* [**Functional images**](http://www.w3.org/WAI/tutorials/images/functional)**:** Used alone as a link or button to activate a function – for example, icons for printing and submitting forms. The text alternative needs to describe the function rather than the image;
* [**Images of text**](http://www.w3.org/WAI/tutorials/images/textual)**:** Representations of readable text, typically used when special fonts are wanted. The text alternative needs to contain the same words as shown in the image;
* [**Informative images**](http://www.w3.org/WAI/tutorials/images/inform)**:** Used to graphically illustrate concepts and information, typically pictures and illustrations. The text alternative needs to be at least a short description conveying the essential information presented by the image;
* [**Complex images**](http://www.w3.org/WAI/tutorials/images/complex)**(such as graphs and diagrams):** Used to convey data and detailed information. The alternative needs to be a full text equivalent of the data and information represented in the image;
* [**Groups of images**](http://www.w3.org/WAI/tutorials/images/groups)**:**  When a collection of images is used to convey a single piece of information, the text alternative for one item should convey the information conveyed by the entire group;
* [**Image maps**](http://www.w3.org/WAI/tutorials/images/imagemap): When one image is used to contain multiple clickable areas, the text alternative for the image as a whole should provide an overall context for the links, while text alternatives for the clickable areas need to describe the purpose or destination of the links;
* [**Decorative images**](http://www.w3.org/WAI/tutorials/images/decorative)**:** Used purely for decorative purposes and do not convey any unique information. The text alternative should be null (alt="");