Using images in your university work by Jo Farmer and Michelle Perrott[Video Transcript]

## Web based images.

We all know how easy it is to find just the right image on the web to liven up your University work. However, just because something is publicly available on the Web, it does not mean you have the permission to use it or modify it

In other words, don’t assume you can **legally** use everythingthat you find on the internet.

### Copyright:

Copyright is the legal right that protects the works that have been created, by individuals or within organisations, from unauthorised use.

Copyright applies to all kinds of works, ranging from song lyrics, written texts, choreographies, still and moving images. Anything that has been created by a person or an organisation.

Copyright Law in the UK specifies how creators of original works may control the ways in which their material is used.

### Who owns the copyright?

Copyright law is rarely that simple as demonstrated by this American case. In 2011, a photographer travelled to Indonesia to take nature photos for his publishing business when this macaque monkey used the camera to take a number of selfie shots.

It was decided in court that neither the monkey nor the photographer owns the copyright, which means that anyone can use these photos legally without any attribution.

### Creative Commons:

Creative Commons is an organisation that works to increase the amount of creativity available in the “commons”; in other words, the body of work that is available to the public for free and legal sharing, use, repurposing and remixing. As a creator, you can publish something under a Creative Commons license if you wish to allow others to use it.

The good news is that if you are looking for content that you can freely and legally use, there is a wide range of Creative Commons licensed material available to you, including millions of images.

Against each item, you can see the terms of the license that the creator has chosen, so you will know how you can use that work and who you need to acknowledge.

**(Google search)**

Aside from the Creative Commons search tool, there are other ways to find copyright-cleared images that you can use safely. This includes the Google images **Usage rights** option under the **Tools** menu. This enables you to locate images that are specifically labelled for re-use or for different purposes.

**(Copyright statements)**

Whatever tool you use to locate suitable images, always check the copyright, whether it is a company logo, works of art or even clipart that you want to use

Get to know the different statements that are attributed to individual images. Let’s have a look at some of them now

### The public domain:

* This Flickr image of a cheese pizza has a link at the bottom of the page indicating it is in the public domain. If an image has been published in the public domain, this means that it is accessible to the public. However, the image may still be subject to copyright.
* If you follow this link, it clearly states that you can use this image and even modify it without asking for permission.
* This image of Emily Bronte on the National Portrait Gallery web site indicates how this image may be used.
* We can see the different terms of use based on the Creative Commons licenses. If you wish to use this image in an academic setting, such as your University work, then you have permission to do this. However, there may be a cost attached.
* And this image on Flickr has some rights reserved. If we follow this statement…
* …we can see that this image may be shared and adapted, even for commercial purposes as long as the appropriate credit is given to the license holder

**(Copyright-protected)**

Sometimes the statements are less obvious and you need to look around the website for the copyright messages hidden in the small print. This will be a particular issue if you have used the web in general to locate images or are looking on commercial websites.

* Rolls Royce makes it clear that you should contact the organisation for written permission to use the material contained on its website.
* And Pearson state that users are not permitted to reproduce any of their content without their express permission.
* Finally, Hewlett-Packard grants you permission to use the website for purchasing products but in no way, are you to modify, edit, copy or reproduce any of the materials contained on it.

**(Keep in Mind)**

Finally, here are a few things to keep in mind. In the UK, Copyright Law applies for 70 years after the death of the creator, so once this time has passed anyone can use it. Bear in mind that other countries have different copyright laws and the rules may be different from ours in the UK. The principles of copyright law for images also applies for moving images; and finally, when it comes to your university work (or anything that you produce), you still need to reference all the images you use.