

How do I legally use images in my newsletter?

By Eileen McNally, Webmaster for Alpha Delta State emcnally2535@windstream.net

ONLINE

If you do a search on Google, the results will include many items that you cannot use legally. So how do you find images for your newsletter?

Google Search has finally added a simple way to search for images that have reuse rights!

First of all, enter your search keyword, then click on **Images**. You will then see **Search tools**. Select this and it reveals **Usage Rights with a drop down menu**. The default is 'not filtered by license'. You can then choose one of four further options:

- labelled for reuse
- labelled for commercial reuse
- labelled for reuse with modification
- labelled for commercial reuse with modification

I have found that choosing "labelled for reuse with modification" to be the most helpful. Most of the sites displaying images are now adhering to a license under a "Creative Commons" license.



CC gives authors/artists the ability to share, so the public doesn't have to worry about copyright infringement, as long as they abide by the conditions specified by the author/artist. This usually means that you, the newsletter editor, must give credit as specified on the website. So when you find an image that you want to use, go to the website on which it appears. You should find a statement delineating how to site the source.

I have searched for websites that may be of interest to you:

My Cute Graphics <http://www.mycutegraphics.com> Very nice colorful clipart. Terms of use state that You **MAY Use the clip art and backgrounds for flyers, brochures, business newsletters, organization newsletters, school newsletters etc.** Reference the website address (URL) in your newsletter. Love this one!

Public Domain Clipart <http://www.pdclipart.org/index.php> Nice images, but use with some caution. "Generally, works in the public domain, including images, can be used without restriction. However, determining if a work or image is in fact in the public domain can be challenging, particularly where various countries and jurisdictions exist with different laws respecting what constitutes public domain status. PDClipart.org has made good faith efforts to find and include in our collection only images that we believe to be in the public domain based on the laws of the United States." I would site the web address (URL) as the source.

clker.com <http://www.clker.com> Decent images. Images are uploaded by users. Use with same caution as noted above. Site the URL.

OpenClipArt <http://openclipart.org/homepage> Decent images contributed by users. Claims to be COMPLETELY public domain. Site URL.

wpclipart <http://www.wpclipart.com> WPClipart is a fast, clean and safe site for children and others to find good-quality, printable images that have no copyright restrictions. All the images are in the Public Domain. Site the URL.

i2Clipart <http://www.i2clipart.com> Very nice images. Royalty free public domain clipart. You do not have to register to download. Site the URL.

Public Domain Clip Art Photos and Images <http://publicdomainclip-art.blogspot.com> This site has unique images. Older images are public domain because the copyright has expired. These are noted. Site the URL.

Clipart etc. <http://etc.usf.edu/clipart/> These black and white drawings come from the University of South Florida. Every item comes with a choice of image size and format as well as complete source information for proper citations in school projects. No advertisement-filled pages with pop-up windows or inappropriate links here. A friendly license allows teachers and students to use up to 50 educational clipart items in a single, non-commercial project without further permission. Site the URL.

PublicDomainVectors.org <http://www.publicdomainvectors.org/en/> Decent images. Vector images provided via download on publicdomainvectors.org are bound to Creative Commons Deed CC0. You can copy, modify, distribute and perform the work, even for commercial purposes, all without asking permission. Although absolutely not required, a link back to Public domain vectors is always welcome.

Classroom Clipart <http://classroomclipart.com> Very nice images.

- These images can be freely used **for PERSONAL and EDUCATIONAL PURPOSES.**
- Images in the Classroom Clipart collection may be used for **Personal Use** and also for **Educational Use by Students, Teachers, Parents in print, multimedia, and video productions.** Uses include **school projects, web pages, newsletters, bulletin boards, posters and presentations.**
- These images are watermarked with a Classroom Clipart Logo/Copyright. The copyright or watermark must not be removed from the image. Thumbnail images without watermarks are still copyrighted.
- When using the full size of the image or the thumbnail size of an image on a web site, a link must appear near the image. An example of the link: "Image Provided by Classroom Clipart" or Clipart provided by Classroomclipart
- Classroom Clipart retains all copyrights to these free clip art images. Images may be resized to fit your needs.

Pixabay <http://pixabay.com/en/barn-signs-advertising-house-20785/> Nice photos and clipart. On Pixabay you may find and share images free of copyrights. All pictures are published under Creative Commons public domain deed CC0. You can copy, modify, distribute and use the images, even for commercial purposes, all without asking permission and without paying attribution. However, depicted content may still be protected by trademarks, publicity or privacy rights, so also look at each one carefully.

Pics4Learning.com Pics4Learning.com Photos - Pics4Learning is an open project where anyone (particularly photographers) can join in and add their photos. The library counts thousands of free images which are all approved for classroom use. These images are also indexed and stored into different categories making it easy for teachers and students to browse and search through them.

EveryStockPhoto <http://www.everystockphoto.com> This is a search engine for free photos. These come from many sources and are license-specific. You can view a photo's license by clicking on the license icon, below and left of photos. Membership is free and allows you to rate, tag, collect and comment on photos.

Public-Domain-Photos.com

<http://www.public-domain-photos.com/free-cliparts/>

8000 Free Clipart All clipart here are **public domain**. You may use these clipart for any purpose, including commercial. But if some clipart contains logos and products you need to be careful. Using someone else's trademark commercially can get you sued.

National Gallery of Art: NGA Images

https://images.nga.gov/en/page/show_home_page.html

NGA Images is a repository of digital images of the collections of the National Gallery of Art. On this website you can search, browse, share, and download images. A standards-based reproduction guide and a help section provide advice for both novices and experts. More than 37,000 open access digital images up to 3000 pixels each are available free of charge for download and use. NGA Images is designed to facilitate learning, enrichment, enjoyment, and exploration.

Handling Annotations



** MyCuteGraphics.com

You may reference the website adjacent to the image or with an asterisk referencing a footnote. This also applies to graphics from such sources as MS Word, MS Publisher or other graphics programs such as PrintShop. Readers should always know the source of images.