Copyright and Images

Artistic works such as images, photographs, illustrations, drawings and diagrams are protected by copyright. This means you must establish permission before reusing images in lecture presentations, Canvas, webpages and handouts.

You need to reference it appropriately and ensure that you are using the image in accordance with copyright restrictions. Images without a reference or which have been used/edited beyond the permission granted by the rights holder are in breach of copyright

What is allowed?

There are certain "fair dealing" exceptions to the exclusive rights of the copyright owner, when copying is allowed for specific purposes, such as:

- non-commercial research or private study
- illustration for teaching, including examinations
- quotation, criticism or review whether of the work itself or in comparison with another work
- reporting a current event (this exception does not apply to photographs)
- caricature, parody or pastiche

The amount that can be copied is restricted to "fair dealing", which means a reasonable and necessary amount which is fair to the copyright owner.

 Acknowledgement of the original source should be provided where it is practical to do so.

Permitted educational use of artistic works

It is possible to copy an artistic work:

- if the work is out of copyright; in general copyright lasts for 70 years but many other factors such as type of work or whether it has been published can affect the duration of copyright protection. Also, if copyright has expired there may be other legal issues preventing the use of the work
- the copyright is held by the University or yourself
- to illustrate a teaching point: any type of work can be copied provided that the amount copied is fair and reasonable, and sufficient acknowledgement is given. Copying a whole image for illustration for instruction may not be seen as "fair" to the rights owners
- if the image is free to use, clearly stated by the copyright holder
- the work is copied under licence –such as a Creative Commons licence

Using another person's images

If you want to use another person's images, you need to seek permission unless:

- the image is out of copyright,
- covered by a digital licence held by LJMU

Permission from Publishers:

Copyright belongs originally to the creator of a work: this is often assigned to a publisher. If you cannot use the image under a licence held by LJMU, permission needs to be obtained from the publisher. Requests need to be in writing (or email) and should be retained.

Images with direct permission should have the following have:

- full bibliographic details
- statement that permission is granted

These details should be either within the PowerPoint slide or at the end of the presentation.

Personal photographs/illustrations

Using your own photographs taken by you or an illustration you have drawn

- Copyright belongs to you and no permission is needed. Check the content of the photograph is not copyrighted; you may need to obtain permission. For example, privacy law requires that you have permission from people, especially children, for their image to be used
- Copied or redrawn illustrations from another source are not covered unless they differ considerably, so you should acknowledge the image as adapted with a full reference for the original

Images on the Internet

LJMU has a range of images online and held locally which you can use for promotional purposes. If the image you want is not available, then you can use images from the internet. The internet is a useful source of images however, these images are not necessarily copyright free or available for further copying and dissemination. Some images available via the internet may in fact be infringing copies themselves.

Check for terms and conditions on the website you are accessing and look out for a credit line accompanying an image which will indicate the rights holder.

Google Image is not a copyright-free image site, you need to check:

- for the disclaimer for each image
- for the original source of an image to clarify whether it can be further copied

Google Advanced Search http://www.google.com/advanced_search also enables you to filter your search results by Usage Rights, for example: 'free to use or share' so that you can locate appropriate images.

The **Flickr Creative Commons** website https://www.flickr.com/creativecommons/ is a useful source of images and clearly lists the licence which applies to each image. You can search the whole collection of images or just images under a specific licence. Always check:

- there is permission or a licence from the copyright owner to reuse the image
- that the copyright in the image has expired

Creative Commons provides access to copyright licenced images or images that are in the public domain where the copyright has expired. You should check the license attached and ensure you can use the image in the way you wish.

When using third-party images, it is essential that you give a full acknowledgement or attribution of the source.

Digitization, scanning, cutting or pasting of artistic works undertaken outside the above guidance are an infringement of copyright.

Using Images in Canvas

You can put a full Harvard reference directly underneath each image in Canvas/PowerPoint/document, but this can take lot of space and look untidy, so use a citation and list the images at the end of your document/PowerPoint or webpage footer.

It may be easier to use a simple caption, for example Image 1, Image 2 or the URL for each image and then put a note at the bottom of the page with the full Harvard reference details.

For personal images you should write the name of the creator, the year the image was taken and in italics provide either a title, filename or description of the image within square brackets. Alternatively, if every image used is owned by you/LJMU you could simply add a footnote to the webpage rather than individual captions.

You may wish to indicate if an image is unpublished and part of a personal collection; this reserves your rights and individuals will need to contact you for permission to re-use the image. If you are happy for individuals to re-use your personal images, then you can add the relevant Creative Commons license by displaying the corresponding licence symbol underneath the image with a hyperlink to the licence URL.

For images which LJMU owns you should list LJMU as the owner and state the year the image was taken if known, if not use (n.d.). You may also list the title of the image, a description within square brackets or the filename in italics if known.

External images from the internet should be listed with full reference details or you may breach copyright. If some of the reference details are missing online for example: author, date, or image title try to find the filename of the image instead.

You might be able to right-click on the image and look at the properties of the file. If no properties are available begin the reference with the subject and title of the work. Put square brackets around the title to indicate it is not the "official title." For example:

[Social media icons with graduation hats] (n.d.) Available at: https://www.flickr.com/photos/mkhmarketing/8540717756/ (Accessed: 30 July 2023).

If you have edited or adapted any images obtained from external sources, you must declare it.

For more information on referencing images see the Referencing Images Quick Guide at: https://www.ljmu.ac.uk/~/media/library/library-skills/harvardreferencingimages.pdf?la=en

Further help:

Copyright Webpages: https://www.ljmu.ac.uk/microsites/library/help-and-guidance/copyright-advice/copyright-advice-for-academic-staff

Academic Engagement Librarian: https://www.ljmu.ac.uk/microsites/library/about-ljmu-libraries/contact-us/academic-liaison-librarians