

This handout will help you choose and use images in ways that avoid breaching copyright while modelling academic integrity and industry practices.

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).
- Consider industry norms (e.g. acknowledge the artist, photographer, museum where the image is located).

Best practice for selecting images (including art objects):

1. Prioritise images that are available in the public domain to be freely used (open).  
This means that copyright in the image is either expired, or the creator has placed their work into the public domain. For example, websites such as *Pixabay* and *Unsplash* have images in the public domain as indicated by their CC0 Creative Commons licence.

If you copy an image in the public domain always indicate this clearly.

[CC0 Creative Commons](#)  
Free for commercial use  
No attribution required

2. Choose images available under **another licence**.  
For example, you could look for images licensed under a creative commons licence as well as use Library image databases, such as *ARTStor*, which allows for educational reuse.
3. If there are no other options, it is possible to rely on the University's educational licence which allows you to copy and communicate images for educational purposes without getting permission from the copyright owners. However, please minimise reliance on these licences as they are expensive and restrict how content may be reused.

## Finding images

The University encourages you to use images that are open, licensed under creative commons or available from one of our subscription databases. By using open or creative commons material you are supporting a growing movement which encourages people to share, and re-use content, to develop new learning resources and create new works without a cost. You can also be confident that the images you are using comply with copyright law.

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

Find more by visiting Online Learning Resources: [Authoring Tools](#)  
<https://guides.library.unisa.edu.au/OnlineLearningResources/AuthoringTools>

Artworks and objects:

- [ARTstor](#) – Library database, *can use images for educational and scholarly use.*
- [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.*

Ask us to find it for you! If you are looking for a particular image that is open, licensed under creative commons or licensed for educational use please contact Ask the Library [www.library.unisa.edu.au/](http://www.library.unisa.edu.au/).

## 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 licence, abide by the licence terms.

For example: creative commons licences require you to state the licence used and provide a link to it. Watch this video to learn more about their licences: <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**.

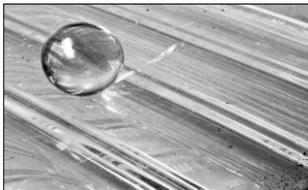
See these examples using UniSA Harvard style:



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&pos=14>>.

To reference a creative commons licence image you would reference it the same way and include a link to the licence 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/photostream/>>. Copied under <https://creativecommons.org/licenses/by/2.0/>

**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), as long as it is clear.