



College of Agricultural Sciences Digital Education and Online Learning Image Guidelines

“LOOK AT THIS IMAGE! CAN I USE IT?”

It depends. This document will guide you through the process of selecting images that:

- Are the **proper quality** for the online environment
- Have the proper permissions/licensing to use online.

QUALITY

- Recommended images are at a minimum 900 pixels wide at 72dpi
- Other ways to think about image quality:
 - Look at the image full size on your screen. If it looks clear and crisp, you can probably use it. If it looks fuzzy or pixelated, etc., then it's not a good choice.
 - When selecting images for courses, **provide us with your biggest and best image**. The course development team can then resize and adjust them as needed.

PERMISSIONS

In the copyright world, having permission is equivalent to licensing. You can obtain permission for an image a number of ways.

USE YOUR OWN IMAGES

- **Attribution:** Your name, Penn State

USE IMAGES FROM ANOTHER PENN STATE EMPLOYEE

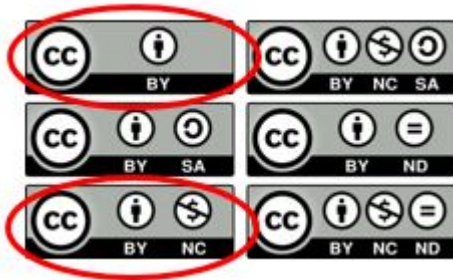
- Check with the employee
- **Attribution:** Name, Penn State
If an extension educator/staff is NOT technically employed by Penn State, you must ask for permission for images authored by that person. Follow the recommendations for “Obtain permission from other sources” (see below).

PURCHASE IMAGES FROM A STOCK PHOTO COMPANY

- Search the site for relevant images.
- Set up an account, buy and download images.
- Example: Bigstockphoto.com
 - **Attribution:** name of artist / bigstockphoto.com
 - e.g. Leonard Zhukovsky / bigstockphoto.com

USE IMAGES WITH A CREATIVE COMMONS LICENSE

- Only use the “Attribution - BY (CC BY) or the “Attribution-NonCommercial” (CC BY-NC) licenses



Credit: progressor on pixabay.com is in the [public domain](#)

- If you modify an image, you must note that in your attribution (see the example below). **Modifications include:** cropping a photo, changing colors, using the image in a collage, or putting text over an image
- **Flickr Attribution:** title / author / source / CC license
 - "title" has to be noted for CC licenses version 3.0 or earlier (if provided), optional for 4.0
 - Example: "[Rider Park \(3\)](#)" by [Nicholas A. Tonelli](#) on flickr.com Licensed under [CC BY 2.0](#)
 - Example (for image you modified): "[Rider Park \(3\)](#)" by [Nicholas A. Tonelli](#) on flickr.com has been modified (cropped) and is used under a [CC BY 2.0](#) license
- **Wikimedia Commons Attribution:** title / author / CC license / source
 - Example: "Wheat-kernel nutrition" by Jkwchui - Own work. Licensed under CC BY 3.0 via Wikimedia Commons

USE IMAGES IN THE PUBLIC DOMAIN

- Attribution is generally NOT required; however, Penn State best practice is to still provide it.
- **Creative Commons CC0** label is used by authors to waive copyright and dedicate their work to the public domain.
 - **Attribution:** title / author / source / is in the public domain
 - Example (unknown title): FraukeFeind on pixabay.com is in the [public domain](#)
 - [public domain hyperlinked to <http://creativecommons.org/publicdomain/zero/1.0/>]
- **Public Domain Mark (PDM)** label indicates the work is free of known copyright restrictions. Typically, this label applies to old works whose copyright has expired or to works not entitled to copyright protection (such as most federal documents).
 - **Attribution:** title / author / source / is in the public domain
 - Example (unknown author): “Paget locomotive” is in the [public domain](#)
 - [public domain hyperlinked to [Creative Commons Public Domain](#)]

OBTAIN PERMISSION FROM OTHER SOURCES

- If you have an image from a colleague, another university, or an external organization obtain written permission from them. See the “Permission Template” at the end of this document.
 - Keep a record of this written permission for a minimum of **3 years**.

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- If you are working on an online course, provide this permission to the course development team.
 - **Attribution:** Ask how they prefer to be credited
 - Minimum attribution (unless they are faculty and specify to not be credited): Name, name of institution

GOVERNMENT RESOURCES

- Most works created by state and federal government employees as part of their work are in the public domain, although some may have specific copyrights. For works that are in the public domain, Penn State best practice is to provide an attribution. If the work is copyrighted, you will need to obtain permission to use it.
- [USDA Agricultural Research Service Image Library](#) has many high-quality digital photographs on varied agricultural subjects available from the Agricultural Research Service. Photos are copyright-free, public domain images unless otherwise indicated.
 - **Attribution:** photographer (if available) / US Department of Agriculture
- [NRCS \(Natural Resources Conservation Service\) Photo Gallery](#) contains natural resource and conservation related photos from across the USA. Images are freely available and **must** be credited to NRCS.
 - **Attribution:** Photo by (photographer's name), USDA Natural Resources Conservation Service
- [National Renewable Energy Laboratory Image Gallery](#) is a collection of photographs and scientific images related to renewable energy and energy efficiency technologies.
 - **Attribution:** photographer (if available) / National Renewable Energy Laboratory
- [US Government Photos and Images](#) has many images available in the public domain or as US government works. Please check permissions for each photo, however, as some are copyrighted.

IMAGE RESOURCES

- [Flickr](#) is a searchable site of images with creative commons licenses. See above for information of appropriate CC licenses.
- [Pixabay](#) is a searchable site of images in the public domain (CC0).
- [Wikimedia Commons](#) is a searchable site of images with creative commons licenses. See above for information of appropriate CC licenses.
- [Penn State Flickr Website](#) is a searchable site of many Penn State related images.
- [Penn State Ag Sciences Flickr Website](#) contains images from Penn State's College of Agricultural Sciences.
- [Penn State Free Media Resources](#) provides information about digital media use and links to free media libraries.
- [New York Public Library Digital Collections](#) provides access to over 700,000 images digitized from primary sources and printed rarities in the collections of The New York Public Library.
- [Insect Images](#) has an extensive collection of entomology photos.
 - **Attribution:** Photographer's Name, Organization, Bugwood.org

- [Farm Energy](#) provides images contributed by farmers, researchers, industry, and educators. They are available under Creative Commons licensing CC BY-NC 3.0.
- [MaxPixel](#) provides free stock photos, licensed under Creative Commons CC0. Although attribution is not required, Penn State best practice is to provide attributions.
- [UNL Image Collections](#) is a collection of insect photos taken by the UNL Entomology Department.
 - **Attribution:** Department of Entomology, University of Nebraska-Lincoln, Photographer (if listed)
- [Internet Archive Book Images](#), part of flickr.com, is building a digital library of cultural artifacts.

WHERE TO PUT ATTRIBUTIONS

- **Videos:** Include attribution information for all images on an end slide. List each slide with an image to credit by number. Use a minimum 12 pt. font size. See the image credit slide example below.
- **Other products, such as web content, course content, print resources, and PowerPoints:** Include the attribution information below the image. Create web links for the title, author, and licenses. See the example below.

IMAGE CREDIT SLIDE EXAMPLE (FOR VIDEOS)

Image Credits

1. Steve Williams, Penn State
2. "Cherry Run Game Lands (Revisit) (3)" by Nicholas A. Tonelli / Nicholas_T on flickr.com CC BY 2.0
3. "Tulip tree in autumn" on Wikimedia Commons is in the public domain
4. "Sleeping dog" by High Contrast – own work. Licensed under CC BY 3.0 DE via Wikimedia Commons
5. skeeze on pixabay.com is in the public domain
6. John Doe, XYZ University
7. Scott Bauer, US Department of Agriculture
8. Bob Nichols, USDA Natural Resources Conservation Services
9. Warren Gretz, National Renewable Energy Laboratory

OTHER PRODUCTS (ATTRIBUTION INCLUDES LINKS)



Credit: "[Corner Farm](#)" by [Nicholas A. Tonelli](#) on flickr.com Licensed under [CC BY 2.0](#)

RECORD KEEPING

- According to [Penn State's General Retention Schedule policy](#), you must keep records of your permissions for three (3) years.

- You must keep track of the images you download, purchase, and use in your products.
- The following example provides the necessary categories of information you are responsible for recording.
- Record information in an Excel spreadsheet. You can download the Excel spreadsheet version of this table.

Slide	Image Title	Author/ Photographer	Source	Permissions	Link	Download Date
1	"Logging"	Steve Williams	Penn State			
2	"Cherry Run Game Lands (Revisit) (3)"	By Nicholas A. Tonelli / Nicholas T	Flickr.com	CC BY 2.0	https://www.flickr.com/photos/nicholas_t/11597902234/in/date_posted/	6/9/16
3	"Tulip tree in autumn"		Wikimedia Commons	CC0	https://commons.wikimedia.org/wiki/File:Liriodendron_tulipifera_Fall.jpg	7/8/16
4	"Sleeping dog"	High Contrast – own work skeeze	Wikimedia Commons Pixabay.com	CC BY 3.0 DE	https://commons.wikimedia.org/wiki/File:Sleeping_dog.JPG	7/8/16
5				CC0	https://pixabay.com/en/child-playing-quiet-dirt-girl-kid-851806/	6/1/16
6	"Ag Extension"	John Doe	XYZ University	Granted permission via email		
7		Scott Bauer	US Department of Agriculture		http://www.ars.usda.gov/is/graphics/photos/aug00/k8991-1.htm	7/8/16
8		Bob Nichols	USDA Natural Resources Conservation Services		http://photogallery.nrcs.usda.gov/netpub/server.np?find&catalog=catalog&template=detail.np&field=itemid&op=matches&value=5897&site=PhotoGallery	7/8/16
9		Warren Gretz	National Renewable Energy Laboratory		https://images.nrel.gov/bp/#/folder/207356#6307841	

PERMISSION TEMPLATE

TEMPLATE FOR USE IN ONLINE COURSES

Dear X,

I'm writing to request permission to use the following content in an online course offered by Penn State's College of Agriculture Sciences:

Complete citation

The course is titled XXXX. Content will include full attribution and be available through our online course management systems. Access is password protected, and will be limited to course enrollment.

I appreciate you taking the time to consider this request. Please contact me if you can grant permission and if you have any other questions or concerns.

Sincerely,

X

EXAMPLE

Dear Mr. Miller,

I'm writing to request permission to use the following content in an online course offered by Penn State Extension:

Image of tree stumps with marked ages at this link: <http://renewforest.com/rfs/baseimages/treerings.jpg>

The course is titled *Teach for Forests*, and this image will be used in a section on silviculture. Content will include full attribution and be available through our online course management systems. Access is password protected, and will be limited to course enrollment.

I appreciate you taking the time to consider this request. Please contact me if you can grant permission and if you have any other questions or concerns.

Sincerely,

Rebecca Rumbel

TEMPLATE FOR USE IN LEARN NOW VIDEOS AND OTHER PRODUCTS

Dear X,

I'm writing to request permission to use the following content in a [video, curriculum packet, etc.] offered by Penn State's College of Agriculture Sciences:

Complete citation

The [video, curriculum packet, etc.] is titled XXXX. Content will include full attribution and be available through our website.

I appreciate you taking the time to consider this request. Please contact me if you can grant permission and if you have any other questions or concerns.

Sincerely,

X

extension.psu.edu

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