

Image Permissions and Attribution

If you aren't the copyright owner of an image, you must have permission to use it.

- Save and back up all permissions documentation, whether written confirmation in an email or a letter.
- Exceptions for having to request permission include images that fall under Creative Commons licensing, free stock photography sites, and public domain resources; however, you must still provide attribution (credit).
- Save and back up evidence that the image is openly licensed or in the public domain (screenshot of a webpage, search history, etc.), which will show good faith if the image was incorrectly labeled as belonging to the public domain. A list of resources for openly licensed repositories is available at the end of this guide.
- Images should always have an attribution (credit) line to identify the owner of the image, even if it belongs to the author developing the publication, PPT, website, etc.
- Microsoft Office 365 offers an extensive library of royalty-free images, icons, and illustrations that you can easily insert into Word documents and PowerPoint Presentations. Guidance on using this feature is provided at the end of this guide.

Creative Commons Licensing

Many images are licensed under Creative Commons (creativecommons.org). Creative Commons [licenses](https://creativecommons.org/licenses) (creativecommons.org/licenses) and public domain [tools](https://bit.ly/2TfhVso) (bit.ly/2TfhVso) give every person and organization in the world a free, simple, and standardized way to grant copyright permissions for creative and academic works; ensure proper attribution; and allow others to copy, distribute, and make use of those works. Search for content to reuse on the Creative Commons [website](https://search.creativecommons.org) (search.creativecommons.org).

Attribution

Creative Commons provides information on creating [ideal attributions](https://bit.ly/3AdCfuK) (bit.ly/3AdCfuK) for images under licensing.

Example attribution:

“[Creative Commons 10th Birthday Celebration San Francisco](#)” by [tvol](#) is licensed under [CC BY 2.0](#)

Because:

- Title? “Creative Commons 10th Birthday Celebration San Francisco”
- Author? “[tvol](#)” (linked to his profile page)
- Source? “[Creative Commons 10th Birthday Celebration San Francisco](#)” (linked to original Flickr page)
- License? “[CC BY 2.0](#)” (linked to license deed)

Online Tool to Create Attributions for Creative Commons Images

Visit the Oregon Attribution Builder [website](https://www.openwa.org/attrib-builder/) (www.openwa.org/attrib-builder/) to generate attributions automatically.

Giving Permission for Images You Have Used in Clemson Cooperative Extension Materials

- You must own the copyright on the image; it cannot be an image belonging from someone else, even if you used with permission (e.g., you used it in a PPT or a publication).
- Ask that the user provide full attribution with (1) the title of the publication or name of work, (2) the link to the work embedded in the title, (3) your name, (4) your affiliation as Clemson University or Clemson Cooperative Extension.

Openly Licensed Repositories and Search Engine Images

Openly Licensed Repositories

Clemson Libraries has a list of Creative Commons and public domain images and videos on their Open Education Resources [webpage](https://bit.ly/3jHVW8j) (bit.ly/3jHVW8j) and an Open Resources [course guide](https://bit.ly/3qFwS3c) (bit.ly/3qFwS3c). The list below includes repositories of Creative Commons, Public Domain, and other openly licensed images on agriculture, food safety, nutrition, etc.

- USDA Agricultural Research Service, Agricultural Research Service Office of Communications [Image Gallery](https://bit.ly/3dwXyO3) (bit.ly/3dwXyO3)
- Bugwood IPM Images [Website](https://ipmimages.org) (ipmimages.org)
- Bugwood Image [Database System](https://images.bugwood.org) (images.bugwood.org)
- USDA [Flickr Album](https://www.flickr.com/photos/usdagov/) (flickr.com/photos/usdagov/)
- USDA NAL Special Collections [Image Galleries](https://bit.ly/3xbAiwM) (bit.ly/3xbAiwM)
- Unsplash Food Safety [Image Gallery](https://unsplash.com/s/photos/food-safety) (unsplash.com/s/photos/food-safety)
- Centers for Disease Control and Prevention, Public Health [Image Library](https://phil.cdc.gov/default.aspx) (phil.cdc.gov/default.aspx)

Search Engine Images

- Google Images [Website](https://bit.ly/3ByU6Mo) (https://bit.ly/3ByU6Mo): Enter description of image into search bar, select Tools, Usage Rights, Creative Commons licenses. Copy the attribution information to include with the image.
- Bing Images Gallery (www.bing.com): Enter description of image into search bar, select Filter on the far right of the menu, select License, and select All Creative Commons or Public Domain.

Microsoft Office 365 Access to Royalty-Free Images

Clemson University employees have a free subscription to Office 365 which grants access to stock and premium images, icons, and illustrations in Office applications including Word and PowerPoint. Select the Insert tab from the main menu of either application, select Pictures, and the choices include Stock and Online images.

- Stock images are provided by Microsoft Office, and although they are royalty free, an attribution should be provided stating the application and the year (e.g., Image credit: Image from Microsoft Word 2021).
- Online images use the Bing Image Search, the Creative Commons box should be checked, and the attribution will automatically be provided below the image when you insert it.
- Visit the Microsoft webpages for Word [guidance](https://bit.ly/3DBItPpY) (https://bit.ly/3DBItPpY) and PowerPoint [guidance](https://bit.ly/3jyptR1) (https://bit.ly/3jyptR1).