

Permission-Free Resources for Advertising Library Events, Programs, Collections



ULA Copyright Education Committee

Allyson Mower, Shawn Steidinger, Rita Christensen, Ann-Marie Marchant, Liz Sollis

In Libraries We Trust!

Thu, May 16, 2019

We want you to be able to...

- Find permission-free resources
- Feel confident in your use of images and other copyrighted material for library marketing
- Know when to get permission

5-Minute Copyright Basics



Copyright is a form of protection that U.S. law extends to authors of literary, dramatic, musical, artistic, and other creative works.

Exclusive rights:

Copy

Distribute publicly

Display publicly

Adapt

Perform publicly

Transmit

Exceptions for Libraries

- Library & Archives Exemption (Section 108)
- First Sale Exemption (Section 109)

Full details available on ula.org/copyright-resources

And sometimes fair use (but not always)

Mother, May I?

The basics on Getting permission

Step by Step:

1. Making contact:

- Check copyright registration records for contact info
- Google it! Do a web search for name & contact info
- Read Terms of Use on websites
- If you're not sure the person is the rightsholder, just ask them

Step by Step:

2. Types of permission

- Verbal permission is OK
- Email permission is OK (even Twitter, Messenger, etc.)

Step by Step:

3. Documenting permission

- Save any written or digital communication efforts
- Create folders and files
- Make your own copyright archive

Suggested Reading:

Check out this Libguide from the University of Texas Libraries:

COPYRIGHT CRASH COURSE

- <https://guides.lib.utexas.edu/copyright/permission>



SAMPLE PERMISSIONS LETTER

Sample written request for permission

Permissions Department
[Publisher]
[Address]

Dear Permissions Editor:

I am writing to ask your permission to (include all that apply)

- reprint
- photocopy
- copy in digital form
- quote from
- incorporate into
 - multimedia courseware
 - online course materials
 - a dissertation/thesis
 - a print publication
 - an electronic publication

the following material:

Author:

Book Title:

Journal Title:

Page #(s)

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or material located at: [\[url\]](#).

The material will be distributed/published as follows:

Distribution (describe, including medium):

Publisher (if applicable):

Expected distribution/publication date:

Expected length of work (number of words, pages, images, etc., as appropriate):

Target market:

If you do not solely control copyright in the requested materials, I would appreciate any information you can provide about others to whom I should write, including most recent contact information, if available.

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Sincerely,

- Copyright proprietor, please initial any statement that applies:

☐ I hereby represent that I have the authority to grant the permission requested herein.

☐ I am the sole owner/author of the work.

Author Signature

Author's name

Address

Date

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cartoon



clip art



reading



library



old



school



harry potter



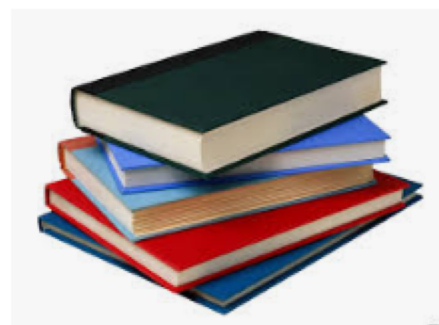
fiction



book club gatherings foster friendships ...
floridatoday.com



Powerful Books to Improve Your Life ...
time.com



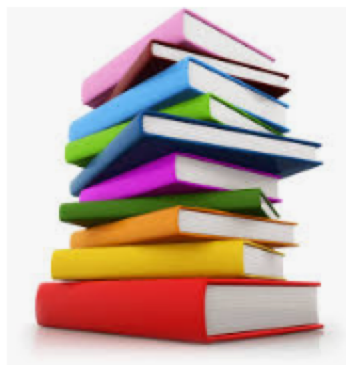
Alliance Francaise de San Diego
afsandiego.org



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123rf.com



Top 10 Most Popular ...
houseofbots.com



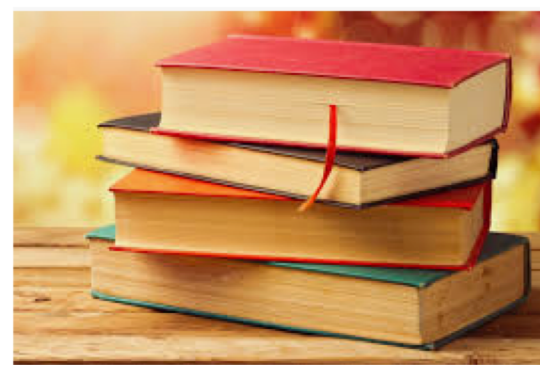
Friday Finds - So Many Book...
knowledgequest.aasl.org



SALA Book Club - Reader's Choice ...
sundayassemblyla.org



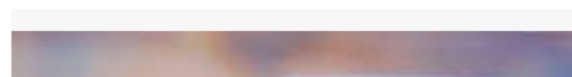
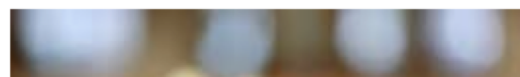
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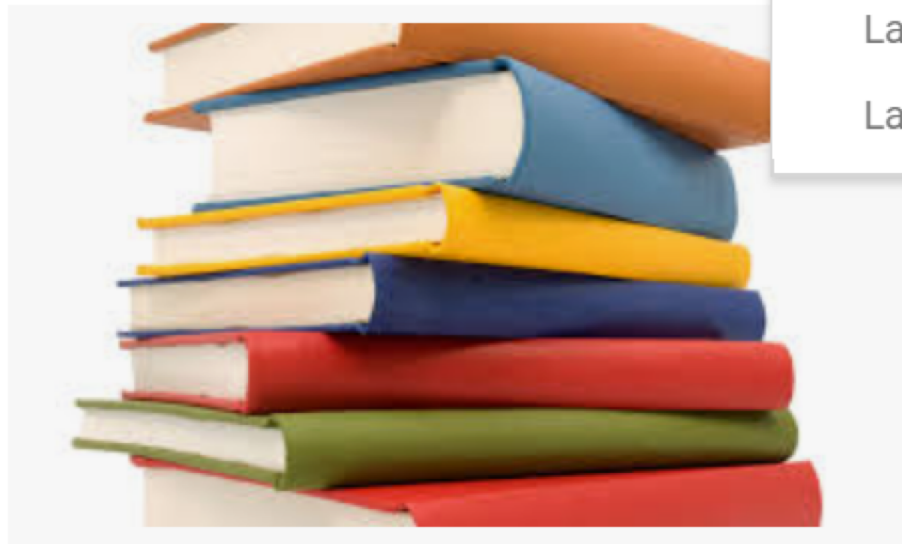


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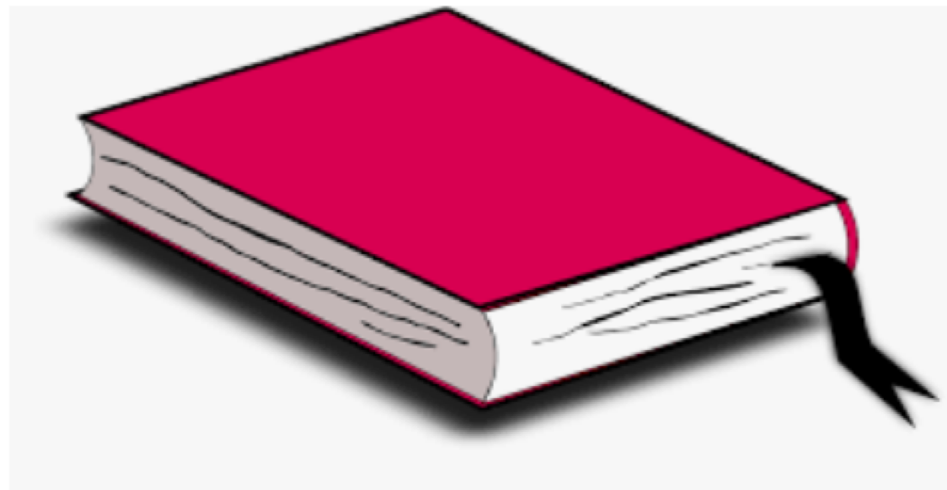
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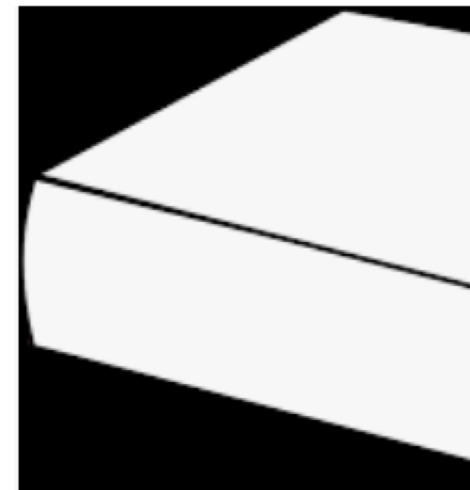
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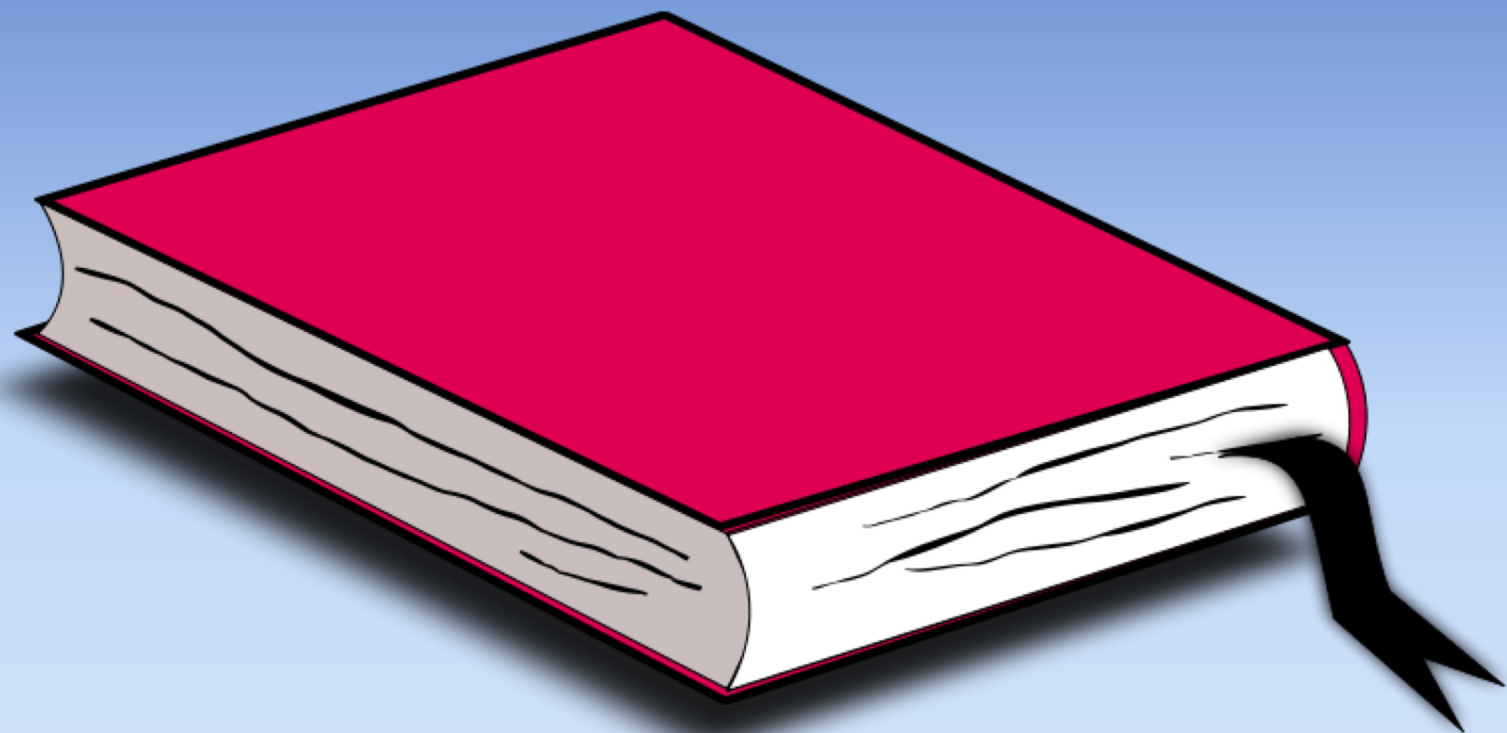
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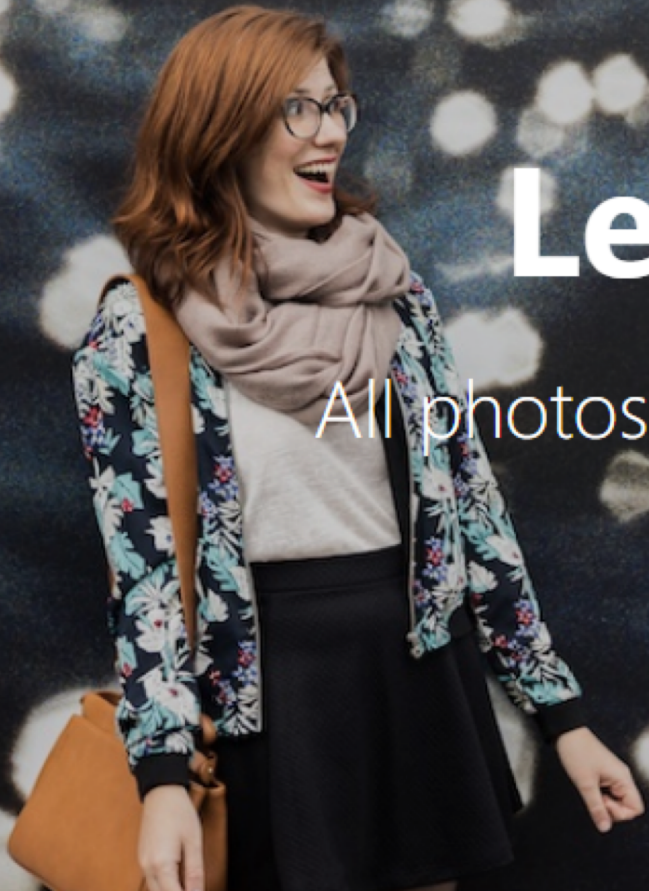
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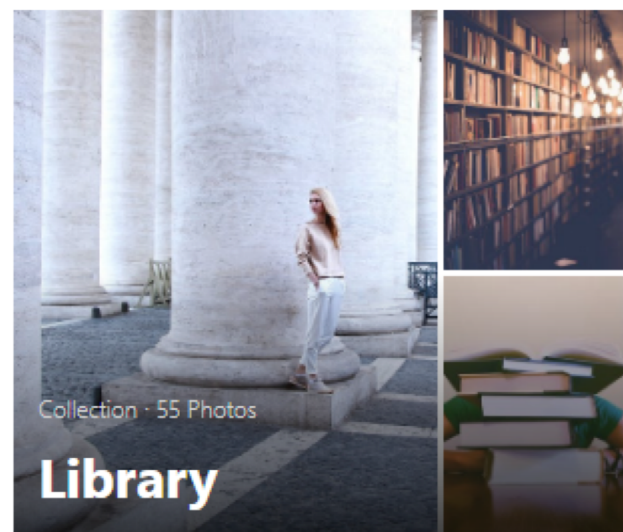
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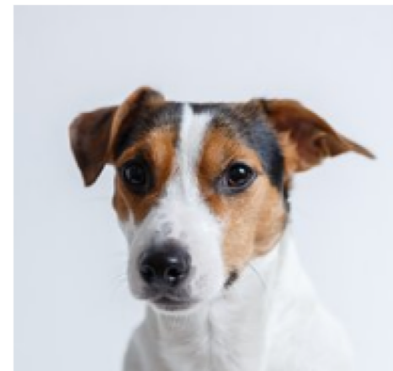


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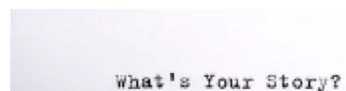


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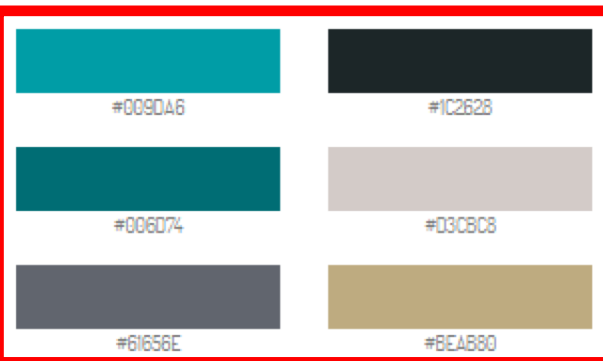


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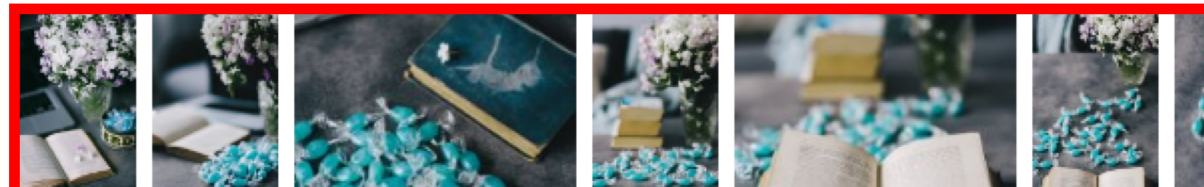
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KRAFTY KIDS!

Balloonology!

TUESDAY, JUNE 12
4:30 P.M.
AGES: 8-12

Register @
bit.ly/kraftykids




CHILDREN'S DEPARTMENT

Collection Development

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- Photo ID must be government, school, or employer issued and must include your full name

We accept the following as proof of residence:

- Current driver's license
- Current utility bill
- Current checking account statement (not checkbook)
- Current rental receipt or agreement
- May consider 2 pieces of other business mail (no personal or form)



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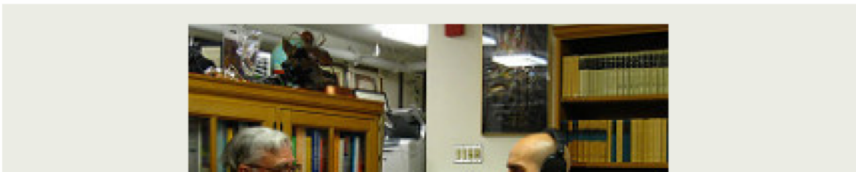
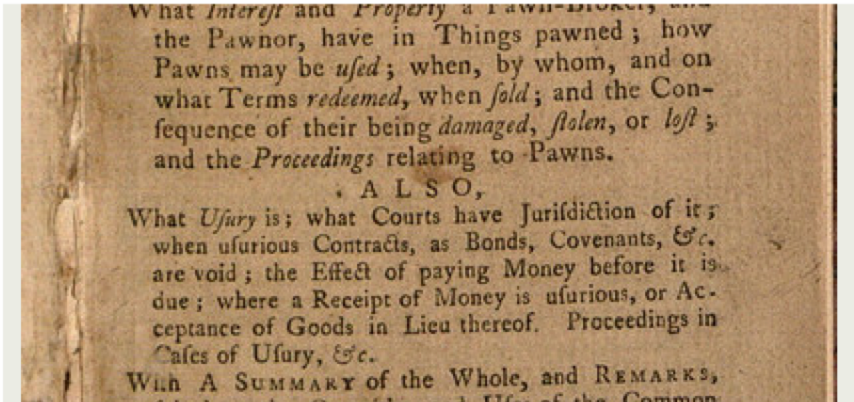
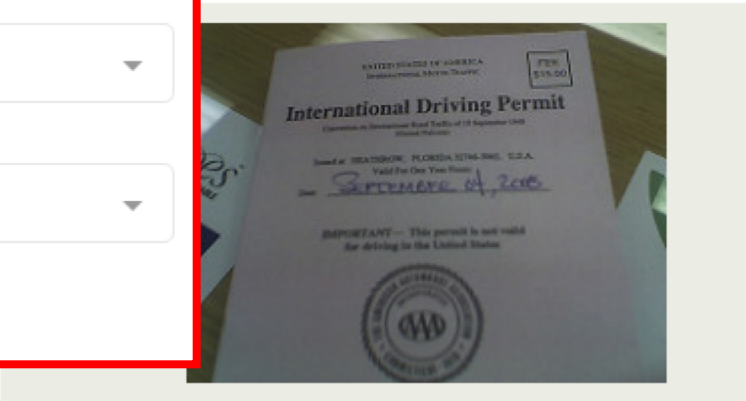
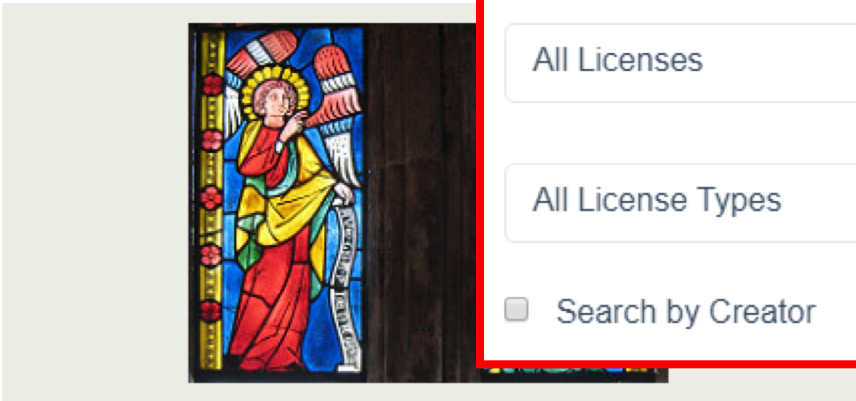
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HOLDING A  
MAGNIFYING  
GLASS**

# TIPs for DPIs and PPIs

from the County Library



# PPI

- Pixels Per Inch
  - Digital, etc.
  - Put simply: this determines image quality
- Pixels = picture element
  - When you increase the image size, you also increase the pixel size
  - Increase the pixel count, not the pixel size

# DPI

- Dots Per Inch
  - Printing and scanning
  - Put simply: this is image size and can vary
    - More dots = clearer image
    - Fewer dots = just dots, blurry image

- Default web resolution: 72 DPI
  - This may impact the quality of images that are pulled from digital sites and then printed
- Recommended print resolution: 300 DPI (minimum)
- PPI focuses on image size—DPI focuses on resolution



 Zoom  Rotate  Print



## Opening of the art gallery of the new Lenox Library, Fifth Avenue and Seventieth Street, January 15th

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# Raster v Vector

- **Raster**=series of pixels or building blocks that create an image
  - JPEG/JPG, PNG, GIF
  - Resizing a raster image will compromise the resolution/image quality
  - Exact dimensions a must for quality image
- **Vector**=mathematical formula that creates an image
  - EPS, Ai, PDF
  - Frequently and easily resized without compromising resolution/image quality

# Raster

- **JPEG/JPG**
  - *Joint Photographic Experts Group*
  - Photographs on web
- **PNG**
  - *Portable Network Graphics*
  - Similar to JPEG/JPG
  - Can have a transparent background (logos, icons)
- **GIF**
  - *Graphics Interchange Format*
  - Graphs, small images with minimal color, variation, etc.

# Vector

- **EPS**
  - *Encapsulated Postscript*
  - Graphics format that can be edited
- **Ai**
  - *Adobe Illustrator Document*
  - Can only be created or edited in Adobe Illustrator
- **PDF**
  - *Portable Document Format*
  - Platform-independent file

- JPEG/JPG images are already compressed
- HEIC/HEIF
  - *High Efficiency Image Compression/File Format*
  - Common on mobile phones
  - May not import to your desktop or laptop
    - Can be adjusted in your settings
      - Camera, Formats, Most Compatible
      - Photos, Automatic, Transfer to Mac or PC
    - Another workaround is to email the image to yourself (which results in a conversion from HEIC to JPG)

# Considerations

- Device on which image is created
  - Camera (Settings)
  - Telephone
- Purpose of creation
  - Digital
  - Print
- Graphic design skills
- Fair use

