 1 (~150 chars)

Heatmap showing increased amino acids and nucleotides during aging, with greater accumulation in GM than IF.

Example 2 (~140 chars)

Heatmap showing distinct metabolite patterns by muscle, indicating differences in oxidative metabolism and flavor precursors.

6. Microscopy Image (Structure)

Example 1 (~145 chars)

Microscopy image showing disrupted muscle fibers in tumbled samples vs control, indicating structural weakening.

Example 2 (~135 chars)

Image showing increased spacing between fibers after treatment, indicating myofibrillar disruption.

7. Schematic Diagram (Mechanism)

Example 1 (~150 chars)

Diagram showing lactate-driven NADH regeneration enhancing metmyoglobin reduction, improving color stability.

Example 2 (~135 chars)

Schematic illustrating tumbling-induced structural disruption and accelerated proteolysis leading to improved tenderness.