

Library-Iowa Department for the Blind
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Weekly Dose When a Tactile Graphic Is Not Produced

Although a tactile graphic is preferred, the following guidelines can be introduced refer to the STEM guidelines.

Context is Key

- Descriptions for the same image may differ depending on context.
- Take a glance at the text surrounding an image to understand how it fits into the bigger picture.
- Avoid repetition of explanations.

Consider Your Audience

- Know your target reader (e.g. age, culture, subject-matter expertise).
- Use vocabulary and phrases appropriate for the reader.

Be Concise

- More is NOT better!
- Don't repeat information presented in the main or adjacent texts. Include color only when it is significant (e.g. arbitrary colors assigned for elements of bar graphs and line charts need not be specified).
- Avoid introducing new concepts or terms.

Be Objective

- Describe only what you see – physical appearances and actions rather than emotions.
- Don't interpret or analyze the material.

Just for fun, please check out the link below for a more detailed overview of what was discussed in this week's Dose.

<http://diagramcenter.org/general-guidelines-final-draft.html#key>

Source: Diagram Center and Benchmark, UEB Formats