

# Googling Images for *Inspiration*? Now You Can *License* Them.

## What Creative Students Need to Know:

### COPYRIGHT COMMANDMENTS:

- The moment a photograph is created, it is protected by copyright. Use the copyright notice [©, year of publication, name].
- The photographer has the exclusive right to authorize the use of a photograph during his/her lifetime, plus 70 years.
- Written permission to use a photograph should be obtained in advance to avoid infringement.
- Infringement is any unauthorized use of a photograph, absent some exemptions, such as fair use or limited classroom use.
- Exceeding the terms of a license is an infringement. You should obtain a new license before making any new uses of a photograph.
- Penalties for infringement are monetary and can be severe.
- Combining or altering photographs may require permission from the copyright holders.
- Creating a painting or a sculpture from a photograph is an exclusive right of the copyright owner, so you should obtain permission first.
- Reshooting or replicating a photograph is an unauthorized copy and requires permission from the copyright owner.
- Using all or some of a photograph as a reference for a second work may require permission from the copyright owner.

Additional educational resources available at:  
<http://www.pacaoffice.org/library.shtml>

## The Easy Solution: PicScout ImageExchange™

### HOW IT WORKS:

1. Search for/find your ideal image

2. Choose an image with a blue icon



3. License the image directly



### WATCH IT IN ACTION:



### DOWNLOAD THE FREE TOOL TODAY:



[www.picscout.com](http://www.picscout.com)