Picture this! Using Creative Commons images in your teaching.
Who We Are

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Plan for today

Brief(!) view of copyright

Where to find images

How to use them appropriately
Learning Outcomes

By the end of the session students should:
- know about the public domain
- know how, to find, use and cite Creative Commons images
- know how to filter image searches with Google Image Search and Bing Image Search
- know what images are appropriate for teaching materials
Why might you need images?
I can just use Google Image Search…
No!
Main points to be aware of with images:

• Copyright automatically applies to any original artistic work
• Copyright owner gets to decide who can share, distribute, copy or adapt their work
• Something being freely available on the internet does not mean you are permitted to copy it
Public Domain

Generally copyright comes to an end 70 years after the last creator’s death.

After that, the work is said to have entered the public domain.

No copyright means the work is free to reuse without permission from anyone.
Is this image in the Public Domain?
Is this image in the Public Domain?
Is this image in the Public Domain?
Is this image in the Public Domain?
Is this image in the Public Domain?
Creative Commons Licenses
Creative Commons Licenses

6 simple licenses people can use when sharing their work

Tells people exactly what they can do with your work
CC Licences are made up of layers which apply to different audiences.

Machine readable (the cake layer)

Legal Code (the cream filling)

Common deeds (the icing on top)
CC Licences are also like building blocks, assembling them in different ways gives a different picture.
Six Main Creative Commons Licenses

Attribution (CC BY)

Attribution ShareAlike (CC BY-SA)

Attribution-NoDerivs (CC BY-ND)

Attribution-NonCommercial (CC BY-NC)

Attribution-NonCommercial-ShareAlike (CC BY-NC-SA)

Attribution-NonCommercial-NoDerivs (CC BY-NC-ND)
Best practice for attribution

Title

Author

Licence

Source

https://wiki.creativecommons.org/wiki/best_practices_for_attribution
Is this a good attribution?

From XKCD, CC licence
Is this a good attribution?

[Wikipedian Protester](http://xkcd.com) found on xkcd.com by Randall Munroe licensed under [CC BY-NC 2.5](http://creativecommons.org/licenses/by-nc/2.5/)
Is this a good attribution?

Libraries needed by Rachel Scanlon, CC BY-NC 2.5
Is this a good attribution?

“Libraries needed” by Rachel Scanlon, CC BY-NC 2.5
adapted from [Wikipedian Protester](https://xkcd.com/902/) by Randall Munroe
licensed under [CC BY-NC 2.5](https://creativecommons.org/licenses/by-nc/2.5/)
So how can I find images I can use?
Google

Watch out for ads!
Use Tools to find filters

Filter by Usage Rights
Reverse image search

https://www.google.com/imghp?hl=en
Use Filter to find filter types

Filter by Licenses

Try using ‘faces’ to find images of people

Reverse image search

https://www.bing.com/images/
Flickr Commons

Remember to filter by attribution

https://www.flickr.com/commons
Have a go!

Try using Google, Bing, and Flickr Commons to find images, following the questions on the worksheet.

Test the various filters/tools available.

Note different results.
Alternatives

Tin Eye – search by colours

Google Arts and Culture

Lots of other suggestions on handout
What if we need to use an image protected by copyright?
There are exceptions to copyright for education but remember fair dealing!
## Copyright Exceptions

Based on Table 1.3 Exceptions in the CDPA relating to education, pp.21-22 of *Copyright and E-learning: A guide for practitioners* (2 ed.) by Jane Secker and Chris Morrison.

<table>
<thead>
<tr>
<th>Copyright Exception</th>
<th>Brief Description</th>
<th>Limitations and caveats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section 29: Research and private study</td>
<td>Allows individuals to make single copies of limited extracts of copyright works for non-commercial research or private study. No contractual override.</td>
<td>Subject to fair dealing. Cannot be used for sharing material on a VLE. Individuals must make their own copies. Cannot be used to circulate copies to students.</td>
</tr>
<tr>
<td>Section 30: Quotation (criticism and review)</td>
<td>Allows ‘fair dealing’ usage of quotations for any purposes including ‘criticism and review’. No commercial override.</td>
<td>Subject to fair dealing. This does not cover unpublished material.</td>
</tr>
<tr>
<td>Section 31A &amp; 31B: Accessible copies for disabled users</td>
<td>Allows copying to provide equal access to copyright works for users with any type of physical or mental disability.</td>
<td>Covers all types of © work. No contractual override. Does not address use of technical protection measures.</td>
</tr>
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<tr>
<td>Section 32: Illustration for instruction</td>
<td>Allows limited non-commercial ‘fair dealing’ use of copyright material for the purpose of teaching. No contractual override.</td>
<td>Subject to fair dealing. Covers all copyright works including films and broadcasts.</td>
</tr>
<tr>
<td>Section 36: Educational copying of published works</td>
<td>Allows copying and use of multiple copies of extracts from published copyright works. Only applies where no licensing scheme (i.e. CLA) available.</td>
<td>Cannot exceed more than 5% of a work in a year per institution. CLA licensing scheme takes precedence if the work is in the CLA repertoire. Includes illustrations within a text.</td>
</tr>
<tr>
<td>Note on the CLA Licence</td>
<td>Individual images can be copied and shared from a text without being reported to the CLA.</td>
<td>The images must be adequately attributed.</td>
</tr>
</tbody>
</table>
Any questions?

Further questions about using text and images from published books and journals? You may be able to copy under the CLA license. More information is available at https://www1.admin.ox.ac.uk/glam/licences/copy/

Further questions about copyright can also be directed to copyright@bodleian.ox.ac.uk
What next?

Remember the handout for links to further resources

A quick quiz to see what you remember!
Credits for ‘Is this in the Public Domain?’

Ichi by Utagawa Kuniyoshi retrieved from https://www.rawpixel.com/image/426241/free-illustration-image-utagawa-kuniyoshi-ukiyo-e-ukiyoue

Three musicians by Pablo Picasso retrieved from https://www.pablopicasso.org/images/paintings/three-musicians.jpg


Me and my parrots by Frida Kahlo retrieved from https://www.fridakahlo.org/me-and-my-parrots.jsp
Credits

No by Martin Howard on Flickr, available under CC BY-SA 2.0
Cards by ocecestudents on Flickr, available under CC BY-NC-ND 2.0
Creative Commons by Kristina Alexanderson on Flickr, available under CC BY 2.0
Credits

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