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# Cover Image Description

Cover Images are part of the book that helps sell the book to readers with a quick glance, so you want your description to accomplish the same!



The cover goes before the Title Page and does not have a heading. See [Title Page](#) for how to format this section.

They vary from simple images, to more complex, but you should aim to keep the description as clear and concise as possible to help build excitement for the content to come!



If a book section includes images of covers, simply remove the image and replace it with the title of the book. If it is only one title, there is no need to apply a list format to it. Please see [Also by the Author](#) and this [video tutorial for more on cover images in book sections](#) for more info.

## Getting Started

Before you write your Alt-text you need to do the following:

- Make sure the image is set to `inline with text`
- Resize the image to fit the page as necessary

[Here is a demo to show you how to set up the Cover page.](#)

## Writing Cover Alt-text



Go to [Writing Tip: Using Point Form Technique](#) for a breakdown on how you can start the writing process

All Alt-text for Covers must begin with the following: `cover: [Title][: Subtitle]. [AuthorName AuthorSurname]. [Image Description]. [Praise quotation by Attribution text].`

For example: `cover: Awesome Title: Of a Really Cool Book. Sarah Smith. A colour photograph of a single red rose laying in the pale white snow. "You do not want to miss this book that is about cool things!" by Mr. Critic Person.`

The context of a cover is to sell the book! Book covers are used in marketing to draw in a reader to pick up the book and buy it.

There can also be special edition covers that are different from previous editions. All this is an experience we want our readers to share!

Remember, covers are often discussed in book clubs and online reading groups, so people with screen readers want to join in on the fun!

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## Text on Cover

We do not transcribe the title and author, but we do transcribe any quotes on the cover.

You only describe the font of the title if it is designed to grab attention. We also never describe the font style (i.e. serif, non serif, etc..) If the font is part of the impact of the book we can use descriptors such as: cursive, all capitals, bold, small, etc.. This language makes it more accessible to all readers. See below for examples of when and how to describe a title on a cover.

Any text transcription, or description of text, can go at the end of the description.



Do **not** use double quotation marks within Alt-text. Use only single quotation marks.



If you have any questions, post your question on the [Alt-Text Q&A](#)



For examples, see [Examples: Cover Images](#)

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## Images

The general guidelines for describing a cover image are the same as simple and medium images. You are aiming for a clear, concise description here that will do much to build excitement for the content to come. See [General Guidelines](#) for more information.

Some covers will require more description than other covers. Remember to stay as concise as possible. Do not be afraid to describe something in relation to another common object, especially for abstract and sci-fi covers, see examples below.

Generally, children's books require more description as they are image-led stories. Go to [Cover Images for Children's Books](#) for more information.



If you have any questions, post your question on the [Alt-Text Q&A](#)



For examples, see [Examples: Cover Images](#)

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