

Using Images from the Web

When using images from the web in your presentations, papers, websites, posters, or other works, it is important to understand what images can be used legally. The Fair Use clause of the United States' Copyright Law gives some leeway in using copyrighted materials.

Copyright Law is accessible at <https://www.copyright.gov/title17/>. The Doctrine of Fair Use is found in Chapter 1, Section 107.

Best Practices

- Use other people's creations sparingly. (If you can use your own image, then do!)
- ALWAYS give credit, even when it is not required
- The safest strategy is to get permission/license for reuse (even if there is a cost)
- Use others' work to create new information, knowledge, or perspective
- Don't increase access to a copyrighted work
- Be cautious of using identifiable people, brands, logos, trademarks, etc. as these may require additional consent
- It is advised to maintain a fair use checklist for each work used. This checklist breaks down your purpose, nature, amount, and effect of the work by favoring and opposing fair use. View a checklist [here](#) from the University of Louisville.

Where to Find Images

- **Pixabay**
 - [Pixabay.com](https://pixabay.com)
 - Can use commercially but there are some limitations
- **Flickr**
 - [Flickr.com](https://www.flickr.com)
 - Uses Creative Commons license suite
- **Creative Commons**
 - search.creativecommons.org
 - Can specify licensing terms
- **Google Images Advanced Search**
 - [Google.com](https://www.google.com)
 - Greatest number of image options but it includes images from all types of sources with no representation of the image's license
- **Wikimedia Commons**
 - [Commons.wikimedia.org/wiki/Main_Page](https://commons.wikimedia.org/wiki/Main_Page)
- **Flickr Commons**
 - [Flickr.com/commons/](https://www.flickr.com/commons/)
- **Federal Government Websites**
 - Example of search term using Google:
 - `site:.gov "red drum"`
 - `site:epa.gov OR site:nps.gov OR site:fws.gov OR site:noaa.gov "red drum"`

Creative Commons License

- CC = Creative Commons License
- BY = Attribution required
- NC = Non-commercial use only
- ND = No derivative works allowed
- SA = Share Alike
- 2.0 = License version 2.0 (Version is very important as license terms vary between versions)

Learn more about Creative Commons licenses [here](#).

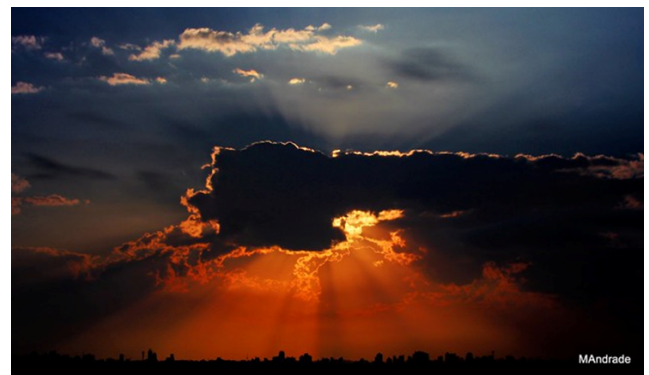
Tips for Selecting an Image

- Choose images with that are within the public domain
- If the image has a license, ensure the license allows the use specific to your needs
- Check to see if the image has any limitations or requirements for reuse
- Federal publications/media are usually public domain and thus freely available for use; exceptions should be specified with the image
- If using Google Images, filtering by usage rights/license types is not always enough; it is wise to find the source of the image and evaluate it there

How to Cite Images

3 parts:

- Image
 - Image title
 - URL of image
- Author/creator
 - Author/creator name or handle
 - URL of author/creator's website
- License
 - Type of license
 - URL of license description



"Sunset" by MAndrade is used under CC BY-NC-ND 2.0

Images can be cited directly underneath the image (see example above). An alternative is to assign a reference number to each image and do a panel of credits at another place in your work (e.g. end of your paper/presentation, a corner of your poster).

Contact the EVSS office or the CofC library if you have further questions about using images ethically.