Steve Williams
Assistant Director for Digital Education

Rebecca Rumbel
Technical Communications Specialist
Using Great Images AND NOT Run Afoul of Copyright
Copyright and Image Use

Why
Quality
Attributions
Permissions and OK Images
Record Keeping
Searching
Why?
Good scholarly practice
Protects you as well
Penn State expects it
Why?
Competent digital citizens
Good faith effort
Payoff?
Ensures liability protection
For Penn State
And for you
Rebecca Rumbel
Technical Communications Specialist
rar160@psu.edu
Do you have the *Cheat Sheet*?
Quality

900 pixels wide

72 dpi

On full size screen, clear and crisp
“Black Bear” by Jitze Couperus on flickr. Licensed under CC BY 2.0
Licensing
=
Permission
Attributions

• Who’s image is it

• Think back to college research papers

• Give credit where credit’s due
OK Images

• Your own images
• Images from another PSU employee
• Images from a stock photo company
• Images with a Creative Commons license
• Obtain permission from other sources
• Government Resources
Your Own Images

• Name, Penn State University
  ○ Rebecca Rumbel, Penn State University
Penn State Employee

- Name, Penn State University
  - Steve Williams, Penn State University
Stock Photo Company

• Bigstockphoto.com

• Create an account – purchase images

• Name of artist / bigstock.com
  ○ Leonard Zhukovsky / bigstock.com
OK Images

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PennState Extension
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• Obtain permission from other sources
• Government Resources
Obtain permission from other sources

• WRITTEN permission

• Keep a record for at least 3 years

• Ask how they prefer to be credited
  o Minimum: Name, Name of institution
  o John Doe, XYZ University
Government Resources

• Works created by government employees as part of their work are in the public domain

• Number of resources on the *Cheat Sheet*

• Provide an attribution
OK Images

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Record Keeping

• **3 years** – Penn State policy

• Images you download, purchase and use

• *Image Records* shows categories

• Depending on image, may not have all information
### Ex. Image Records for Copyright Webinar

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Record Keeping
Searching
We are all learning!

Rebecca Rumbel
rar160@psu.edu

Now, your questions…