

Principle 1: Perceivable — information and user interface components must be presentable to users in ways they can perceive.

Standard	Description	Level of Support	Remarks
Guideline 1.1 Text Alternatives: <i>Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language.</i>			
1.1.1	<p>Non-text Content: 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 (Level A).</p> <ul style="list-style-type: none"> • Controls, Input: If non-text content is a control or accepts user input, then it has a name that describes its purpose. (Refer to Guideline 4.1 for additional requirements for controls and content that accepts user input.) • Time-Based Media: If non-text content is time-based media, then text alternatives at least provide descriptive identification of the non-text content. (Refer to Guideline 1.2 for the additional requirements for media.) • Test: If non-text content is a test or exercise that would be invalid if presented in text, then text alternatives at least provide descriptive identification of the non-text content. • Sensory: If non-text content is primarily intended to create a specific sensory experience, then text alternatives at least provide descriptive identification of the non-text content. • CAPTCHA: If the purpose of non-text content is to confirm that content is being accessed by a person rather than a computer, then text alternatives that identify and describe the purpose of the non-text content are provided, and alternative forms of CAPTCHA using output modes for different types of sensory perception are provided to accommodate different disabilities. • Decorative, Formatting, Invisible: If non-text content is pure decoration, is used only for visual formatting, or is 	Supports with Exceptions	<p>Alt text is provided for the following courseware titles:</p> <ul style="list-style-type: none"> • Consumer Behavior • Digital Marketing Analytics • Digital Marketing Essentials • Email Marketing: Simplified Strategies • Essentials of Social Media Marketing • Integrated Marketing Communication • Market Research Essentials • Marketing Management Today • Modern Marketing Principles • SEO Strategy & Skills • Social Media Marketing