Communicate for All

Images

Capture people's attention with accessible and memorable images: recommendations from the guide *Communiquer pour tous*.

Images

Websites

Speech

Writing

Santé publique France

CIRLI

10 points to keep in mind to be understood by everyone

1 Use **simple images**, without too much detail.

2 Choose **images that provide the same information as the text**.

3 The image should be **understandable without text** (if possible).

4 Check the **contrast**. ☹ ☺

5 Present **the image in context** the first time, e.g.: Protect yourself against ticks ☹ ☺

6 Use **images known to the target audience** that are culturally appropriate.

7 Represent a **diverse audience**.

8 Use the same image to represent the same concept throughout the whole resource.

9 **Present images with a label** or an explanation closeby.

Mountain dweller

10 **Test the images** with the target audience.