



# Open Educational Resources Project

Learning and Teaching Department Office of Superintendent of Public Instruction

## QUICKSTART GUIDE: Openly Licensed Images and Attribution

**IMPORTANT:** Prior to applying an open license, you must determine the copyright holder for your image. Only the copyright holder may license the resource.

### SCENARIO ONE:



YOU HAVE TAKEN A PHOTO OR CREATED A GRAPHIC YOU WOULD LIKE TO INCLUDE IN YOUR PROJECT

A photo you took for a work related event or created as part of your job duties	A photo you took on your own time not related to your job duties
<p>Indicate you are applying an open license by including one of the following attribution statements:</p> <p><b>Graphic or picture with no people:</b> Use an “attribution only” open license (change title and copyright holder):</p>  <p>OSPI Building by <a href="#">Office of Superintendent of Public Instruction</a> is licensed under a <a href="#">Creative Commons Attribution License</a></p> <p><b>Picture that includes people:</b> Use an “attribution, non-commercial, no derivatives” open license:</p>  <p>Rubric Development Team by <a href="#">Office of Superintendent of Public Instruction</a> is licensed under a <a href="#">Creative Commons Attribution-NonCommercial-NoDerivatives License</a></p>	<p>Indicate you are applying an open license by including the following attribution statement with the picture:</p>  <p>Waterfall by Barbara Soots is licensed under a <a href="#">Creative Commons Attribution License</a></p> <p>Ideally, you would open your own <a href="#">Flickr</a> account and upload the image selecting the Creative Commons license option (<a href="#">CC BY</a> preferred) to share with others.</p>



## SCENARIO TWO:

YOU FOUND A PERFECT IMAGE ON THE INTERNET AND WOULD LIKE TO USE IT

<i>Does it have an open license that allows your use?</i>	
Yes	No
 <p><a href="#">Education Concept</a> by <a href="#">Charly W. Karl</a> is licensed under a <a href="#">Creative Commons Attribution NoDerivs License</a></p>	
Use the image and make sure to display the license info and links.	If there is no indication, anywhere on or near the picture, assume image is “all rights reserved” copyright alone and do not use.

## SCENARIO THREE:

YOU HAVE ACCESS TO AN IMAGE THAT YOUR SCHOOL OR DISTRICT HAS PURCHASED

<i>Make sure the license permits usage for your intended project. Often licenses are specific for one project and may not be reused in other efforts!</i>	
Yes, usage for this purpose is permitted.	No, usage for this purpose is not permitted.
<p>Include the attribution statement indicated in the license or if none is specified, use the following: © CopyrightHolderName. Used with permission.</p>	Use another image.



## SCENARIO FOUR:

YOU KNOW THE TYPE OF IMAGE YOU WOULD LIKE AND NEED TO FIND AN OPENLY LICENSED GRAPHIC

*Try looking in the following places:*

Google images: <https://www.google.com>

Always use **Advanced Search** option to find openly licensed images

The screenshot shows a Google search for 'schoolhouse' on the Images tab. The search results are categorized into 'Clipart', 'Outline', 'Drawing', and 'One Room'. Below the results, the 'Then narrow your results by...' section is visible, with the 'usage rights' filter set to 'free to use share or modify'. A blue arrow points to the 'Advanced search' option in the search settings menu, and another blue arrow points to the 'usage rights' dropdown menu.

Then narrow your results by...

image size: any size

aspect ratio: any aspect ratio

colors in image:  
 any color  full color  black & white  transparent  this color:

type of image: any type

region: any region

site or domain:

SafeSearch: Show most relevant results

file type: any format

usage rights: free to use share or modify



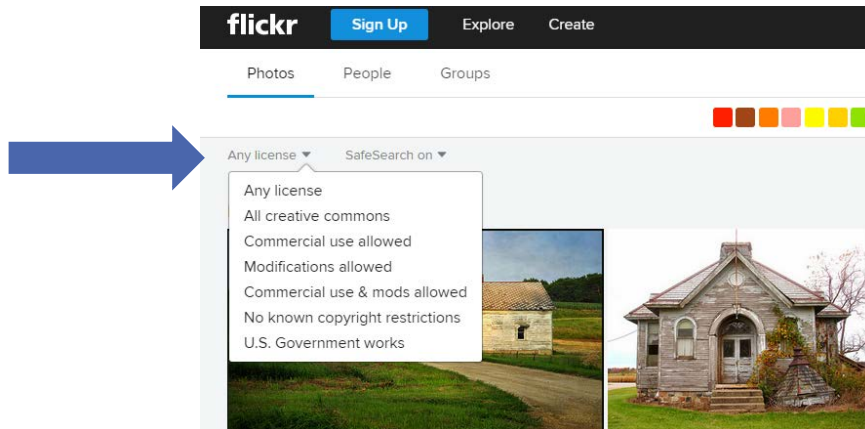
## SCENARIO FOUR CONTINUED:

YOU KNOW THE TYPE OF IMAGE YOU WOULD LIKE AND NEED TO FIND AN OPENLY LICENSED GRAPHIC

*Try looking in the following places:*

**Flickr:** <https://www.flickr.com>

Always use **Filter** option to find openly licensed images



### Other Options:

Pixabay: <https://pixabay.com>

Open Clip Art: <https://openclipart.org>

Photos for Class: <http://www.photosforclass.com>

Creative Commons Explore tool: <http://search.creativecommons.org>

Once your open image has been selected and inserted into your project, be sure to give proper attribution and display the copyright holder's name, a link to the image, and a link to the open license.

[Best Practices for Attribution](#)

**NOTE: The contents of this document are not legal advice.**

Suggestions for license type are based on the Washington Office of Superintendent of Public Instruction (OSPI) open policy:  
*... all original works of authorship produced by an OSPI employee within the scope of his or her employment for use in the state's schools and programs will carry a Creative Commons Attribution License, version 4.0 or later...*

