



Union Council Motion

Lobby the University for mandatory Image Descriptions across all University of Hull and Hull University Students' Union Visual Content

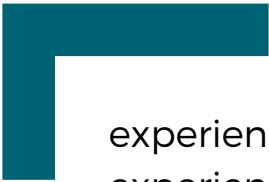
Why do you want to change it?

Image descriptions is text that accompanies an image or graphic, which explains what the image shows, and any text displayed on the image.

Image descriptions are vital for blind and visually impaired students. These students use a screen-reader which speaks the words from a screen, for instance, the text displayed on a website page. However, currently screen-readers cannot describe the visual aspects of an image, nor the text displayed on a photograph or graphic image.

Image descriptions are vital for blind and visually impaired students to have the same access to information. By adding a text description alongside an image, this ensures that these students have access to information displayed on posters on a social media post such as key dates, times and other important information. It is crucial that these students have access to as much information as possible, whether this is in their teaching sessions, or about wider events and opportunities that they get involved in across the University and Students' Union.

Being as inclusive as possible, also means that blind and visually impaired students ought to have an equitable experience to sighted students. Without image descriptions, blind and visually impaired students are not able to know what image is showing, which can impact their educational



experience. We do not want these students to have a limited experience, compared to sighted students.

However, it is not standard practice to apply image descriptions to all visual content, and this is not consistently done across teaching materials, social media and other visual content in the University or HUSU.

Image descriptions are something that can be easily and quickly added to visual content. Therefore, having a motion to guide people, and hold them to account should help ensure that members of staff across the University and HUSU are doing this.

Since the motion for mandatory closed captions was passed by Union Council, it appears to be a logical next step to achieve the same consistency for accessible content for blind and visually impaired students.

What do you want Hull University Students' Union to do?:

I would like HUSU to support the lobbying of mandatory image descriptions to the University of Hull and HUSU.

Proposers: Sarah Da Silva (Disabled students' representative) and Evie Kyte (President of Inclusivity and Diversity)

Seconders: Cas Nicholas (Social Mobility and Class Representative), Beth Stephenson (LGBT+ students' representative), Angel Vincent (Trans students' representative)