

Images can be a great way to visually enhance assignments and presentations, however creators have the right to control how their work is used by others. This means you must consider copyright every time you use someone else's work.

To reproduce images, you should:

- Acknowledge the title and creator/author (Copyright Moral Rights law),
- Use your discipline's scholarly referencing style (e.g., UniSA Harvard), and
- Consider industry norms (e.g., acknowledge the artist, photographer, museum where the image is located).

Using images for university assessment

You can use images for your assignments if you attribute your source.

Using images for work outside of university

When using images outside of University you will need to consider who owns the copyright in the image or if there are any license conditions attached to it. If you use the image without the authors permission, you may be breaching copyright. **You must always check the licensing conditions of the image.**

Please watch this short video [Study Help: Understanding Copyright](#) for more information on copyright at university.

Finding public domain or creative commons images

There are millions of images available on the internet but not all are available for reuse. Some have few or no restrictions (Creative Commons or Public Domain images), some require written permission to re-use and others are only available on payment of a fee (e.g., Getty Images).

The University encourages you to use images that are open or licensed under creative commons. By using open or creative commons material you can be confident that the images you are using comply with copyright law both in your studies and afterwards when you are working in the industry.

Watch this video for some hints on sites to search for images in the public domain:

<https://youtu.be/U300vHq7qHs>

Illustrative images:

- [Creative Commons search](#) – *images licensed under creative commons*
- [Flickr](#) - limit by *All creative commons*
- Flickr: [The Commons](#) – *public domain images*
- [Google images](#) – *select More tools > Usage rights > Labelled for reuse*
- [OpenClipArt](#) – *public domain images*
- [Pexels](#) - *public domain images*
- [Pixabay](#) – *public domain images*
- [Unsplash](#) – *public domain images*

Artworks and objects:

- [Fine Arts Museums of San Francisco](#) - *can use images for non-commercial, educational purposes.*

- [MoMA](#) – can use images for non-commercial, educational purposes.
- [National Gallery of Art \(US\): Images](#) – open access images.
- [New York Public Library](#) – open access images.
- [Rijksstudio](#) – open access images.
- [Smithsonian Freer Sacker collection](#) – can use images for non-commercial, educational purposes
- [Tate](#) (UK) – can refine your search by creative commons.
- [The Met](#) – can refine your search by open access.

Image attribution: How to acknowledge and reference images

When using an image, you **must** as a minimum:

- Provide the author of the work and the title if there is one.
- If you have copied the image under a license, abide by the license terms.

For example: creative commons licenses require you to state the license used and provide a link to it. Watch this video to learn more about their licenses: <https://youtu.be/uhgiHySjYHk>.

As well as meeting these minimum copyright requirements you **should reference** the image in the appropriate reference style to meet **academic integrity requirements**.

See these examples using UniSA Harvard style:



Example of a public domain image:

Van Gogh, V 1888, *Oleanders*, The Metropolitan Museum of Art, viewed 15 November 2018,

<<https://www.metmuseum.org/art/collection/search/436530?searchField=All&sortBy=relevance&ft=van+gogh&offset=0&rpp=20>>

To reference a creative commons license image, you would reference it the same way and include a link to the license underneath.



Example of a creative commons image

Johnson, S 2010, *Ebook images*, Flickr, 20 October, viewed 15 November 2018,

<<https://www.flickr.com/photos/artbystevejohnson/5513245080/in/photo-stream/>>.

Tip: Your reference does not have to be next to the image. You can provide this information in another place (e.g., at the end of a PowerPoint presentation, or in a separate file), if it is clear.