

# Penn State Extension Webinars: Copyright and Image Use Guidelines for Presenters

Thank you for presenting with Penn State Extension. As you prepare and deliver your presentation, please follow these guidelines:

- Use your own original content; this includes images, videos, text, and graphics.
- If you use content that is not your own, you **MUST** provide written attribution (credits) in your presentation.
- If your presentation contains copyrighted work, you must have written permission to use it in your presentation.
- Do **NOT** use corporate logos.

## Image Use Guidelines

People often have questions about image use. Images are a type of content, so the above guidelines apply. Below is more specific information.

### Permission for Image Use

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

The following list provides source for images that take into account having permission to use them and how to write the attribution.

#### 1. *USE YOUR OWN IMAGES*

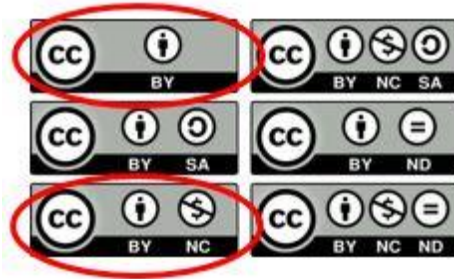
- **Attribution:** Your name, Business or Organization

#### 2. *PURCHASE IMAGES FROM A STOCK PHOTO COMPANY*

- Example: Bigstockphoto.com
  - **Attribution:** name of artist / bigstockphoto.com
  - e.g. Leonard Zhukovsky / bigstockphoto.com

### 3. 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](http://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" must 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

### 4. USE IMAGES IN THE PUBLIC DOMAIN

- **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](http://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](#)]

Updated 1/2/19

## Where to Put Attributions

- **Best practice is to** include the attribution information below the image. As an alternative, you can make an image credit slide at the end of your presentation. See the examples below.

### Presentation / Document Example



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

### Image Credit Slide Example

## 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

See Penn State College of Agricultural Science’s [“Copyright and Image Use”](#) for more information.