Media Categories

Digital collections include one or more types of media, such as images (stock images, current event images, artwork, historical images, maps, scientific images), audio files, and multimedia files (i.e. video and animations).

Before you start searching for media, it helps to categorize the way you want to use a digital image, sound file, or other media. To help determine your use, ask yourself if the work will be used for **research only**, in a **published document**, as a **marketing device** (such as a printed poster or brochure), as **class material**, on a **website**, or in a **video posted on a social media site like YouTube**.

Broadly speaking, there are two kinds of digital collections: **Free and Licensed**. Once you have a firm concept of your use, you'll have a better idea of what resolution, quality, and format you will need and where you should begin your media search (i.e. a College database or an Internet Web search), whether you can use media the college has licensed, whether you'll need to negotiate your own license or use some agreement, such as a **Share, Remix, Reuse** license.

Copyright and Fair Use

*The guidelines offered here should be taken as suggestions, not as legal statements.*

College of Charleston Policy and Guidelines

The **policy statements and guidelines** available at [http://cofc.edu/library/faculty/copyright/index.php](http://cofc.edu/library/faculty/copyright/index.php) constitute a manual for anyone at the College who wishes to reproduce, alter, or perform works that are protected by copyright. Since copyright protection applies to a variety of creative works -- printed materials, sound recordings, video recordings, visual artworks, computer software, and others -- the manual has been constructed to address issues related to particular types of media.
Fair Use

The **re-use of images, audio/video files and other media for educational purposes** (not including print or electronic publication of any kind) is generally considered acceptable under the terms of fair use. If you wish to publish media online or in print, even if for educational purposes, you will first need to determine whether or not the image is protected by copyright, then find out how to get copyright clearance.

You may need to obtain permission to publish images from the institution that owns the **media** (whether or not the media is in the public domain) **found in licensed Library databases**, such as ARTstor. In many cases, you will need to write to the institution that owns the physical image and request permission to publish it. There is often a fee associated with acquiring permission to publish.

The **Cornell University Fair Use Checklist** is a great resource to use when trying to determine whether your use falls under fair use. It is available at [http://www.copyright.cornell.edu/policy/Fair_Use_Checklist.pdf](http://www.copyright.cornell.edu/policy/Fair_Use_Checklist.pdf)

CU Weill Medical College’s **Quick Guide to citing images** available at [http://delib.qatar-med.cornell.edu/index.php?page=Citingimages&pagetype=How](http://delib.qatar-med.cornell.edu/index.php?page=Citingimages&pagetype=How) provides a list of elements needed when citing images or pictures used in a presentation or publication.

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**Remix Culture**

Remix culture is an emerging area full of sometimes divergent views on the level of citation and credit necessary to give one’s sources. Artist Shepard Fairey has drawn both praise and criticism for his adaptations of others works.

**Shepard Fairey on the Obama Photo Controversy**

by Xeni Jardin available at [http://www.boingboing.net/2009/03/24/shepard-fairey-on-th.html](http://www.boingboing.net/2009/03/24/shepard-fairey-on-th.html)

**Shepard Fairey’s Comment on Recent Updates in the AP Legal Conflict** available at [http://www.boingboing.net/2009/04/16/shepard-faireys-comm.html](http://www.boingboing.net/2009/04/16/shepard-faireys-comm.html)

**Obey Plagiarist Shepard Fairey**

**Bound by Law**, a comic by Duke's Center for the Public Domain, introduces readers to the perils faced by documentary filmmakers as they navigate the often confusing and contradictory nature of copyright in the modern age.

*Bound by Law* translates law into plain English and abstract ideas into ‘visual metaphors.’ So the comic's heroine, Akiko, brandishes a laser gun as she fends off a cyclopean 'Rights Monster' - all the while learning copyright law basics, including the line between fair use and copyright infringement.” - Brandt Goldstein, The Wall Street Journal online

*Bound by Law* is available at:  

**The Share, Remix, Reuse Culture**

Some works allow for media to be shared (copied, distributed and transmitted) and remixed (adaptations created from the work).
The Center for Social Media
http://www.centerforsocialmedia.org/

The Center for Social Media provides information on copyright and fair use for creators, teachers, and educators. The center investigates, showcases and set standards for socially engaged media-making. The center is also responsible for organizing conferences, publishing research, and creating codes of best practices.

Creative Commons “provides free tools that let authors, scientists, artists, and educators easily mark their creative work with the freedoms they want it to carry.” You can use CC to
change your copyright terms from "All Rights Reserved" to "Some Rights Reserved." CC is a nonprofit organization. Everything they do — including the software they create — is free.

History of the Creative Commons

Founded in 2001 with the generous support of the Center for the Public Domain (http://www.law.duke.edu/cspd/), CC is led by a Board of Directors that includes cyberlaw and intellectual property experts Michael Carroll, Molly Shaffer Van Houweling, and Lawrence Lessig, MIT computer science professor Hal Abelson, lawyer-turned-documentary filmmaker-turned-cyberlaw expert Eric Saltzman, renowned documentary filmmaker Davis Guggenheim, noted Japanese entrepreneur Joi Ito, and educator and journalist Esther Wojcicki (http://creativecommons.org/about/people#3).

Picking a License

Creative Commons has a series of questions to help you find the right license for your works, as well as links to issues you may want to think about before choosing a license, at:

http://creativecommons.org/license/

Searching for Images and Audio on the Web

Searching for CC-licensed Works

Find free culture on Flickr, Owl Music Search, SpinXpress and even Google and Yahoo! by searching:

http://search.creativecommons.org/
Almost certainly the best online photo management and sharing application in the world - has two main goals:

1. To help people make their content available to the people who matter to them.
   
   • Get photos and video into and out of the system in as many ways as possible: web, mobile devices, home computers, and public computers.
   
   • Push photos and videos out in as many ways as possible: Flickr website, RSS feeds, email, by posting to outside blogs.

2. To enable new ways of organizing photos and video.

   • Make the process of organizing photos or videos collaborative: give your friends, family, and other contacts permission to organize your photos, add comments, notes and tags.

   • Metadata: you can find things easier later on, since all this info is also searchable.

Flickr Advanced Search
http://www.flickr.com/search/advanced/?q=
Finding Images and Audio on the Web

World Digital Library
http://www.wdl.org/en/

The Library of Congress, UNESCO and 32 partner institutions launched the World Digital Library, a website that features unique cultural materials from libraries and archives from around the world. The site includes manuscripts, maps, rare books, films, sound recordings, and prints and photographs – available unrestricted to the public and free of charge. The browseable, searchable site will function in seven languages and offer content in dozens of languages.

Life Photo Archive Hosted by Google
http://images.google.com/hosted/life

“Search millions of photographs from the LIFE photo archive, stretching from the 1750s to today. Most were never published and are now available for the first time through the joint work of LIFE and Google.”
Internet Resources on the Works Progress Administration (WPA)

The WPA was a federal agency and copyright restrictions do not extend to the reprinting of works produced by that agency. The items created by the MEP and other state-administered WPA visual aid projects were intended for use as educational aids in public schools, libraries and children's museums during the period the WPA was in operation (1935-1943).

Internet Archive
http://www.archive.org/index.php

The Internet Archive, is building a digital library of Internet sites and other cultural artifacts in digital form. Like a paper library, they provide free access to researchers, historians, scholars, and the general public.

VADS
http://www.vads.ac.uk/about/

VADS is the online resource for visual arts. It has provided services to the academic community for 11 years and has built up a considerable portfolio of visual art collections comprising over 100,000 images that are freely available and copyright cleared for use in teaching, learning and research in the UK.

Wikipedia Public Domain Image Resources
http://en.wikipedia.org/wiki/Public_domain_image_resources

Wikimedia Commons – “A database of 4,290,196 freely usable media files to which anyone can contribute.”
http://commons.wikimedia.org/wiki/Main_page

Finding Images and Audio at the College of Charleston Libraries

Digital Media Fair Use LibGuide
http://libguides.library.cofc.edu/digitalmedia

ARTstor [electronic database]
http://www.artstor.org.nuncio.cofc.edu/index.shtml

Over 300,000 images that document artistic traditions across many times and cultures.

College of Charleston Special Collections - (Addlestone Library, 3rd Floor)
http://www.cofc.edu/~speccoll/Main.html

Special Collections evaluates, acquires, organizes, preserves, and makes available printed and archival materials including the College archives, rare books and pamphlets, publications related to the history of South Carolina, manuscript collections, and library materials that are rare, valuable, or fragile.
CONTENTdm collections
http://www.oclc.org/contentdm/collections/default.htm

Search or browse by organization name, type, and media type thousands of digital collections created by the CONTENTdm community.

South Carolina Digital Libraries
http://www.scmemory.org/index.php

The South Carolina Digital Library (SCDL) is a collaborative effort that includes South Carolina’s schools, libraries, archives, museums, and other cultural heritage institutions. SCDL’s mission is to encourage collaborators to create, maintain, and promote digital collections that represent South Carolina’s historical and cultural resources.