Tips For Finding and Using Images From the Internet

Before Searching For Images:

Important Factors To Consider:
1. Image Type
   a. What is the subject? Think about subject-specific resources before going to Google.
   b. Are you looking for something historical, or contemporary?

2. Purpose
   a. Is your purpose non-profit or commercial?
   b. Are you going to publish the image (in a journal or book, or post it on the Web)?
      Or is it for classroom/school paper use only?
   c. How much can you spend to purchase the image?

If it is for a paper (not for commercial publication), first check the university library’s electronic resources (databases such as ARTstor and Oxford Art Online). Don’t forget to cite the image source. If it is for your blog, etc. (to be posted on the Web), try to find public domain images (such as in Wikimedia Commons), or ones with few restrictions. Images licensed under Creative Commons make the process easy. Credit the creators of the original work and the digital image if known.

The Benefit of Using Advanced Search:
Besides many academic databases such as ARTstor, both Google and Flickr allow you to filter your image search for those that are licensed for free use, public domain, or images with few restrictions. Use advanced search to find only images that suit your purpose.

After Finding Images:

Is It Legal To Use?
Check the Terms and Conditions or Copyright Notice of the Website that provides the image, and see if they allow downloading images for your purpose. You may need to contact the creator/copyright holder for permission.

UHM Copyright Guidelines  http://guides.library.hawaii.edu/copyright
Many academic websites explicitly state that users can download their images under the conditions of fair use (a concept in the U.S. copyright law). It is important to understand this user’s right so you can feel confident in using downloaded digital images.

Fair Use Check List
http://www.copyright.com/Services/copyrightoncampus/basics/fairuse_list.html
Cite the Image Properly:

Check if the creator or copyright holder has a preferred credit line, then you will need to credit the image in a particular way.

If you are copying and pasting an image/video on the Internet (your blog, etc.), cite and make links of at least the creator of the image/video and the original URL.

If you are using the image for an academic paper, make sure to follow a citation guideline (both MLA and APA have a chapter for citing images).

When citing the digital image of an artwork or highly creative work, be aware that you need to cite both the physical object information (including the creator of the original artwork), and the digital image source (including the photographer or the museum that holds copyright for the digital image). The basic citation for an artwork image should include:

- Artist's name
- Title of the work
- Date of creation
- Location or repository (museum or site where the work is physically housed)
- ID number (museum inventory number, etc.), if applicable
- Digital image source (name and URL of the Website or database; publication and publisher for a scanned image; photographer if applicable, etc.)
- Date of access, if retrieved from the Web
- Copyright information for the digital image (use © if applicable)

*The bold letters indicate the digital image source*

Keep a Critical Eye:

- Develop a critical eye for viewing images on the Internet. Distinguish a credible creator from individuals who are violating copyright, perhaps unintentionally. This is especially true when you are using general search engines (Google, etc.) or social community websites (Flickr, etc.).
- Know how to find Terms of Use or copyright information on various websites. If it is not clear, contact the administrator for permission.

More information can be found in the University of Hawaii at Manoa Library’s Research Guides. Go to: http://guides.library.manoa.hawaii.edu/art and click “Find Images”.

Kanako Iwase, Visual Resources Librarian
Dept. of Art and Art History | 956-8781 | kanako3@hawaii.edu