Tips and Suggestions for Describing Images/Graphics & Yourself
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To increase access and inclusion for those with visual impairments, we remind presenters the need for description of any images or graphics in your PowerPoint and/or videos. Also, we strongly encourage presenters and conference attendees to describe yourself and the space in a sincere and intentional manner. Below are some tips and suggestions for describing images, graphics, yourself, and the space.

Describing Yourself During an Introduction
When giving your visual description, consider your most important personal characteristics first. These could, but aren't limited to…
- Height
- Race/ethnicity and skin tone
- Length, kind, and style of hair
- Attire

"Hello, my name is Anne (A-N-N-E) Leung (L-E-U-N-G) from the University of Ohio, and my pronouns are they/them/theirs. I describe myself as a 5'2", light-skinned, Chinese American female. I have dark brown eyes and chin length black hair, with an asymmetrical haircut. I wear red, oval glasses. Lastly, I'm wearing a cotton, light blue dress shirt with a navy tie, and black dress pants."

Please note: One might be inclined to make joke or lights of your self-description. We offer that this only distracts from this accommodation.

Describing the Room
Also, you can verbally describe the room.

"Thank you for coming to the session. I see we have about 30 people here. If you have a question or comment, please raise your hand, and we'll come around with a mic. Panelists will do introductions including their own verbal description.

Avoid saying:
- "As you can see…"
- "Now, I will describe…"

Instead, try and integrate the description more naturally.
- "On the screen is an image of…"
- And, if using sounds, they should be described.
- Think of audio description like telling a story.

Compiled by Liz Thomson (lthomson@uic.edu) and Enjie Hall (enjie.hall@utoledo.edu), AHEAD members
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Describing Images/Graphics

Any images and graphics in PowerPoint, Word, or a PDF need to have descriptive text in the "alt tag." Additionally, presenters should verbally describe the images/graphics during the presentation. Consider the following, when describing images/graphics (Snyder, 2014).

- Who, what, when, where
- Be clear, concise, and use accessible language
- Use color and metaphors, if appropriate
- Give directional clues
- Use adverbs sparingly

If you're showing a video clip and audio description is not included, do the best you can to "set up" any of the visual scenes.

Lastly, when creating any handouts in Word or PDF, make sure you enter the descriptive text for images or graphics in the Alt Text box.

Suggested Resources for More Information on Audio Description

Audio Description Project, The. (2017). American Council of the Blind. Retrieved from http://acb.org/adp/

Branje, C. J. & Fels, D. I. (2012). LiveDescribe: Can Amateur Describers Create High-Quality Audio Description? *Journal of Visual Impairment & Blindness, 106*(3), 154-165.

Kleege, G. (2016). Audio Description Described: Current Standards, Future Innovations, Larger Implications. *Representations, 135,* 89-101.

Snyder, J. (2014). *The Visual Made Verbal: A Comprehensive Training Manual and Guide to the History and Applications of Audio Description*. Arlington, VA: American Council of the Blind, Inc.

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