

**DO NOT GOOGLE ANY  
ANSWERS**

**DO NOT COPY AND  
PASTE ANYTHING**

# Images and the law

The internet is full of images.

It's really easy to just use one in your work and not know why that's a **big deal**.



# Images and the law

**Every** image on the internet is owned by someone.

Even if it doesn't say so on the webpage.

Which means that you **can't** just use anything you find.

This is all to do with **copyright**.

# Images and the law

If something is **copyrighted**, it means that it belongs to someone and you can't just use it without permission.

The © is the copyright symbol.

But: even if the image doesn't have a © by it, it's still copyright.

Assume that **everything** belongs to someone unless it says you can use it.

# Images and the law

If someone uses an image without permission they can be fined.

Fines of thousands of pounds for using copyrighted images are common.

This is particularly important for **commercial products** - DVD covers, magazines, book covers etc...

# Images and the law

What does copyright mean?

Why is copyright a big deal?

Why is a really big deal if you're making a commercial product?

# Images and the law

Some images are **Public Domain**. This means you can use them in any way you want. You don't need to do anything.

Some images are **Creative Commons**. This means there are some conditions about how you can use the image - for example, you may need to **attribute** the work.

Some images are only free for **non-commercial** use.



# Images and the law

Taken on January 15, 2012

   Some rights reserved 

## License

Unsplash photos are made to be used freely. Our license reflects that.

- ✓ All photos can be **downloaded** and used for **free**
- ✓ **Commercial** and **non-commercial** purposes
- ✓ **No permission needed** (though attribution is appreciated!)

### What is not permitted 🙅

- 🚫 Photos cannot be **sold** without significant modification.
- 🚫 Compiling photos from Unsplash to replicate a similar or competing service.

### Tip: How to give attribution

Even though attribution isn't required, Unsplash photographers appreciate it as it provides exposure to their work and encourages them to continue sharing.

Photo by [Jeremy Bishop](#) on [Unsplash](#)

# Images and the law

You can also buy the right to use an image.

Some images are **royalty free**.

This means that once you buy the image you can use it as much as you want - but you have to buy the rights to use it first.

# Images and the law

What does public domain mean?

What does creative commons mean?

What does attribution mean?

What does non-commercial mean?

What does royalty free mean?

# Images and the law

Some images and phrases are **trademarks**.

Companies trademark their logos, the names of their products, the slogans used in adverts and sounds linked to the business.

This means no one else can use the trademark in a way which might mislead anyone.

So, you can't use trademarks in your work.

# Images and the law

What are trademarks? Give some examples.

Why can't you use trademarks in your work?

# Images and the law

Copyright and trademarks stop people stealing work.

This protects the **Intellectual Property Rights** of the person who created the work.

# Images and the law

**Intellectual Property Rights** are just the right to not have your own ideas and products stolen by someone else.

They help creators make money.

Intellectual Property Rights also protect any **patents** that companies have on their products.

Patents stop other people copying an idea or a product.

# Images and the law

What are intellectual property rights? What do they aim to do?

What does this mean you can't do in your work?



# Images and the law

So, you can't just use any image you find.

This means that a **Google Image search is useless** for your work.

Fortunately there are other sources you can use.

# That Blue Square Thing

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## SITE NAVIGATION

Home  
Site Map  
Contact TBST  
About TBST

## THE ICT HUB

Creative iMedia  
Recipe Card Project  
DVD Cover Project  
R081 - Pre-production  
R082 - Graphics  
R085 - Websites  
R087 - Int. Multimedia  
R090 - Digital Photos

## RESOURCES

[> Free Images](#)

Free Sounds

IDEA courses  
KS3 Computing  
Functional IT & ECDL  
Cool IT Stuff

## Creative iMedia

### Copyright Free Images

These are all good places to look for copyright free images:

#### Mainly Photographs

- [Unsplash](#) - excellent quality, large images which are totally free to use
- [Pexels](#) - good size, totally copyright free images
- [Free Images](#) - does exactly what it says. Good size and quality images
- [Pixabay](#) - public domain images are entirely free to use. You can't download the largest size without becoming a member of the site and you might get Captchas slowing you down a bit, but still a good source
- [Snappy Goat](#) - really wide range of images. Avoid the sponsored ones at the top. Also has a cool name.
- [StockSnap](#) - good quality, but avoid the Shutterstock branded images at the top of each search
- [Wikipedia](#) - almost all images should be copyright free - there can be issues with logos etc...
- [Wikimedia Commons](#) - lots and lots of images which are searchable. All free again
- [ISO Republic](#) - quite large and good quality photos
- [Morgue File](#) - good size and reasonable quality. But make sure you're searching in Morgue File and not one of the stock photo sites listed on it

# Images and the law

How do you think copyright, trademarks and intellectual property rights affect the work that a company like Obidos Media does?