## Why make images accessible?

- Equal access to content for all
- Indexing
- Regulation / Standards

## WCAG 2.0/2.1

**Success Criterion 1.1.1 Non-text Content (Level A)** 

All <u>non-text content</u> that is presented to the user has a <u>text alternative</u> that serves the equivalent purpose, except for the situations listed below.

# Adobe tools in image workflow





















# One right answer?



2020 Adobe Corporate Social Responsibility Report

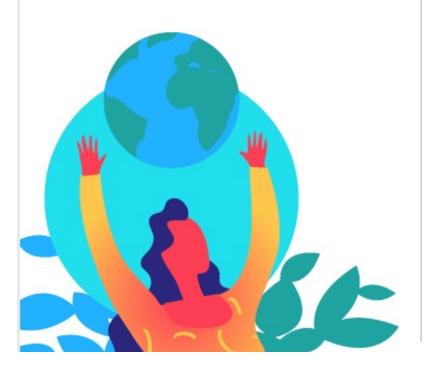
# The pandemic has reminded us that community and creativity have the power to change the world.

Healthcare professionals, first responders, delivery drivers, sanitation workers, mail carriers, supermarket staff, and schoolteachers are among the many essential workers and volunteers who've made incredible efforts to keep us safe.

Adobe partnered with iconic artists and creative luminaries from around the world to honor essential workers and volunteers through our #honorheroes campaign. We also teamed up with the International Committee of the Red Cross to help on-the-ground responders create unique, community-specific messages around COVID-19 prevention and resources using Adobe Spark.

# One right answer?

Our digital tools and workflows are helping customers reimagine design, marketing, and business workflows so they can move from inefficient processes that consume more physical resources to digital experiences that are more sustainable.



#### Product innovation



### Ben & Jerry's

The ice cream maker is using Adobe's 3D design apps to replace traditional photo shoots and prototypes, conserve resources, and create high-quality package designs faster.



#### Loop

Loop is transforming industrial packaging by using Adobe's 3D design tools to help brands move from single-use to durable options.

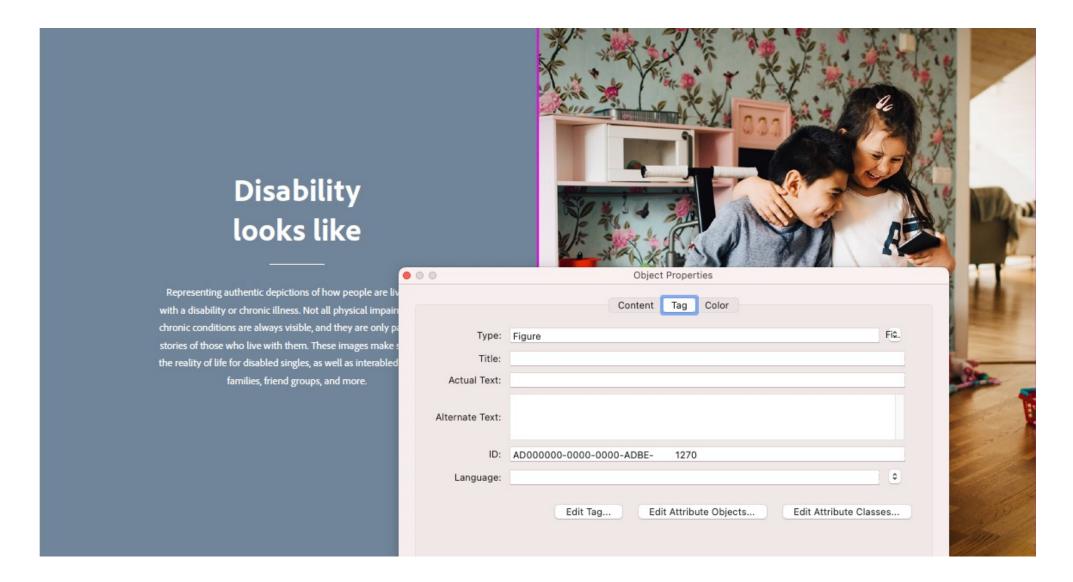


#### NatWest

NatWest Group saved 9 million sheets of paper and 960,000 gallons of water with paperless workflows.

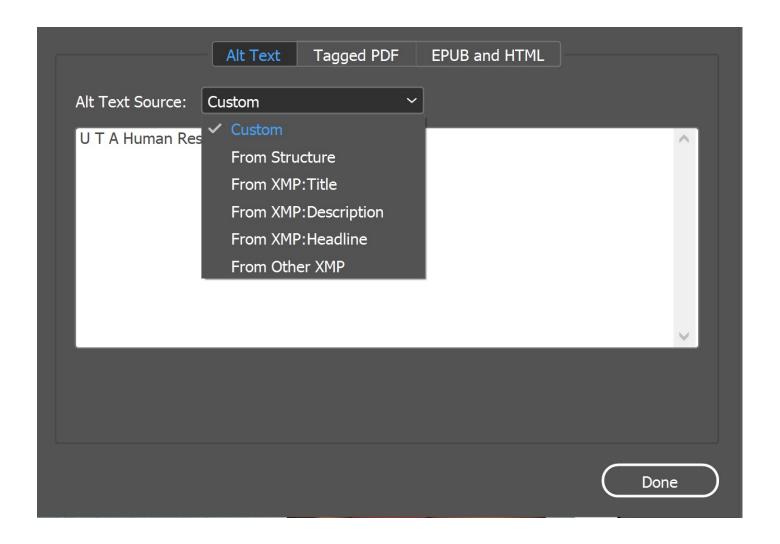


## Acrobat

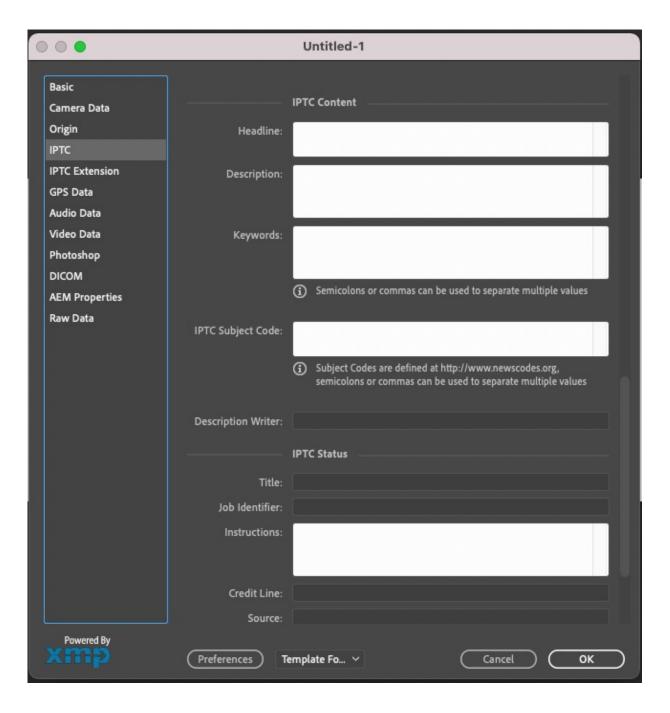




# InDesign



# Photoshop





## Considerations

- We must allow authors flexibility to define alternative text that supports the context.
- Is it better to have some alternative text instead of none?
- How to best support large-scale efforts?
- Possibility to expose metadata directly to accessibility APIs?

