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 non-text content that is presented to the user has a text alternative that serves the equivalent purpose, except for the situations listed below.
Adobe tools in image workflow

Ps  Ai  Br

Id  Lr  St

Bē
One right answer?

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.
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.
Disability looks like

Representing authentic depictions of how people are living with a disability or chronic illness. Not all physical impairments or chronic conditions are always visible, and they are only part of the stories of those who live with them. These images make real the reality of life for disabled singles, as well as interabled families, friend groups, and more.
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?