

SELECTING IMAGES FOR YOUR SESSION



Images are an important part of your program. They can enhance understanding, boost recall, and support different types of learners. Graphics, images, and artwork used for APWA presentations and programs must be original, royalty-free, in the public domain, or copyrighted with permission for use. This guide will help you select images that can be used for your session.

List of Common Image Licenses

Understanding common image licensing is essential to ensure the appropriate and legal use of visual content. A list of common image licenses is provided below, outlining the permitted uses associated with each type.

- **Public Domain**—Image that is not subject to copyright and can be used for any purpose without permission or attribution.
- **Creative Commons (CC) Licenses**—CC licenses give you varying degrees of permission based on specific licenses applied.
 - CC by: Requires attribution but can be modified or used for any purpose.
 - CC by NC: Requires attribution and only for non-commercial purposes.
 - CC by-SA: Requires attribution, allows modification, and redistribution.
 - CC0: No copyright, free to use without attribution.
- **Royalty Free (RF)**—Images that must be purchased but can be used on an ongoing basis without royalty fees once purchased.
- **Rights Managed (RM)**—Grants specific usage rights for an image, including the territories, the intended use, the number of copies, and the duration of use. Typically negotiated on a case-by-case basis.

Where to find images for your session?

Using an image that you have created or own the rights to is a reliable and safe option; however, that is not always possible. If you need to find an image, remember that the availability of an image online does not indicate it is free to use. You must understand the associated image license or specifically request permission to use the image. A list of free resources can be found in this guide. Additionally, Google has a search feature for images with CC licenses.

Obtaining permission to use an image

If you have an image you would like to use and you are unsure of the copyright license, you must contact the copyright owner. When contacting the owner, include details about:

- The work's title, author, and/or publication information
- The purpose of your project and how you want to use the work
- The part of the work you would like to use
- Which rights you are requesting
- How you want to credit the work
- Include a written request that has full bibliographic information, verification of copyright ownership, your return address, affiliation, telephone number, and the date.

Using Google to search for images

1. On the Google search page, select "Images" in the top right corner.
2. Search for the type of image that you are looking for and select "Tools."
3. Under "Usage Rights" Select Creative Commons License. Be sure to review any additional information on the website regarding the image to determine the specific CC licenses.

Resources for Free Images

The resources below all have some free images for use. They may have additional options that require payment.

- Upsplash-CC0 License
- Flickr Search-CC0
- Pexels
- Pixaby
- Freepik
- Public Domain Pictures
- Wikimedia Creative Commons