

Images: Copyright, attribution, Creative Commons & tips

Copyright

WelTec is audited for copyright and Moodle is part of that audit. Digital images published online are automatically covered by copyright, unless accompanied by a statement to the contrary. Or they may be accompanied by a statement affirming copyright. Google images, for example state "this image may be subject to copyright" and you can usually find the copyright at the bottom of the web page.

For example:



The copyright tells me:



This site allows free download but I ensure that I attribute it. Most sites will tell you how they want images attributed.


It's up to you to comply with the copyright requirements of using any particular image. Attribution is the foundation of copyright compliance.

Attribution

Make a note of images when you find them so that you can attribute them correctly. The Ed Tech Team suggests these styles.

You or someone you know owns the image	Image: Joe Smith. Used with permission	Font: size 8, italic
You found it on it on istock	Image: istock0000111222334	Font: size 8, italic
You found it on a website	BMW Sports car. Retrieved from http://hdwallpaper2013.com/car/new-bmw-sports-cars-hd-wallpaper.html	


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	<i>Line drawing of unmanned fortified pa by Kemera Wilson used with permission from http://whakaahua.maori.org.nz/cats.asp?CatID=92&ParentID=11</i>	Font: size 8, italic
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Creative Commons Licensing means that a range of licences have been applied to the image or text.

If an image has CC beside it – it is licenced under creative commons. You need to check, However the

type of licence. For example this  means that it can be used for commercial purposes but must be credited and an identical licence applied.

The Creative Commons Aotearoa NZ site has good information. We recommend you visit it for information about and how to apply for licences.

<http://www.creativecommons.org.nz>

Find creative commons images by typing 'creative commons images' in your keyword/search engine.

WelTec has access to istock, so let the Ed Tech team know if you'd like to access these images.

Some technical considerations: Size and type

Ensure the images are small to allow fast downloading on slow connections. Many students use phones to access courses and large images take a lot of screen space, or may not appear on some phones. We recommend a resolution of 50KB or less per image. The image sizes below are given in pixels for best accuracy:

Banner	Main banner 500 x 100px Avoid writing on images	Sub-banner	355 px x 46 px
General images	300px x 300px (lock proportions)	Icons	16 x 16 px 32 x 32 px 64 x 64 px 150px x 150px

NB: Use Paint, MS Office Picture Manager or pixlr.com to resize your images.

File type is important: Save your image as a **GIF** if it's black and white, a table, logo or cartoon; Save it as a **JPEG** if it's a colour image. Use a **PNG** or **TIFF** for fine art images.

Read: Images: Adding images to labels
Designing: Moodle and accessibility

