Captions, images and credits

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Captions are in 9 pt type, depending on browser settings, grey, left justified and end in a full stop. They are positioned beneath the image in all cases, including tables.

When writing in-text references to images, avoid phrases that refer to page layout, such as 'see figure below'. When resizing browser windows text reflows and will change its position relative to its images. Label images instead, e.g. Table 1.

ALT TEXT AND COPYRIGHT Alternative text, or alt text, is applied to images as an aid to accessibility for people that use screen readers. The alt text is normally the same as the image caption plus the image registration number and copyright acknowledgment. Some copyright owners may insist that their acknowledgement must appear in the caption rather than just the alt text. Alt text is also indexable by search engines.

HIGH LEVEL AND NAVIGATION PAGES (LEVELS 2 AND 3) Images in the high level pages are rarely referred to in the text. Include brief captions (3 or 4 words) in the alt text only. Do not include a caption underneath the image unless it is referred to in the text.

LOWER LEVEL SCIENCE CONTENT PAGES Include a full caption if the image is referred to in the text. Copy the caption into the alt text.

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