

# Image Research Presentation

What this presentation covers:

1. Searching for images
2. Evaluating image accuracy & quality
3. Using images legally

# Searching for Images



Clint Mason

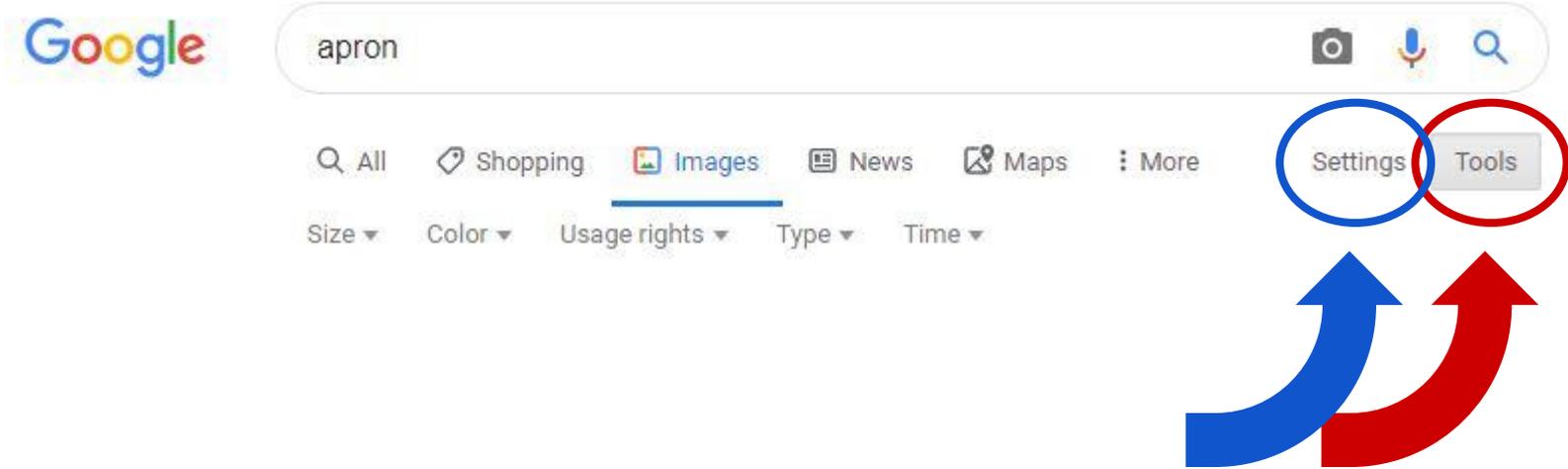
# Keywords

Pretend that you need to find images which represent the idea of heaven. What happens if you type the word “heaven” into Google Images search?

Now, take a few moments and brainstorm - what keywords you could use to find varying images that represents heaven. What happens if you search for “heaven” plus an additional word?

Clouds	Floating	Feathers
White	Fluffy	Graceful
Serene	Majestic	Reward
Celestial	Dramatic	Paradise
Gold	Stairway	Light

# Advanced Search Options



# Advanced Search Options - Click the “settings” button

any size	▼	Find images in any size you need.			
any aspect ratio	▼	Specify the shape of images.			
<input checked="" type="radio"/> any color	<input type="radio"/> full color	<input type="radio"/> black & white	<input type="radio"/> transparent	<input type="radio"/> this color: <span style="color: red;">■</span>	Find images in your preferred colors.
any type	▼	Limit the kind of images you find.			
any region	▼	Find images published in a particular region.			
		Search one site (like <code>sfmoma.org</code> ) or limit you .edu, .org or .gov			
Show most relevant results	▼	Tell <a href="#">SafeSearch</a> whether to filter sexually explicit			
any format	▼	Find images in the format you prefer.			
not filtered by license	▼	Find images you are free to use yourself.			

Advanced Search

# Evaluating Images

## 1. Reliability & Accuracy

- a. Are you certain the image represents the object you intend?
  - i. For example, are you finding images from a company that sells postcards of Van Gogh's *The Starry Night*, instead of the original painting?
- b. Where did you find the image?
- c. What information does the source provide about the image?
- d. Is the source reliable and trustworthy?

# Evaluating Images

## 2. Quality

- a. Is the image a high-quality digital image without pixelation or distortion?
- b. Is the image cropped or otherwise distorted?
- c. Are the colors, light and balance true?
- d. Is the image in a file format you can use?
- e. Is the image large enough to suit your purposes?

# Evaluating Images

## Exercise

1. Now let's search three different sources for the same image, and compare the results for reliability and accuracy. Search [ArtStor](#), [Artsy](#), and [Google Images](#) for
  - Magritte - *Personal Values*
  - Kara Walker - *Cabin*

# Copyright

Copyright is a kind of property created by law.

The owner of a copyright has exclusive rights to control the copying and other uses of a copyrighted work.

# How does someone get copyright?

Copyright is **automatically** created once the creator makes an **original work** in a stable form, such as writing, drawing, or recording.

# Examples of copyrightable works



Created by Made  
from Noun Project



Created by Светлана Пугр  
from Noun Project



Created by ahashank singh  
from Noun Project



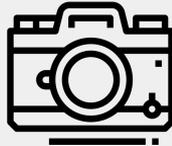
Created by supalek laipawat  
from Noun Project



Created by Creative Mania  
from Noun Project



Created by Abdelkader Khamchen  
from Noun Project



Created by Nhor  
from Noun Project



Created by Amryshakiel  
from Noun Project



Created by Scribble lines  
from Noun Project

# Does copyright last forever?

No. Lengths have changed a lot throughout history. Right now, if you made an original artwork, its copyright would exist for the rest of your life, plus seventy years after your death.

After copyright expires, the work enters the public domain, where it can be used freely without permission or payment.

# If so many pieces of content are copyrighted, do I have any legal way to use them?

Yes. The copyright-holder may license or otherwise permit use of copyrighted content and material.

There are also some limitations to copyright-holders' rights. The best known of these is called Fair Use.

# PERMITTED USES

## COPYRIGHT HOLDER



Controls the rights to copy, license, distribute and share.

## USER



Buy a textbook



Purchase a ticket to see a movie



Borrow a book from the library



View art at a museum



Purchase art for your home

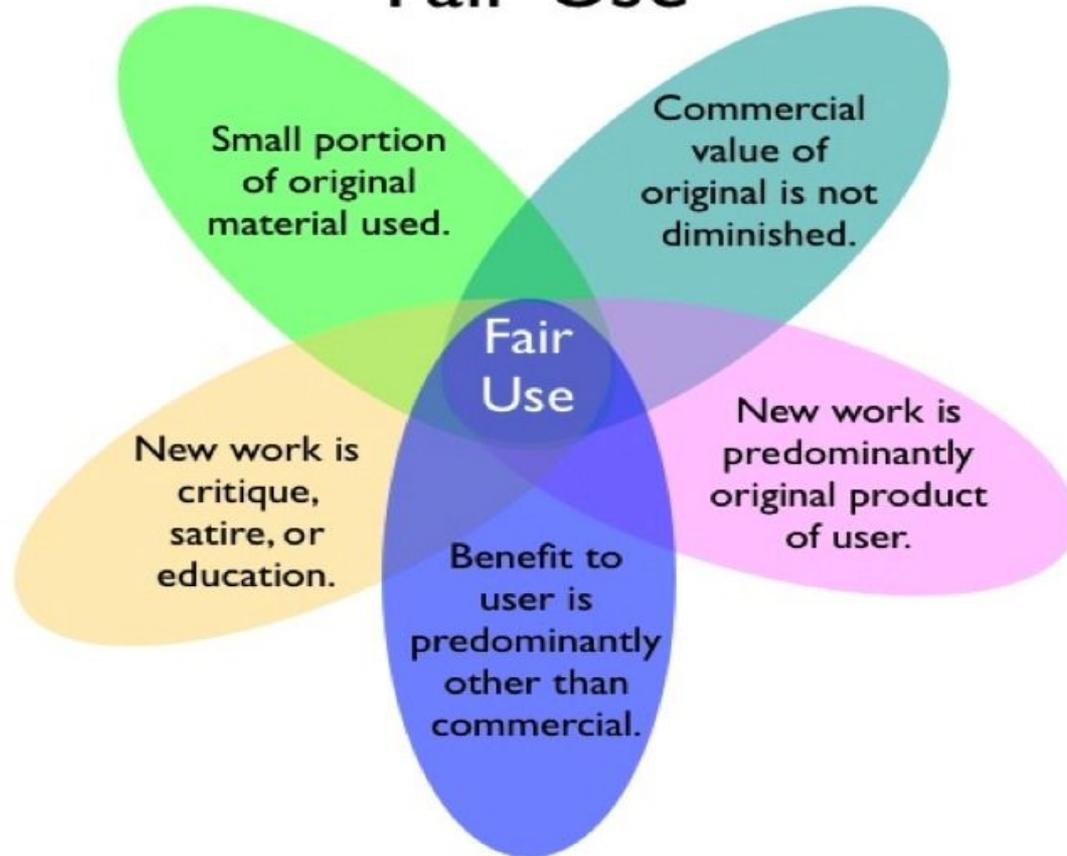


Attend a play or concert

## Fair Use



# Fair Use



# Questions