

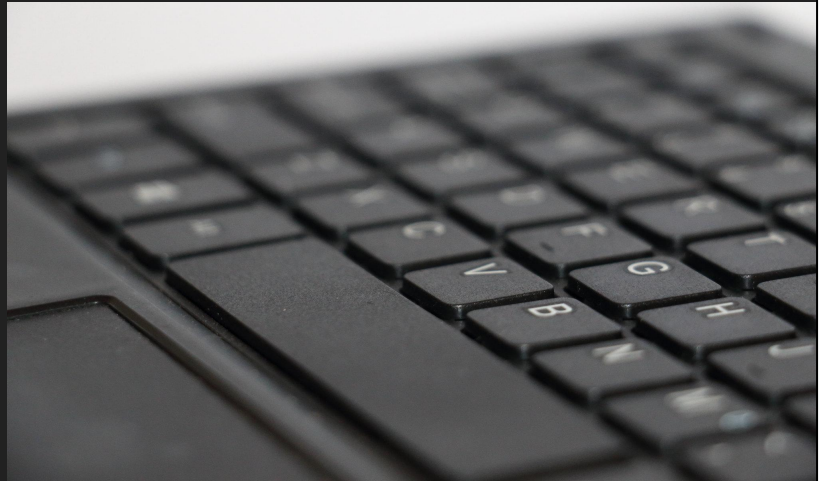
Image Research Presentation

What this presentation covers:

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

This presentation has been prepared by two IU Librarians: Willa Tavernier, Open Scholarship Resident and Sarah Carter, Art, Architecture, and Design Librarian.

Searching for Images



Clint Mason

Searching for images can be frustrating, since it isn't the same as searching for a text-based work, like an ebook or website. Ebooks and websites are collections of hundreds or thousands of words, and search engines can quickly find a match on the keyword you are searching. For images, keywords need to be assigned individually. Images often don't have as many keywords associated with them as text-based items.

This is why it is important to think about robust vocabulary which describes the concept or object you want to find an image of.

Keywords

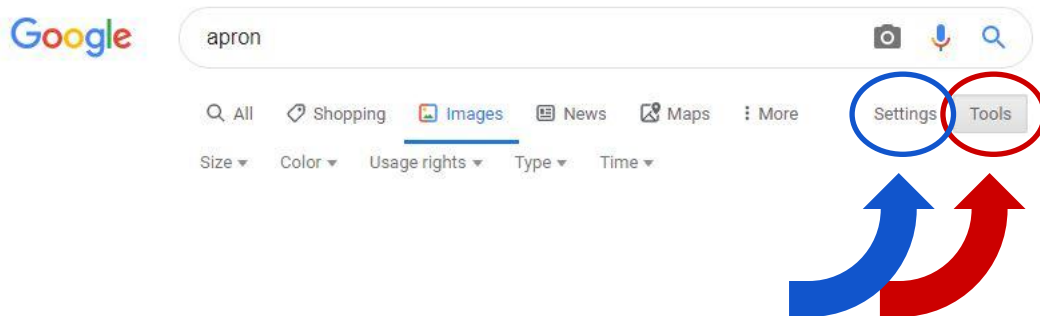
Pretend that you need to find images which represent the idea of heaven. What happens if you type the word “heaven” into Google Images search?

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

This slide is animated, and intended to be read aloud to the class. Read the paragraph on the left, and ask for answers (or demonstrate live by doing a Google Images search). Then, the next two clicks will make the two text blocks on the right appear. Ask the students to reflect about how a “compound” search will produce different results. Again, you may demonstrate in the search engine.

Advanced Search Options



****This slide is animated to first show the tools button, and then the settings button****

Google Images has two ways to access advanced search options; note that there are two buttons to the right - settings, and tools. Tools is a quick way to control what search results you see. Things like the size of the image, image color, and file type are available.

Settings is just to the left of the tools button. The next slide shows the advanced search settings, which are more powerful.

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: ■	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 eSoma.org) or limit you .edu, .org or .gov			
Show most relevant results	▼	Tell SafeSearch 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](#)

The “settings” button leads you to the advanced search screen, which lets you control which file format, image aspect ratio, exact color, or only images from a particular website.

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?

Now that we've talked about how to search for images, it is important to critically evaluate images you use for research, study, and presentations. Images should be evaluated like any other source, such as journal articles or books, to determine their quality, reliability, and appropriateness.

Images should be evaluated on several levels. Visual analysis is an important step in evaluating an image and understanding its meaning. It is also important to consider textual information provided with the image, the image source and original context of the image, and the technical quality of the image. (<https://guides.lib.uw.edu/c.php?g=344258&p=2318783>)

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*

At first glance, [renemagritte.org](#) looks like a reliable source - .org usually indicates a non-profit or governmental organization but when we examine the site more carefully we see that it is not affiliated with the artist in anyway. The quality of the image on this site is also clearly inferior to that on Artstor (colors, light balance).

Artsy's image is actually a digital image of one copy of a lithograph run, produced at a later time - if you intended to use an image of the original artwork, this image does not represent the object you intend.. Also, Artsy does not allow you to save the image or download it - it's not in an easily usable file format..

Artstor has a digital image of the original artwork provided by a reliable source - SFMoma. Once you create an account, you can download and save the image.

-Review the information that ARTstor provides about the image **including copyright information and [ArtStor's sitewide terms & conditions - Permitted Uses](#)**.

-Also highlight to students that they must create an ARTstor account in order to download images. No "right-click to save" options are available. The account is free, and easy to set up.

***A similar evaluation can be done for digital images of the work 'Cabin' by Kara Walker, across these three platforms.

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.

Now that you've looked at the rights information for artwork in ARTstor, let's talk about copyright basics.

So, copyright is something that's created in the United States through legislation included in the US Constitution. Having a copyright to something means that you get to decide how it is used - for example, how it is performed or copied.

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.

Copyright protection is automatic for “original works of authorship fixed in any tangible medium of expression” (U.S. Copyright Act §102).

Once an original work by an author, composer, or other creator is fixed in a relatively stable form, such as a writing or recording, it is protected by copyright.

Examples of copyrightable works



Created by Maki
from Noun Project



Created by Fernando Tiry
from Noun Project



Created by abashank Singh
from Noun Project



Created by Asaphank Sapanet
from Noun Project



Created by Creative Maria
from Noun Project



Created by Aladdin Umar Khanmichen
from Noun Project



Created by Algor
from Noun Project



Created by Ameyshanker
from Noun Project



Created by Scribble Lines
from Noun Project

American law recognizes the following types of copyrightable works:

- literary works
- musical works, including any accompanying words
- dramatic works, including any accompanying music
- pantomimes and choreographic works
- pictorial, graphic, and sculptural works
- motion pictures and other audiovisual works
- sound recordings (since 1972)
- architectural works (since 1990)

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.

Copyright lasts for the life of the author plus seventy years. When the copyright for a work has expired, it is part of the "public domain," meaning it can be used freely without payment or permission, because it is no longer owned by anyone.

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



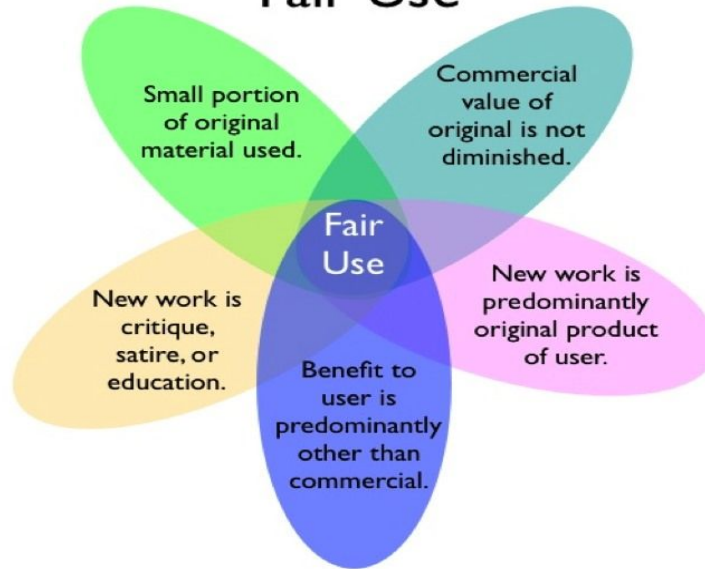
Attend a play or concert

Fair Use



You can legally use copyrighted works in any way that is permitted by the Copyright Holder, who controls the right to copy, license, distribute and share the work. You can also use a copyrighted work in any manner that would qualify as **Fair Use**.

Fair Use



<https://pixy.org/4548723/>

If a student finds an image from a general website e.g. an artist's own website, they may want to know if they can use it in their assignment. Generally for the work that students do for their classes, it would be considered a fair use. It's not for a commercial purpose, the student would not be reproducing the image in its original form, and the new work is a predominantly original product for work that the student is turning in as part of a class.

If you are using images for a different purpose e.g. as part of a campaign for an existing business, you will need to re-evaluate the fair use.

There is no list of activities that are designated as fair use. Instead certain principles are applied to help evaluate whether a use of copyrighted material qualifies as fair use. Not all principles are required to be applicable to a particular use, for it to be considered fair use.

In its most general sense, a fair use is any copying of copyrighted material done for a limited and "transformative" purpose, such as to comment upon, criticize, or parody a copyrighted work. Such uses can be done without permission from the copyright owner.

If you are commenting upon or critiquing a copyrighted work—for instance, making a presentation which involves commenting on a piece of art—fair use principles allow limited reproduction of the work to achieve your purposes.

So, when you are searching for images to use in your assignments, you should be aware of copyright and fair use. First, understand whether an image is under copyright or in the public domain. Then, if the image is protected under copyright, ask yourself about the five factors listed on this slide to determine whether your plans to use an image qualifies as fair use.

Copyright can be a challenging topic. If you have questions, the library is a good place to get help.

Questions