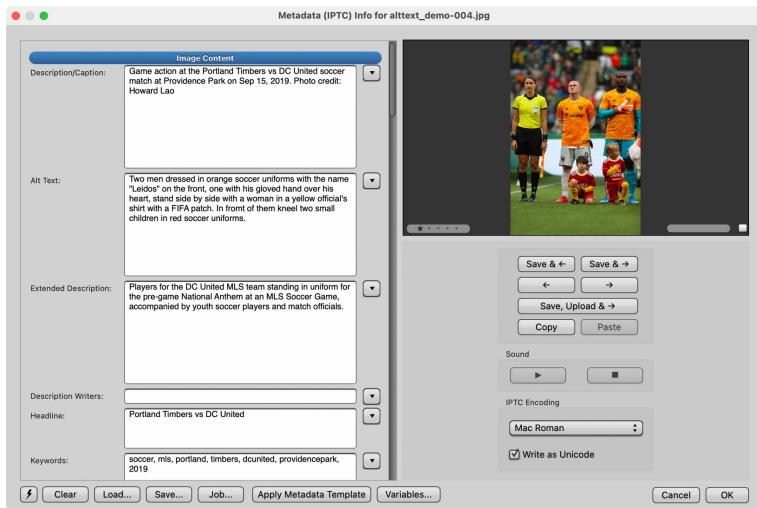


# **Support for Alt Text and Extended Description in Photo Mechanic**



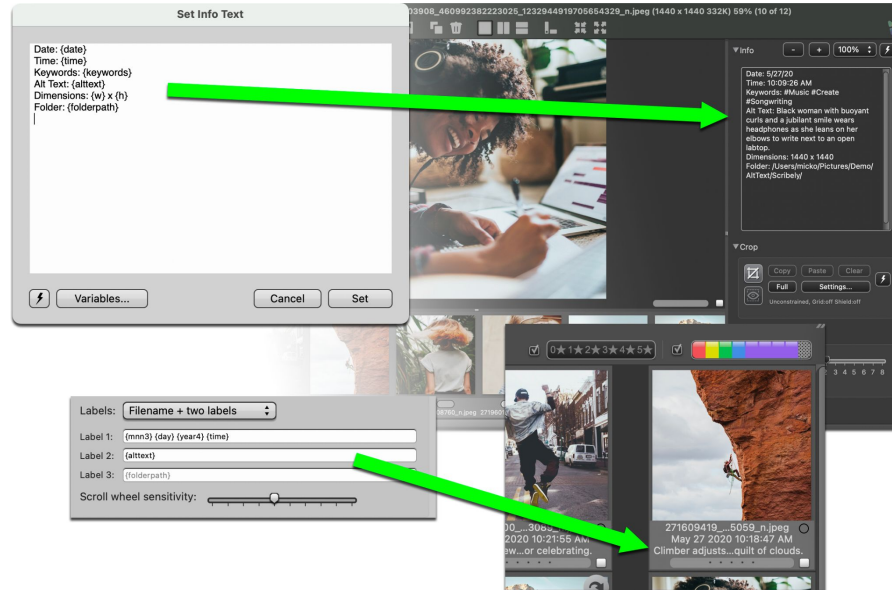
# Read and Write in Photo Mechanic

IPTC Alt Text and Extended Description fields available in Metadata (IPTC) Info and Metadata (IPTC) Template dialogs can be read in Photo Mechanic or written to individual files or to multiple files.



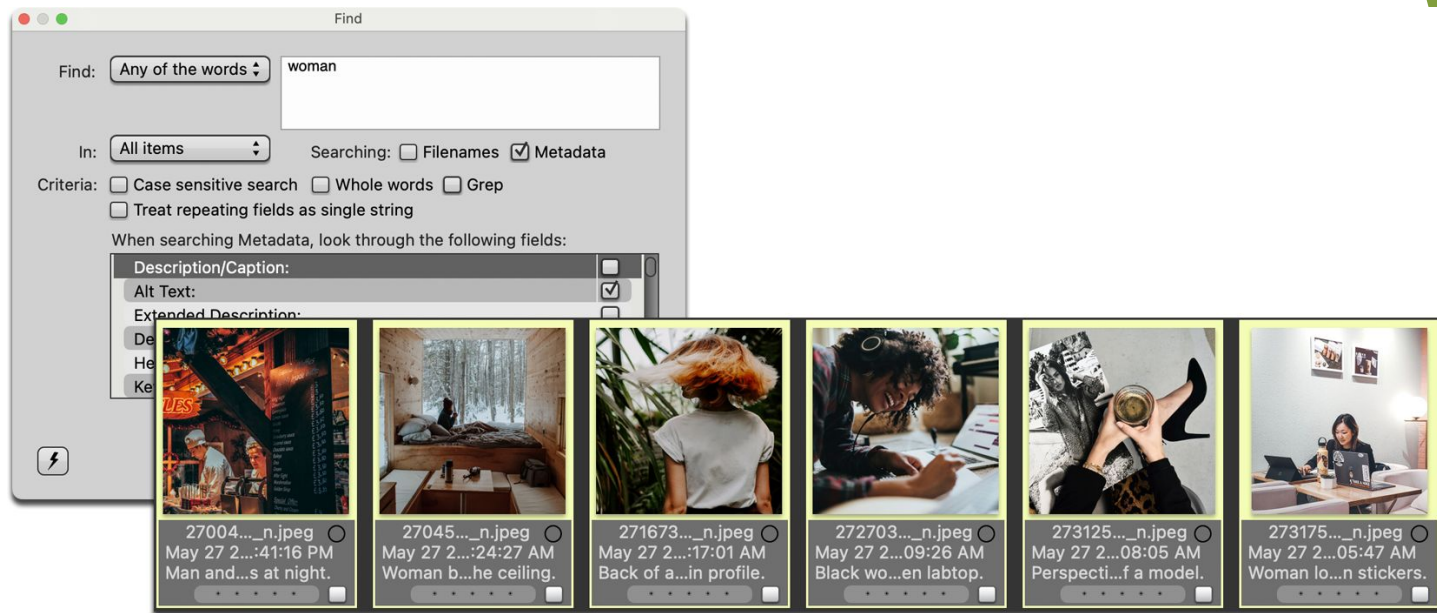
# Alt Text and Extended Desc. Variables

Alt Text and Extended Description information can be used throughout Photo Mechanic by using the {alt} or {alttext} and {extd} or {extendeddesc} variables. If Alt Text metadata exists in an asset, it can be visible wherever you need to see it in Photo Mechanic



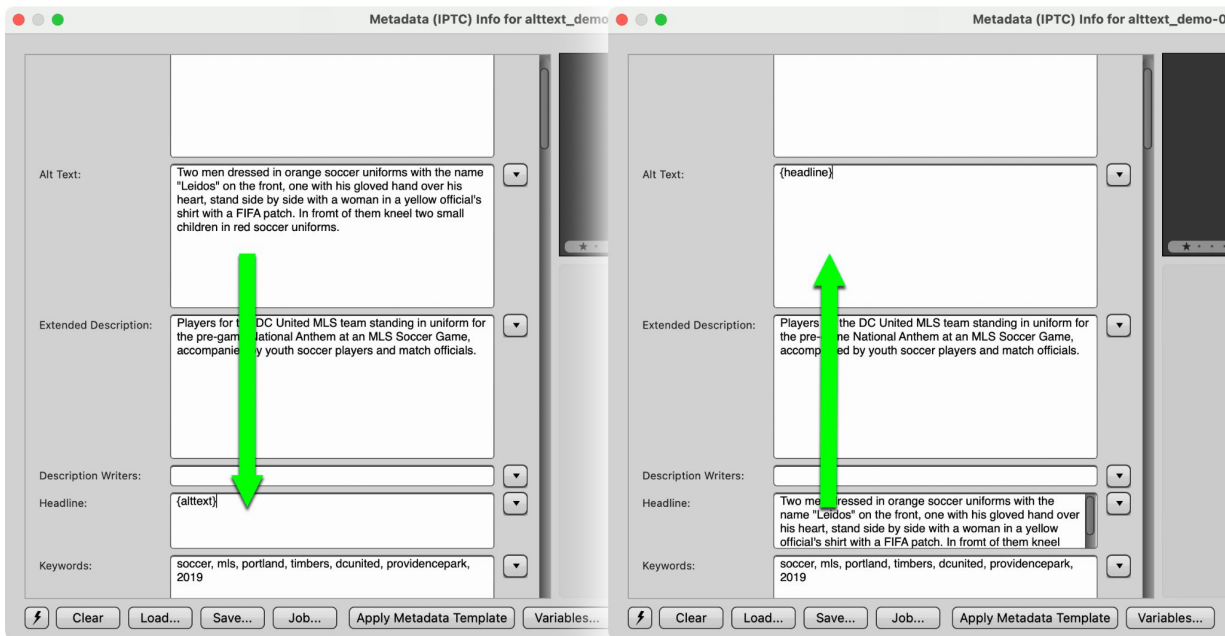
# Alt Text and Extended Desc in Find

The Find command can be filtered to return results from the Alt Text or Extended Desc. (It can also be used to find all the images from a group that are missing IPTC Alt Text metadata – by searching for an empty field.)



# Data Translation

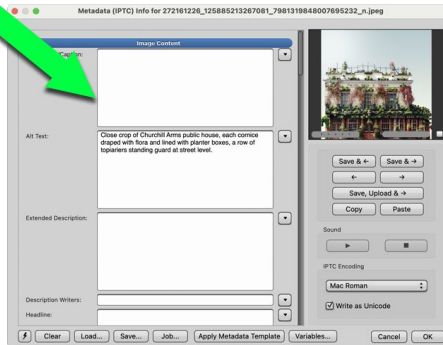
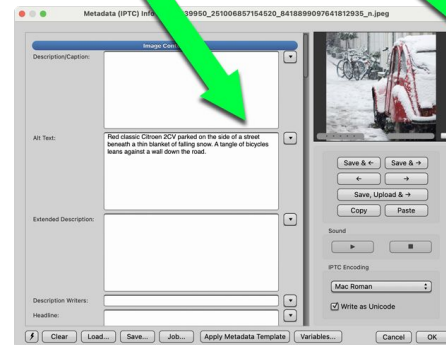
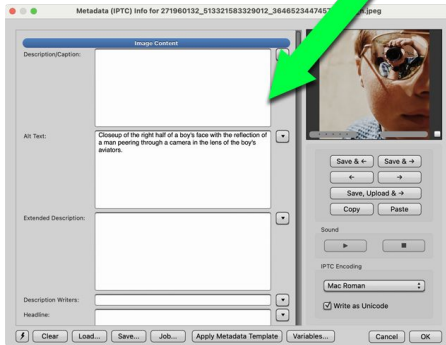
If you are dealing with systems that don't yet support IPTC Alt Text, Photo Mechanic can be used to batch copy IPTC Alt Text into other fields, or copy from other fields into IPTC Alt Text.



# Batch Import of Spreadsheets

If you have Alt Text entered into a spreadsheet or CSV, you can use Photo Mechanic to apply it to the IPTC metadata for a group of assets in bulk.

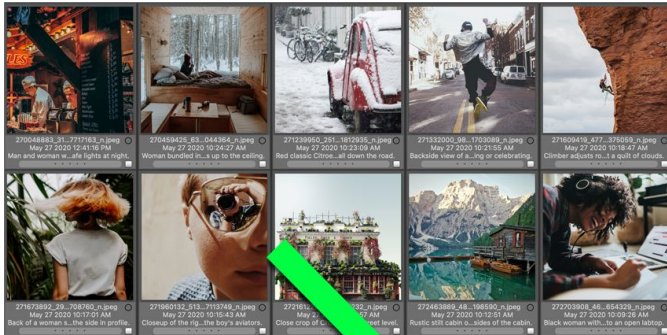
Filename	alt text	credit
273175475_307036661472211_7762726594174624270_n	Woman looks down at an open Surface laptop	Bahman Adlou @mr.baboo
273125916_129353069578809_6154110804240735463_n	Perspective of a woman wearing black heels	Cleo Vermij @cleovermij
272703908_460992382223025_1232944919705654329_n	Black woman with buoyant curls and a jubilant	Soundtrap @SoundTrap
272463889_481382776843733_5249816951025198590_n	Rustic stilt cabin on a crystal blue lake beneath	Jeison Higuita
272161226_125885213267081_7981319848007695232_n	Close crop of Churchill Arms public house, ear	Simone Hutsch @heysuper
271960132_513321583329012_3646523_147457113749_n	Close up of the right half of a boy's face with th	Caleb Stokes @C_pics_97
271673892_295684482609879_12640_15065708760_n	Back of woman surrounded by ferns whose	Mariana Soshnikova
271609419_4772532896164068_1506311951773375059_n	Climber ascends ropes as he scales a bowed, r	Sean Benesh @seanbenesh
271332000_982044079360987_14625163001703089_n	Backside view of person holding bent arms v	@dre0316
271239950_2510068571545_13418899097641812935_n	Red classic Citroen 2CV parked on the side of Iris	@ismalbr
270459425_63014736165_1_904400040994004_n	Woman bundled in a red and comforter looks	Nachelle Nocomb @nachelle
270048992_240064265_1574_22447764604577474_n	Man and woman work together on a couple of	Arthur Edmonds @arthur





# Export of Metadata to CSV/TSV

If you have a group of assets with IPTC Metadata, Photo Mechanic can generate custom .csv or .tsv spreadsheets.



Filename	alt text	credit
273175475_307036661472211_776210594174624270_n	Woman looks down at an open Surface laptop	Bahman Adlou @mr.baboo
273125916_129353069578809_6154111240735463_n	Perspective of a woman wearing black heels a	Cleo Vermij @cleovermij
272703908_460992382223025_1232944919705654329_n	Black woman with buoyant curls and a jubilant	Soundtrap @SoundTrap
272463889_481382776843733_5249816951025198590_n	Rustic stilt cabin on a crystal blue lake beneath	Jeison Higueta
272161226_125885213267081_7981319848007695232_n	Close crop of Churchill Arms public house, ear	Simone Hutsch @heysuper
271960132_513321583329012_3646523447457113749_n	Closeup of the right half of a boy's face with th	Caleb Stokes @C_pics_97
271673892_295684482609879_1264063515065708760_n	Back of a woman surrounded by ferns whose	Mariana Soshnikova
271609419_4772532896164068_1007311951773375059_n	Climber adjusts ropes as he scales a bowed, r	Sean Benesh @seanbenes
271332000_982044079360987_8794625163001703089_n	Backside view of a person holding bent arms v	@dre0316
271239950_251006857154520_8418899097641812935_n	Red classic Citroen 2CV parked on the side of Iris	@ismalbri
270459425_630147361650441_9044000409940044364_n	Woman bundled in a rumpled comforter looks	Nachelle Nocomb @nachel
270048893_270048893_270048893_n	Man and woman work behind the counter of a	Arthur Edmonds @arthure

# Generate HTML from IPTC Metadata

Photo Mechanic can export HTML with IPTC Metadata including Alt Text



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## Fall back on Headline

The {alta} or {alttextalt} variable in Photo Mechanic in all dialogs and exports will insert IPTC Alt Text if it exists, and if it does not exist in the asset the variable will fall back to inserting the content of the Headline field.

# Availability

These features will be available in the next build updates to both Photo Mechanic 6 and Photo Mechanic Plus. (Exact date TBD)

- IPTC Alt Text and IPTC Extended Description fields
- Photo Mechanic Variables:

Alt Text: **{alt}** or **{alttext}**

Alt Text Fallback to Headline: **{alta}** or **{alttextalt}**

Extended Description: **{extendeddesc}** or **{extd}**

# Thank you!

**Camera Bits would like to thank Scribely and Caroline for their work in pushing for this feature.**

**Thank you especially to the IPTC for implementing this**

**Thank you to all developers, platforms, publishers, editors and managers who work together to improve accessibility!**