

*Alt text, or "alternative text" as the long-form name suggests, is a written text description for an image on the web. It helps to describe the image for the reader to understand what the image is about.*

This includes people who are using a screen reader or people who are browsing the web with images turned off. The five different classes are: Clip art and stock images. Images that express a concept. Graphs, complex diagrams and screenshots. These images are eye candy and do not need any alternative text. This is like writing a sentence and leaving out the full-stop at the end: Clip-art and stock images: This is because these images are nearly always next to text that is equivalent to the image. The image below shows a good example from the Apple Store. This screenshot from the Apple Store shows a series of stock images of Apple products, like the iPad, the iPhone and the iPod shuffle. Compare this approach with that used on the social media news blog, Mashable. This screenshot from Mashable shows a series of thumbnail images that have been used to illustrate a list of top stories. Many news sites fall into this trap. Images that express a concept: These images communicate a concept and the job of the web designer is to try to express that concept concisely. However, you need to exercise judgement. They just want to get to the content. One way you can make that judgement is to ask yourself: If the answer is something else, then you need to find the right form of words. When this image appears on news sites, the caption usually reads: Since characters will almost certainly be too brief to be equivalent, you should consider adding a caption to this kind of image. Here are three examples. The first example shows icons •“ a weather widget •“ used to communicate status information. The screenshot from sky. This screenshot shows the weather forecast for Greater London from sky. A third example of this kind of image is when a thumbnail photograph is used as a link. Note that these last two examples only apply to images that are standalone links. This is because the link is fully described within the text. Graphs, complex diagrams and screenshots: This is a poor example from Business Insider. The problem is that a screen reader user is unable to understand this graph and examine the underlying data. A screen reader user cannot get any of this information from the graph. In that case, you could provide a link to another html page where the information is presented in textual form, perhaps as a data table if the image is a graph. As with all design choices, you need to make an informed decision. Avoid the kneejerk reaction of just writing a few words of alternative text and considering your job done. About the author Dr. He has worked in the fields of human factors, usability and user experience since and has published two books on usability. If you like his articles, why not join the thousands of other people taking his free online user experience course? If you liked this, try•“.

**Chapter 2 : Considerations when writing alt text “ Shopify UX**

*Letters of Note: the website that revived the fine art of correspondence. Letter-writing might seem set for extinction, but millions have been flocking to a website to pore over the correspondence.*

The Fine Art of Writing How we came to capture a fleeting thought. Our written history as humans began simple enough. With thick charcoals accented by yellow and red ochre, our Paleolithic ancestors painted on stone cave walls in about 40,000 B. Over centuries, the true meaning behind these etchings of animals, hunts, and handprints have had many interpretations. Are they describing ritualistic practices that honor a hunt or devotion to an animal, transcribing stories, teaching, or simply for decoration? Whatever their original meanings, such cave paintings “discovered scattered around present-day France, Spain, Indonesia, and Australia” paint the beautiful beginnings of the art of correspondence from one person to another. The first form of written communication emerged in the city of Uruk in southern Mesopotamia during the 31st century B. The ancient Sumerians formed one of the first great cities with thousands of people located in a single area. Out of this civilized society grew a need for permanent written organization. The solution was cuneiform, a script form characterized by its wedge-shaped marks, which were typically made in moist clay tablets with sharpened reeds. Tablets such as those exhibited in The Met contain correspondence letters delivered by a courier and paid for upon arrival to the intended recipient. A more familiar form of early writing are hieroglyphs that originated in ancient Egypt. The Egyptians advanced their writing skills with the creation of papyrus, a paper-like dried mixture of pressed reeds, and ink that would be applied with a stylus of wood, metal, or bone. With the rise of population in cities, so did the need for written language expand beyond organizational purposes. Writing morphed into three official versions of the script: In combination, the growing use of papyrus and writing tools spurred the first official organized courier services. The letter here is written by Heqanakht to the Overseer of the Delta Herunefer. It is a single sheet with no joins, written in red and black ink. The letter was discovered unopened, tied with string and sealed with a lump of mud. Inspired by the creation of hieroglyphs and their ingenuity of creating messages with images, this book and stamp collection is a creative and intriguing way to write out your own letters. Just remember to keep the corresponding letter key close by! This pushed Western civilizations to produce their own form of paper: Books were invented in the Roman Republic around 23 B. Rather than transporting cumbersome scrolls, pages laid flat against one another and bound along one edge allowed for easier transport and improved the longevity of the pages. Access to modern writing implements improved the rate of literacy worldwide, and soon not just royalty or religious leaders could read and write, but also members of the upper class who could afford books and schooling. This gave way to more people learning to read and write and in turn, more permanent forms of communication via paper. In the Far East around the 10th century A. By the 14th century, all of Europe had adopted them due to their superior strength and durability. One of the very first creators of exquisite paper is Fabriano. Established in Italy around the 13th century, Fabriano paper was used by famous artists such as Michelangelo Buonarroti and is found in specialty art shops around the world. One of our favorite partnerships produced these sketch and notebooks featuring Fabriano paper, each colorfully covered with art motifs from around The Met. Our Fabriano Notebook Set As writing allowed the recording of spoken word, vocabulary grew along with it. In this case, the word epistolary was formed from the Latin noun epistle, which refers to a composition written in the form of a letter to a particular person or group. The European upper class was enamored with the idea of epistolary love during the art movements of Neoclassicism, Baroque, Rococo, and Romanticism as artists pulled away from traditional religious paintings to feature beauty found elsewhere around them. The common motif of the love letter can be seen in many European paintings, exhibiting the importance of letters as a heartfelt communication between people rather than businesses. Two fine examples of this obsession with composed love are in the paintings of Ochtervelt and Fragonard, both on view in the Museum in the European Paintings galleries. Oil on canvas, 36 x 25 in. Further advances in writing came with John J. Our Iznik Tile Ballpoint Pen As technology progresses, the art of communication through letters has succumbed to automation. The time and care put into a single verse, a poignant paragraph or a handwritten

page has now become digitized. In the process, the connection between writer and recipient has become increasingly distant and impersonal. Tap into these ancient tools to send a creative, heartfelt message to a friend or loved one. Visit our stationery selections to find unique notecards, pens, and other creative writing instruments to help you share and enjoy the fine art of correspondence.

### Chapter 3 : ALT texts in IMG

*In addition to "The Fine Art of Technical Writing," she has written articles about communications as well as website text, grant proposals, newsletters, short fiction, and poetry. She also works energetically with land and structures to clear old patterns of disharmony and with the planet as a whole.*

Another popular Western form is musical theatre. In addition, performances of classic Eastern forms such as Noh and Kabuki can be found in the West, although with less frequency. Film and Art film Fine arts film is a term that encompasses motion pictures and the field of film as a fine art form. A fine arts movie theater is a venue, usually a building, for viewing such movies. Films are produced by recording images from the world with cameras , or by creating images using animation techniques or special effects. Films are cultural artifacts created by specific cultures , which reflect those cultures, and, in turn, affect them. Film is considered to be an important art form, a source of popular entertainment and a powerful method for educating " or indoctrinating " citizens. The visual elements of cinema give motion pictures a universal power of communication. Some films have become popular worldwide attractions by using dubbing or subtitles that translate the dialogue. Cinematography is the discipline of making lighting and camera choices when recording photographic images for the cinema. It is closely related to the art of still photography , though many additional issues arise when both the camera and elements of the scene may be in motion. Independent filmmaking often takes place outside of Hollywood , or other major studio systems. An independent film or indie film is a film initially produced without financing or distribution from a major movie studio. Creative, business, and technological reasons have all contributed to the growth of the indie film scene in the late 20th and early 21st century. This section does not cite any sources. Please help improve this section by adding citations to reliable sources. Unsourced material may be challenged and removed. June Learn how and when to remove this template message Avant-garde music is frequently considered both a performing art and a fine art. Electronic Media "perhaps the newest medium for fine art, since it utilizes modern technologies such as computers from production to presentation. Includes, amongst others, video, digital photography, digital printmaking and interactive pieces. Textiles , including quilt art and "wearable" or "pre-wearable" creations, frequently reach the category of fine art objects, sometimes like part of an art display.

## Chapter 4 : The lost art of letter-writing | Culture | The Guardian

*For developers and designers, it is not easy to determine is when to use alt text and how to write alt text that will be effective. In order to write appropriate alt text, you need to understand who you're writing the alt text for and what the purpose of the image is.*

Who is it for? Why should we care? And, perhaps most important, how do we write it? It helps to describe the image for the reader to understand what the image is about. In other words, alt text is content. And like any other content on your site, it should be well written and constructed, ready for consumption. There are a few situations where writing alt text and including well formed descriptions for your imagery is beneficial for a successful website. SEO When search engines, such as Google, crawl your site content, it indexes the alt text found embedded for all images found on the current page. This is used to gain a clear picture no pun intended of the content being served in order to provide accurate search results. This action is greatly frowned upon and may actually lower your ranking. For assistive technology users Alt text provides people with visual impairments the ability to participate in consuming non-text content. When assistive technology, such as a screen reader, encounters an image on the web, the alt text is read and announced aloud. By doing so, someone who relies on this technology can still have a clear understanding of what the image represents. Writing high quality, descriptive alt text may not be as easy as it seems. On the flip side, it is possible to overwhelm someone with too much descriptive text. Getting that fine line of descriptive precision is something of a skill or an art form to master. An exercise in describing images The next time you need to write some alt text to describe an image, try this exercise: Pick a photo which requires alt text. Sit next to a colleague, friend, or family member. Without showing them the photo, describe out loud the image details. Dark blue, low-top shoes with white midsole, brown lace, black back tab, and white lining. For this image, an accurate description might be something like: The shoes are mostly dark blue with a white midsole, brown laces, a black back tab, and white lining. You may have noticed the use of punctuation in the alt text description of the image above. Does this make a difference in how the image description is conveyed to someone using a screen reader? The simple answer is, yes. Commas will add a short break in between announcing content. A little more on the alt attribute A long-haired, grey and white cat with green eyes rests on a dark grey, fabric couch. Photo by Matthew Henry from Burst. Without this attribute, you risk running into some issues: Without an alt attribute, your HTML markup is considered invalid and may result in an inconsistent user experience. When a screen reader encounters an img element without the altattribute, the src attribute value is announced. This is often not helpful and can be regarded as a poor user experience. The alt attribute in code: For example, the HTML for the above image would be: Markdown Markdown is a method to write and provide structured content for the web in a quick and easy manner. How to create image content using Markdown is a matter of starting a new line of text with an exclamation mark, followed by a pair of square brackets which includes the alt text, then a pair of parentheses which includes the URL path to the image being served. However, the fact remains that not every image should have a value set for its alt attribute. Here are three common situations to consider if alt text should be added or if the altattribute should be set as empty. If the image itself contains text, such as a logo or an inspirational quote embedded within the image, the alt attribute value should be an exact match of the visible text. If the image is considered to add content or value to the article, add descriptive alt text. As discussed earlier, it should describe the photo, but not so much as to overwhelm the person consuming the content. There are more examples and situations to consider. With this in mind, how do we take our alt text content and add it to product images or images in our theme within Shopify? Product images By default, when no alt text is explicitly set, the product title is used for each product image alt text. Depending on the title, this may or may not be quite as helpful as it could be. And there you have it! Wherever your product image is displayed, the new alt text will be available for anyone to read. The purpose of this exercise is to help people who use assistive technology to gain a clear understanding of what the image contains, which in turn, will help them to make the purchase decision. Theme images Images which are added through the Theme Editor receive a slightly different treatment. When an image is added, its default alt text value is set to an empty string.

However, if the image does add value and content to the rest of the page, be sure to write and set the alt text for the image. The steps to add alt text within the Theme Editor include: After this action and then clicking the Save button, your alt text will be available. Twitter Twitter has a built-in method to add alt text when attaching an image to a tweet. This is a handy feature to be aware of and to use when attaching an image as without, a lot of folks might miss out on your great content! The next best thing you can do is to use the Image Caption feature which adds a bit of text directly below the image. Set your article to Edit mode Mouse hover the image to highlight and then click the image When the option to add a caption appears, write or paste in the text describing the image in the caption section. When published, images on Medium are `img` elements without the `alt` attribute but with the text featured below. Hopefully Medium will add full support for proper alt text soon. Instagram Instagram also has no official means of adding alt text to its images, which is too bad considering the main purpose of the site is to share and enjoy image based content. However, Instagram does automatically set text within the image `alt` attribute. The text used is actually the full text content included when posting the image. This is fine as long as you take some time to describe the image, otherwise the non text description may not be very helpful in conveying the image content. If your platform of choice officially supports adding alt text to images, please remember to use these features whenever you upload a photo in order for everyone to take part and enjoy! Remember to always include the alt attribute when embedding an image in your code or on social media. When appropriate, set its value to a descriptive and concise text alternative.

**Chapter 5 : How Teaching the Fine Arts in School Benefits Students | College Raptor**

*Tour Start here for a quick overview of the site Help Center Detailed answers to any questions you might have.*

The fact of the matter—and yes, we can indeed say fact as the many benefits of arts education has been thoroughly researched—is that the arts can teach life skills, inspire students, and allow them to experience the world in a different way. Read on to discover some of the many benefits of arts education! It is an incredibly important thing to foster and hone, as creativity can be applied to just about every aspect of life—problem solving, everyday writing, projects business or otherwise, etc. Diligence Painters will tell you that practice makes perfect, so will musicians, writers, actors, and just about any type of artist out there. To get better, one must be persistent in their craft. Students in band will practice just about every day—oftentimes before school, during, and after on their own. Learning to have this diligence early on will leave a lasting impression on the student, who can take their hard-earned diligence and apply it to other parts of their life. Patience Photographers must have a perfect sense of timing, and might have to wait quite a while for the perfect shot. A flute player trying to master a difficult section of a piece will have to have patience with themselves if they make mistakes. In order to get better at any skill—artistic or otherwise—a lot of time and effort will have to be put into it. Nobody becomes a Michelangelo overnight. Instead of rebelling in potentially harmful ways, teens who are introduced to various arts can express themselves in a positive way through a creative outlet. Teamwork Many different forms of fine arts require more than one participant. Marching band, for example, requires students to master their placements—if one person is off, the entire picture is jeopardized. This emphasizes the importance of the individual within the larger organization, a skill and mindset that will be vital down the road. Experience Culture s Study different forms of art from around the world Many choirs perform pieces of music from different time periods and different countries, breeding an interest and appreciation for other cultures. The same goes for visual art; students in art class will study famous artwork from painters around the world—like Pablo Picasso or Frida Kahlo. This will give them a new perspective and make them more worldly. See how art affects and reflects the world around it Art is a product of humanity, and thus it is used and celebrated in a variety of ways. It can create movements or styles that inspire fellow artists in every medium—music, visual art, architecture, etc—such as the Baroque period. However, art is also a reflection of the current world. It can be used to make a statement about social commentary—like modern performance art pieces. It can be a snapshot of a different time, a window into what life was like back then in that place. Once again, these can lead to having a different perspective. It also teaches critical thinking skills. Appreciation for diversity The world is a big place filled with fascinating people from all walks of life. An appreciation of the arts can lead to an appreciation of those different peoples and cultures. This can aid students in working with people unlike them in the future, and showing respect to everyone they meet, regardless of differences or similarities. Scientifically-Proven Benefits There is no shortage of scientific studies that highlight the importance of the arts in education. Higher student attendance and lower dropout rates. Fewer fights, greater understanding of diversity, and greater peer support. The arts provide challenges to students of all levels—from beginner to expert. Students learn to become engaged and self-educating. Instead of just regurgitating facts, they actively seek new information. There are, of course, many other benefits to arts education—far too many to list here! It is a vital part of the school system and must be appreciated, not set aside.

## Chapter 6 : ASCII Text Art (text pictures from symbols) - fsymbols

*The Fine Arts and Creative Writing program is offered by the University of Northern British Columbia. The UNBC/ECU joint degree in Fine Arts and Creative Writing is an interdisciplinary project-based degree that links creative writing and studio practice within a critical context.*

Although the finer points could be argued, I believe the general principles are more or less as I have set them out in this note. At least, I commend them to you, and look forward to reasoned discussion if you disagree. The ALT text is meant to provide alternative or substitute text, primarily for use when the image is not being displayed. The most common mistake apart from not using it at all is to provide a description of the image, without considering what job the image was doing on the page, leading to results that can range from the incongruous to the absurd. The ALT text should be composed as a suitable textual alternative to the image: Some readers say they prefer to see my collection of howlers first. Principles The first principle of HTML authoring, it seems to me, is to convey information to the reader about some "topic of discourse". Reference to the mechanics of the World Wide Web or of a particular browser is generally an unwelcome distraction. I recommend authors, as a general rule, to assume that users are already familiar with the operation of their browsers, or have appropriate ways of finding out Help files etc. This article was written at a time when ALT was the only available attribute for communicating IMG information to text-only readers, and the conclusions involve some compromises as a result. That could be a topic for a later update of this article. This note is not asking you to "dumb-down" your documents in order to make them work on text-mode browsers. What it is doing is asking you to give thought to how your documents will come across in a wide range of browsing situations, and to follow an authoring style that will make best use of whatever combination of resources each different reader has at their disposal. The advice in here although aiming at a wide range of browsing situations may occasionally be incompatible with strict accessibility guidelines. If you are mandated to produce fully accessible documents, then obviously your accessibility guide takes precedence. Tabular summary , for those with too little time. You may decide to use one or other, or both, of these. If you are offering a link to an image, then your options are to include, within the scope of that link anchor, either an IMG or some normal text, or both. So there is a wide choice of combinations, each of which could be appropriate in particular circumstances. The idea is expressed well in the HTML4. Text-mode browsers will typically flow the actual text string onto two or more displayed lines if needed, so this is not a problem. Why should authors bother with ALT texts? Callie at Writepage commented: Every graphic has a reason for being on that page: Knowing what the image is for When you write predominantly-textual material in HTML, you address three different kinds of user: Those with image loading enabled. Those browsing in text mode, but having image display available if they so choose. Those who have text mode only, and cannot display images at all. Motor-impairment can also mean that an otherwise well-adjusted human being is unable to make use of a conventional user-interface such as the degree of control needed to operate a typical imagemap. When you use an inline image, the ALT text is your tool - not a very precise tool, but a serviceable tool nevertheless - to get your message over to readers of types II and III. There are several different reasons why you might be making images available to your reader, so, not surprisingly, there are several different approaches to choosing an alt text. I found it helpful to categorise four main types of image. These are not meant to be in any order of priority: In the event that you are using one as a link anchor, be sure to include some text in the scope of the anchor too it is good authoring style to make the significant text be the link, rather than some insignificant bullet or, so help me, "click here". Cautionary or interrogatory icons might be replaced by something like "[! If you are a vendor of logos, exhibiting specimens of your wares, then your logos are your content! A text description of the logo is generally felt to be inappropriate as ALT text: Please bear in mind that browsers already have their own meaning for terms such as "Back", "Home" and maybe "Forward", so it is best to avoid the potential confusion that results when the author makes these terms mean something else. Please avoid those "Return to xxx" links that are so irritating to someone who went directly to your page, and has never visited xxx before. I prefer just "xxx", but you can put "Go to xxx" if you feel that you must. By all means

help your readers to understand your site layout by using terms such as "Previous", "Up", "Next", or texts such as the examples in the previous paragraph, but I still say avoid that irritating little word "Return". A reader comments to me that some early graphical browsers do not display the ALT text when image loading is off, and they prefer to offer separate text-mode links in addition. If the icons are in fact thumbnails for "navigating" to a fullsize image of the same thing, then see later discussion under c. Imagemaps are a special case of this category. Client-side imagemaps, for which browser support is now widespread, are more adaptable for use by text-mode users than the older server-side maps were, so long as you provide them with ALT texts on their AREA tags. Still, as a navigation tool, a row of simple IMG with ALTs can do the job in an effective manner, that adapts better to changes of window size. I offer a separate page about text-friendly imagemaps. Did I say you should provide separate graphical and text-only pages? I suggest that there are two ways of going about this. Now, the principle says not to fuss about details of the WWW, but in this case, what with limited bandwidth and the possibility of not all image formats being accepted by all browsers, we can make an exception and warn the reader what it is that we are offering here. As long as readers of "type II" are aware that an image is available, they can make their own decision whether to load it. Giving readers of "type III" the impression that you are commanding them to load an image will only frustrate and annoy. Of course, you could combine an inline IMG, with its ALT text, together with a link to an out of line image either the same image, or a larger, more detailed version of it. In this case, take care to put the information in its proper place, whether as clear text to be seen by all readers, or in the ALT text aimed chiefly at those who are not loading images. But these are minor details, compared with the kind of alt texts that I am criticising in this article. This alt text could typically supply the chief piece of information for which you had provided the picture, e. In this case, provided you have somehow made the reader aware that the document will unfortunately be meaningless without them loading the inline images, there may be nothing useful you can do with the ALT text. If you have a mixture of optional graphics with a few mandatory ones, maybe you could consider using the ALT text of the mandatory graphics to inform the user that they need to load this particular image for proper understanding; most browsers support selective loading of a few desired inline graphics, even where the reader is unwilling to load a heap of decoration over a slow network. In a situation where there is some agreed scheme for a textual representation of the image, then you could use that as the ALT text. If your audience is accustomed to reading mathematical equations in L A TEX notation, you could use that as alt text for the image of the equation. If you are dealing with heraldry, then for a picture of a shield you might use the appropriate heraldic description or "blazon", Three Seaxes Argent in pale on a field Vert. In fairness, there are cases where a graphic is absolutely essential to the meaning, and no reasonable amount of text can possibly replace it. But this is no excuse for providing useless alt texts in those situations where a useful one could be provided. I say this is inappropriate because it tells us nothing about the subject of discourse - instead, it tells us chiefly about the mechanics of the WWW. The picture might show, for example: This is suggested as an alt text, rather than as a caption, because those readers who can see the picture will already be able to see it for themselves. If you want to also offer them a link to the picture, then do so, in one of the ways mentioned above. Even a blind reader might want to download the picture, to show it to a friend later. When I mentioned in a usenet discussion my dissatisfaction with the above text, "Picture of Hotel", someone helpfully suggested "Download picture of Hotel". That seems a good idea, so an example might be: As I said before: Please, do not use character code points that are undefined in the spec for the level of HTML you are using, but that just happen to produce a bullet on your particular platform: Well, this has nothing to do with the "topic of discourse". ALT text as "tooltips" Version by version, popular graphical browsers got worse and worse in their display of ALT texts when auto image loading was off. Then they seem to have hit upon the idea of remedying the loss by displaying the ALT texts as "tooltips" when the mouse pointer was on the image location. Use the ALT text for the purpose of providing alternative text, for example along the lines discussed in this article, and use the TITLE element to title the image, in a way that would be appropriate for a tooltip. The Decorative Horizontal Rule Authors ask, reasonably enough, to use an IMG of a decorative rule in the graphical display, that falls back to some kind of separator in a text mode display: Style sheets also offer a possibility, by using styles with an HR. In theory, inserting your decorative image with OBJECT, and

supplying HR as the fallback, would be another solution entirely within the philosophy of HTML, but sadly not well implemented by even the latest crop of browsers. Spacing between alt texts Consider some images crammed together, for example as navigation buttons: When viewed on a text-mode browser, this is going to read: Various solutions may be considered: Vertical bars are a popular alternative: We deal with that next. One approach to that is as follows. As ALT texts for the images within the scope of the links, use the appropriate texts without additional separators. When image loading is enabled, graphical browsers produce a result that is practically indistinguishable from the earlier constructs. The results on text browsers Lynx and emacs-w3 were entirely acceptable and, as far as I could see, they conformed with the accessibility guidelines not forgetting to put the TITLE attributes to proper use, of course; but that is a topic for a later discussion. OK, this is just one suggested solution: There has been a long-running debate on c. The idea is that the browser can reserve space for the image before the image is retrieved, and in consequence can present the normal text properly formatted on the page as soon as the text is available, simply slotting the images into place later as they arrive. Browser versions differ in how they support this when image loading is turned off. Some and this is true of e. The behaviour while waiting for image loading to be completed some browsers display the ALT text during this interval may or may not be the same as the behaviour when image loading is turned off. Too many variations of behaviour have been seen, between browsers and between versions, to be able to give an account of them here. A reader comment A correspondent suggests that many of the misuses described here are being caused by the "authoring tools" which authors are using to create their WWW documents. HTML markup is simple enough already: But when the tool prevents you from producing documents that conform to good authoring style, then you should be questioning your original decision to rely on that tool.

Chapter 7 : Web word wizardry ( edition) | Open Library

*Many different forms of fine arts require more than one participant. Band/Orchestra, choir, drama, and film are team efforts, and so students can learn the value of working with others and understanding their contribution to the bigger whole.*

Fine art and design research can be conducted by student pursuing a diploma, degree, masters, doctorate course or any fine artist. Fine art is done for the purposes of conveying concepts therefore art is designed to present an idea rather than to be appreciated for its creative skill or beauty, often making use of unconventional media instead of painting or sculpture and that is the reason why research should be carried in the fine art field. The Standard format for the fine art research is normal confusing but we should keep in mind that the rule for all humanities academic research are similar, the only difference with the fine art research is that the problem to be solved should be represented in a visual manner, tangible or even if possible in a three dimensional form, which goes along with the written document or thesis. Fine art and design research can be grouped under the type of research called "applied research" it is done to solve specific, practical questions; its primary aim is not to gain knowledge for its own sake. It can be exploratory but often it is descriptive. It is almost always done on the basis of basic research. Often the research is carried out by academic or industrial institutions. To Eve Atukunda for offering to edit this manuscript. Her specialist advice was instrumental in the formation of this manuscript and book. Furthermore, I am greatly obliged to Mrs Kasande Peace Atwine and Miss Patience Kasabiiti for the great support they gave me both morally and financially. Finally, special thanks to my cherished brother Benison Kabarema. There are two primary types of research that is quantitative and qualitative. Quantitative research focuses on results or outcomes while qualitative focuses on progression, process. Quantitative research involves collecting statistics, numbers and qualitative is concerned with collecting observations. And in most cases fine art research usually uses the qualitative approach. By definition Research can be defined as an organized study and it is a methodical investigation into a subject in order to discover facts, to establish or revise a theory, or to develop a plan of action based on the facts discovered. The term "Research" can also be defined as the systematic process of gathering and collecting data, analysing the data, interpretation of data and presentation of the data. Research is an active, diligent, and systematic process of inquiry in order to discover, interpret and facts. This intellectual investigation should produce a greater understanding of events, behaviors, or theories, or to make practical applications with the help of such facts, laws, or theories. The term "research" is also used to describe a collection of information about a particular subject. The word "research" derives from the Middle French and the literal meaning is "to investigate thoroughly", and is composed of two syllables, a preface "re" and a verb "search". Re -means again, anew, over again and Search-means to study closely and judiciously, to test and try, to examine. It simply means a search for facts or answers to the questions we ask, it means seeking solutions to the problems. It is a purposive investigation. It is an organized inquiry. It seeks to find explanations to unexplained phenomenon, to clarify the doubtful facts and to correct the misconceived facts. Research is sometimes an unapproachable term to some artists but it simply means the process of finding out solutions to an identified problem after a thorough study and analysis of the situational factors. Concept Paper A concept paper is a short summary that tells the reader what the research or project is all about. Concept papers are summaries of projects or issues that reflect the interests, experience and expertise of the researcher or organization. It serves the purpose of providing in-depth discussion of a topic that the researcher has a strong position on. The terms "concept paper" and "proposal" are often used interchangeably as they can be used for the same function, concept paper may also be used as an instructional tool that may have developed as a result of extensive research, committee input or as a result of the outcome of a current project. A concept paper could also discuss best practices, philosophies and other related issues that the researcher believes action should be taken on in the near future. It also helps a researcher to spot holes in the research that might later prove fatal. It is normally better to be clear at the beginning than to put in a lot of effort for nothing. Elements of a concept paper: Concept papers should at-least range from 2 to 5 double- spaced pages that is around to

words , not counting bibliographies. The "Research Proposal" is a written document of an intended or planned process that the research will undertake. It outlines specific aspects and activities of the research process. The process of preparing a proposal should rely on adequate reading and citation of relevant literature. Each of these key aspects of the research proposal is explained in this guideline. A research proposal is different from a research report although both have a lot in common. The research proposal is done before one undertakes research and is written in future tense. The research report is written after one has done the research fully and is written in past tense. Fine art and design researcher is expected to do both to achieve an academic research. Fine art and design research moves in systematic cycle. It starts with a problem and ends with a solution to the problem through a systematic research process which can be summarized in following steps: The scientific and systematic are used to define research because it involves the following; Searching for new knowledge-something new ; Systematic-whether it follows procedures; Empirical-evidence and truth about the information you have; carefully designed-not speculation and it is based on expertise. Basic research, applied research and evaluation research. Basic research is sometimes called pure research, fundamental research and theory-based research. It is the research for academicians. It is not intended to solve a problem but to extend a theory. It is undertaken out of intellectual curiosity. It is not problem oriented. It aims at extension of knowledge. The findings enrich the storehouse of knowledge or it adds on the existing knowledge. Applied research can be called useful research and its emphasis is on solving a practical problem. The emphasis is not on theory but solving a problem. Evaluation research is sometimes called impact research, assessment research or social accountability research. It is also similar to applied research but its interest is to assess the impact of the intervention. The main purpose of a research proposal is to demonstrate that the person intending to do it gives a clear and systematic conceptualisation of the research problem and the research process and that he or she has done adequate reading and is informed about recent work done in the area of interest. The research proposal should not exceed at-least twenty double-spaced pages of main text body, excluding title page, table of contents, list of tables and figures, list of abbreviations, list of references and appendices. The proposal should at-least be formatted with a font size of twelve and double spaced lines by using readable fonts such as Arial, Helvetica, Calibri, Times New Roman etc. The figures and tables must have a title such as: The Conceptual Framework and indicate the source Source: And researchers should keep in mind that a proposal should be written in future tense unlike a dissertation written in past tense. The research proposal consists three chapters namely: Below is a sample of how the cover page should look like: It should at-least contains between words and it should be descriptive yet discrete. The key word in the topic should be the key variables of the research. It will present the background to the study, the statement of the problem, the purpose or general objectives, the objectives of the study, the research questions, the hypotheses, the scope of the study, the significance. Justification and operational definition of terms and concepts. It is sometimes possible to begin with the background to the study without this introduction to the chapter The Background of the Study Background of the study presents the justification providing evidence and conditions of the existing situation to make the reader feel the urgency of the problem and the need to study it in order to solve it or contribute to its solution. It can at- least be about words but may exceed depending on the literature the researcher has retrieved. The Statement of the problem This should not exceed one page it may even be half a page. It is the heart of the research and its purpose is to show why a candidate is proposing the study therefore, it should state the real problem of the research. Reference should be made to the problem that has been detected and needs a theoretical and practical solution. All the statistical information or citation used must be brief and specific. It should be used to highlight the magnitude or extent of the problem. Major previous researches undertaken on the subject should be briefly cited to indicate where the gaps in the knowledge are and justify the need for another study. The statement of the problem should be short and brief not more than 1 page and the qualities of the research problem are; researchable, theoretically or practically significant it should contribute or improvement the existing knowledge. The General objective or purpose of the study An art and design researcher should make a choice to use either purpose or general objectives but not both of them. A study should be based on a clear conceptualization of relationship between variables, which define the parameters of the problem of the study. The objectives of the study spell out how the suggested relationships

will be investigated and what the researcher hopes to achieve by carrying out the proposed study. The Specific Objectives or aims of the study The specific objectives arise directly from general objective of the study. Where a researcher has used purpose in 1. They break down the general objective. Each relationship between variables to be investigated should be spelled out in a specific objective. The objectives must be aligned to the conceptual framework and the variables of the study. The number of objectives is therefore influenced by the conceptualisation and the nature of relationships the researcher may be interested in. The number of specific objectives will influence the volume of the literature review and data to be collected so one should limit the number of specific objectives to be investigated. It is assumed that the findings of the study will lead to recommendations so there is no need for a specific objective about recommendations. The Research Questions Questions are written or spoken inquiries or a request for information or for a reply, which usually ends with a question mark if written or on a rising intonation if spoken Research Questions refer to questions which a researcher would like to be answered by undertaking the study. And in most cases the number of research questions should correspond with that of research objectives in all cases. The Hypothesis of the study A hypothesis is a theory needing investigation or a tentative explanation for a phenomenon, used as a basis for further investigation, or a statement that is assumed to be true for the sake of argument. A hypothesis is predicted answer to the research question. After variables are operationalized the researcher proceeds to formulate one or more hypotheses. The purpose of formulating hypotheses is to offer a clear framework and a guide when collecting, analysing and interpreting the data. In many cases hypotheses serve as a testing tool of the relationships between variables. In this sense, a hypothesis contains a possible solution to the research problem, and as such is expected to be accepted or rejected by the evidence gathered by the study.

## Chapter 8 : Text Symbols (texting signs & special characters)

*Fine Arts "Fine arts are important in the curriculum because of what they do for learning," stated Patty Taylor, arts consultant for the California State Department of Education. In other words, the arts, especially music, should be part of every school's curriculum at every grade level.*

Conclusion Introduction Adding alternative text for images is the first principle of web accessibility. It is also one of the most difficult to properly implement. The web is replete with images that have missing, incorrect, or poor alternative text. Like many things in web accessibility, determining appropriate, equivalent, alternative text is often a matter of personal interpretation. Through the use of examples, this article will present our experienced interpretation of appropriate use of alternative text. Important Also see our article on images for additional information about image accessibility. Alternative Text Basics Alternative text provides a textual alternative to non-text content in web pages. We will be discussing alternative text for images only, though the principles can be applied to media, applets, or other non-text web content. Alternative text serves several functions: It is read by screen readers in place of images allowing the content and function of the image to be accessible to those with visual or certain cognitive disabilities. It is displayed in place of the image in browsers if the image file is not loaded or when the user has chosen not to view images. It provides a semantic meaning and description to images which can be read by search engines or be used to later determine the content of the image from page context alone. The key principle is that computers and screen readers cannot analyze an image and determine what the image presents. Alternative text can be presented in two ways: Within the alt attribute of the img element. Within the context or surroundings of the image itself. This means that the alt attribute sometimes called the alt tag, though technically this is incorrect is not the only mechanism for providing the content and function of the image. This information can also be provided in text adjacent to the image or within the page containing the image. Important The term alternative text, as used in this article, refers to the text equivalent for an image, regardless of where that text resides. It does not refer solely to the alt attribute of the image tag. Alt attribute will be used when referring to the attribute itself, which often will, but does not exclusively, contain the alternative text. Every image must have an alt attribute. Images without an alt attribute are likely inaccessible. In some cases, images may be given an empty or null alt attribute e. Context is Everything When determining appropriate alternative text for images, context is everything. The alternative text for one image may be vastly different based upon the context and surroundings of the image itself. Take, for instance, the following image of George Washington: The alternative text for this image might change immensely based upon context, as demonstrated below. Note To best present these principles of alternative text, most images within this article have been given alternative text of "example image". However, the content of the images is typically presented within page context. What would be appropriate alternative text for the image in Example 1? In most cases, an image will only have a function if it is contained within a link or is an image map hotspot or a button. Determining if the image presents content and what that content is can be much more difficult. If the content that the image conveys is presented within text in the surrounding context of the image, then an empty alt attribute may suffice. In the example above, the content being presented by the image is to inform the user that this is George Washington. The image has no function because it is not a link and is not clickable. Important The alt attribute should typically: Be accurate and equivalent in presenting the same content and function of the image. This means the correct content if there is content and function if there is a function of the image should be presented as succinctly as is appropriate. Typically no more than a few words are necessary, though rarely a short sentence or two may be appropriate. NOT be redundant or provide the same information as text within the context of the image. NOT use the phrases "image of It is usually apparent to the user that it is an image. And if the image is conveying content, it is typically not necessary that the user know that it is an image that is conveying the content, as opposed to text. If the fact that an image is a photograph or illustration, etc. Option A unnecessarily describes the image as an image. Option B provides extra information that is not presented directly in the image and it is also redundant with content presented later within the text. Option C no alt attribute is not appropriate because the

image conveys content that is not directly presented in the surrounding context. What would be the appropriate alt attribute for the image in Example 2? Option A would be redundant. Option C provides extraneous and useless information. Option D no alt attribute is never the right choice - every image must have an alt attribute. Example 3 What would be the appropriate alt attribute for the image in Example 3? Whenever an image is within a link, the function of the image must be presented in alternative text that is also within the link. In this case, there is no adjacent text within the link that describes the function, so it must be presented within the alt attribute. As a result, option D "George Washington" is likely the best choice. While the words "George Washington" in the alt attribute are redundant with the text that follows, in this case the redundancy is necessary to adequately describe the function. Option A is not adequate. An image that is the only thing inside a link must never have a missing or null alt attribute. Screen readers might read the image file name or the URL of the page being linked to, which may or may not be useful. And remember, that the link may be read out of context of the surrounding text, such as when the user is navigating by links within the page. Option B provides content that is not available through the image alone i. Option C does not provide an adequate description of the function, especially out of context. This entire example could also be make much better by placing both the image and the text caption within one link: When possible, avoid using "link to Links are identified as links by screen readers and should be visually apparent to sighted users. Example 4 In this painting, the artist Emanuel Leutze used light, color, form, perspective, proportion, and motion to create the composition. What would be the most appropriate alt attribute for the image in Example 4? Swirling waves surround the boat where the majestic George Washington looks forward out of the storm and into the rays of light across the river as he leads his wary troops to battle. In this case, it is not at least not entirely. The image is not within a link, so there is no function. Option A "George Washington" probably does not adequately describe the content of the image. The fact that it is George Washington in the painting may not necessarily be relevant in this context. Option B "Painting of George Washington" may be adequate, but does not provide much additional content. However, it may be appropriate to describe the image as a painting, as opposed to a photograph or other image type. Option C provides more information that may help the user identify the content itself. Remember that alternative text is not just for the blind. Many sighted users would be able to identify the specific painting in question given this description, whereas "George Washington" alone would not be descriptive enough. Option D might be appropriate if the purpose of the image is to present a specific art technique and the content of the image itself is not important. Option E may also be an appropriate alternative if a detailed examination of the painting is in order, but is too long and verbose to be of much use - such text would be better served as text within the web page. As you can see, there is no one right answer here. The best alternative text will depend on the context and intended content of the image. Functional Images Images are often used not only to provide content, but to provide important functions, such as navigation. Example 5 The "Products" image is part of a navigation bar. What would be the most appropriate alt attribute for the "Products" navigation image in Example 5? In this case, option A is the best answer. It provides both the content and the function of the image. The image displays the word "Products" and also is a link to the products page on the site. The image will be identified as being within a link, so "Link to" is not necessary, making option B a poor choice. Because the image is the only object within a link, null alt text is never appropriate. When an image contains only text, the text being displayed can usually be used as alternative text. What would be the most appropriate alt attribute for the blue arrow image in Example 6? In fact, any of the options could probably be appropriate in this example. Option A and B will probably be sufficient in most cases, as long as it is clear to the user that there are multiple pages within the article. Option C presents very clearly the function of the link, but does not present that the link goes to the next page in a series. Option D may be the best solution as it presents the function of the link and conveys that it is part of a series of pages. As stated previously, determining the most appropriate alternative text is up to personal interpretation based upon the larger context of the image in question. A description of this image "arrow" would not be appropriate. Perhaps a better solution would be to have the text "Next Page" or similar adjacent to the image and within the link, in which case, the image could be given null alt text.

**Chapter 9 : Conversations: Text and Image | Museum of Contemporary Photography**

*All answers for "The art of fine writing or penmanship" Find the right answers to your crossword clues Set and sort by length & letters Helpful instructions on how to use the tool Solve every Crossword Puzzle!*

**Text and Image** This exhibition is intended as a quick fifty year review of the practice of combining written text and image by artists who use photography. Combining written text with images has a long history in art. William Blake, eighteenth century British poet, published books of his writing with his own illustrations and quickly learned that the synthesis evoked meanings beyond the power of words or pictures alone. Dadaists and Surrealists in early twentieth century Europe combined fragments of found text with appropriated photographic images to open alternative, sometimes irrational, paths of communication they felt were missing from straight art. As a frustrated writer and friend of important writers like the poet Hart Crane, he purposefully explored both the formal and conceptual implications of placing text and image together. First, the advertising signs and other extraneous words in his prints force awareness of the limitations of the photograph. The two-dimensionality of the text reestablishes that we are observing a flat field of limited information in spite of the seeming replication of visual perception. Second, since we know that the words are a code, we have an opportunity to transfer what we know about reading codes to the photographic image. Evans created complicated arenas in which our attention caroms from verbal to visual and back, making us aware that both are describers of and not substitutes for experience or knowledge. They surround meaning like wolves running around sheep, eyeing but not reaching their prey. At this time an increasing number of artists began to consciously combine text with their imagery to widen the discourse of the critics. As her title suggests, she was interested in theoretical issues concerning photography as a purveyor of truth, but she also was, and is, more concerned with the practical matter of distorting or ignoring social truths. Placing words and images in the same perceptual space is not as easy as it looks. The artist has to keep track of four phenomena, not just the apparent two. First, the words have accepted, coded meanings and contexts that affect what we see in the adjacent images. Second, the words invoke mental images that might also conflict with what we see. Third, images have meanings and contexts that may alter our engagement with the adjacent words. Fourth, images can call up words in the mind of the viewer. By the late s and early s combining words and photographs had become a genre of art photography with wide and varied practice, ranging from simply writing on photographs to the first experiments with digital collaging of word and image. This caused some of the work to be opaque to the general art consumer. Jim Goldberg solved this problem by inviting the subjects of his Rich and Poor series to write directly on the paper that contained their own image, a practice common in the non-art world since the introduction of the Kodak No. Jeff Wolin invades, or perhaps violates, the photographic space by writing extensive commentary of his own over images of his family and other evidence of his life experience. The shock that we feel seeing his dense writing seems like clear evidence of our confidence in the power of the photograph to communicate by itself. Wolin is the other end of the spectrum from the publications of Robert Frank, Lee Friedlander, and Walker Evans, where the photographs are carefully isolated from any kind of caption. Aware that his images reflect his partial view of this unbearably complex country, he gives up some of his control over the viewers imagination, and allows them, like him, the pleasure of being lost. Aware of the loss of textual meaning in most of American culture, she pulls words from areas where they still have strength for better or worse—race and sex. One complicating difference is that now the landscape is also full of photographic images. At this late date we are barely aware of the effects of this stream—fish have no need to wonder about water until it is gone. In this piece the hands of the artist himself manipulate and distort our access to words he presumably needs us to hear. The image we see extends the meaning of his text, but it also creates a visual analog for the value of indirection and distraction in art. In all these works the meaning in the text combines with the images to produce thoughts and feelings not generated by either alone. But we are also forced to confront our profoundly untested confidence in both text and image.