

Copyright and Digital Images

Downloading or uploading of images from the Internet is technically very easy. However, the convenience of easily obtaining images can lead many to forget that copyright applies to images just as it does to text material:

- ❑ Permission must be obtained prior to using most images.
- ❑ It is a wrongfully held assumption that because the material is not being used for commercial purposes it is ok---it is not. There is **no** exemption from copyright compliance just because the material is being used for educational purposes such as projects and classroom presentations.
- ❑ The absence of a copyright statement on a website does not mean you can freely copy the text or images.
- ❑ Exceptions to the need to obtain permission include: material that specifically states that it can be used freely, and material in the 'public domain' (material where the creator has been dead for over 50 years or has donated the material to the public). This material still needs to be attributed to the owner of the work (cited).

What are the steps in seeking permission to use an image?

1. Look for the copyright statement (*sometimes this is hard to find*).
2. If the copyright statement states that you are free to use the images then you may include **but** you must still provide a citation to where you found the image. *See below on how to cite an image.*
3. If there is no copyright statement or the copyright statement does not freely allow the image to be used:
 - a. Contact the holder of the copyright (creator/website) to ask permission. Written permission (email is ok) is considered advisable.
 - b. Or consider looking for a 'free' alternate image

Where can images be found?

ARTstor

Available from the E-Reference Products link on the Library website, contains nearly 500,000 art images from the areas of architecture, painting, sculpture, photography, decorative arts, and design. Permitted uses for ARTstor images include: classroom handouts, presentations, research and student assignments, password protected course websites and display in seminars and lectures.

For a detailed list of permitted and nonpermitted uses, see http://www.artstor.org/info/about/permitted_uses.jsp

Sites on the Internet

There are many ways to find sites that contain images but only a relatively small percentage of sites allow totally 'free' use. Most contain a copyright statement that sets out the terms and conditions of use and how/where to request permission. The following are some examples of websites and the accompanying copyright statements on these websites:

- ❑ **Example of a site where you must request permission:** <http://ditto.com>

Copyright Statement: "Should you wish to use any picture, photo or artwork you see during the search process, you must obtain the appropriate permission from the owner of the material."

❑ **Examples of free sites:**

<http://www.freeimages.co.uk/>

Copyright statement: "By downloading these images you are agreeing to our terms and conditions.

You may not redistribute these images as part of a collection or sell them. **Don't Forget:** You must link to or credit this site if you use these images"

<http://imagebase.lib.vt.edu/>

Conditions of use: "Resources and materials available through the Digital Library and Archives...are available for use in research, teaching, and private study. For these purposes, you may reproduce (print or download) materials without prior permission, on the condition that you provide proper attribution of the source in all copies".

<http://images.jsc.nasa.gov/luceneweb/guidelines.jsp>

Copyright Statement: "...NASA does not "license" the use of NASA materials or sign license agreements. The Agency generally has no objection to the reproduction and use of these materials (audio transmissions and recordings; video transmissions and recording; or still and motion picture photography), subject to the following conditions.... "

❑ **Another way to find images is to use Google>>Images>>Advanced Image Search and enter the topic you are looking for.**

Copyright Statement: "The images identified by the Google Image Search service may be protected by copyrights. Although you can locate and access the images through our service, we cannot grant you any rights to use them for any purpose other than viewing them on the web. Accordingly, if you would like to use any images you have found through our service, we advise you to contact the site owner to obtain the requisite permissions."

How to cite an image:

Images or pictures obtained off the web or scanned from a print source, that you use in a presentation or research paper, must be cited. Exceptions to the need to provide a citation to an image include Royalty free clip art, such as the clip art available in Microsoft Word or Powerpoint.

As a general rule, the following elements should be included in the citation:

- ❑ Artist's Name, if known
- ❑ Title of the image, if known (if not, use a description)
- ❑ Institution where held, if known.
- ❑ Title of article or book (if applicable)
- ❑ Author of article or book (if applicable)
- ❑ Title and Date of journal (if applicable)
- ❑ Database name (if applicable)
- ❑ Date of access if online or publication if originally from print material
- ❑ URL (if applicable)

Example of a citation that would be placed underneath the graphic image:

Costco. Costco 2000 Annual Report. "Annual Sales". June 17, 2000

<http://www.corporate-ir.net/media_files/NSD/cost/cost_98annual_200_120.pdf>.

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