

Copyright - Update for Agents

Do I need permission to use photos, graphics, figures, artwork, etc., that I find online?

1. Authors should obtain permission from the original owner to use any content, including photos, figures, artwork, etc., that is not their own. This should be in writing, and the author should keep this information on file in case the material is called into question.
2. All content published on the Web should be considered copyrighted material and should be treated as such. You should never download photos and artwork from the Web to use on your websites, slide presentations, and/or publications without seeking permission from the content owner.
3. There is a group of works that falls outside the scope of copyright law. These include facts; works created by the United State Government; works not fixed in a tangible form of expression; ideas, concepts, principles, or discoveries; and words, phrases, or familiar symbols. For more information, visit <http://www.dmlp.org/legal-guide/works-not-covered-copyright>.
4. CALS Communications and Marketing will not publish copyrighted material without a copyright release from the original owner. The author's approval of the final proof indicates that appropriate permission has been obtained.
5. Do I need a photo release? Yes. Always get a signed photo release (<http://www.communications.cals.vt.edu/resources/media-release.html>) when photographing or videotaping minors and people not directly affiliated with the university. Also obtain a release from students, faculty, and staff being photographed for advertising.
6. For more information about copyright, <http://scholar.lib.vt.edu/copyright/cprtfairuse.html>

Will “fair use” cover the material I wish to use?

1. That depends. You are encouraged to review the information at <https://www.copyright.gov/fair-use/more-info.html> to determine whether your use meets the criteria for fair use. When in doubt, get permission from the owner to use the material.

Can I use material that has a Creative Commons license?

1. Yes. Creative Commons (CC) licenses give permission for specific public uses. You can legally use the work as long as you follow the conditions set in the work's CC license. For more information about the Creative Commons licenses, visit <http://creativecommons.org/licenses/>.

Where can I find images to use in my publications?

1. When possible, submit original artwork or a high-resolution scan of 300 dpi or more. Low-resolution images of 100 dpi or less or those downloaded from the Internet are usually unsuitable (blurry or pixelated) for most media applications.
2. Virginia Tech photographers catalog university-owned photos at: www.photolibrary.unirel.vt.edu/pages/home.php. Authors can request these photos and use them in their publications with credit to the university and the photographer.
3. There is a variety of free and for pay clipart and photo sources available online. We've created a list and posted it online at <http://www.intra.ext.vt.edu/marketing/clipart.html>.
4. VCE Publications is able to purchase stock images from iStock (www.istockphoto.com). Authors can select photos from this source, and CALS Communications and Marketing will purchase them. However, these photos do come with restrictions on their scope of use. Please discuss with the designer the use of the photos prior to purchase to ensure that the use is approved. If a large number of photos need to be purchased, authors will be required to purchase the photos using their own funds.

Where can I learn more about copyright and related topics?

For more information about **Copyright, Fair Use, Creative Commons, and Publicly Available Resources**, please watch these webinars created by Inga Hagan, CALS librarian. They were originally created for the Virginia Master Gardener Program, but the information pertains to everyone.

[Intro to Copyright](#)

[Intro to Creative Commons](#)

[Intro to Fair Use](#)

[Intro to Publicly Available Resources](#)