



Photography Usage

Image copyright protects the original creator and they have exclusive rights to use and distribute their images.

UF/IFAS Communications (ICS) recommends using images taken by UF faculty and staff before any other source. Using photographs from sources outside of the University can be done as long as **ALL** licensing restrictions required for each image are followed.

Not all photos on the web are free. Be sure to check usage restrictions for each image.

SOURCING IMAGES

- 1. Check Licenses:** Read and understand the license agreement that comes with all images.
- 2. Attribution:** Follow credit requirements provided by the creator.
- 3. Keep Records:** Document sources and licenses.
- 4. DO NOT RIGHT CLICK AND SAVE.**

UF Sample Sources

IFAS Photo Database: photos.ifas.ufl.edu
Ent/Nem Photos: go.ufl.edu/ent-nem-image-gallery
UF Stock Photos: go.ufl.edu/uf-photos

Non UF Sample Sources

National 4-H Flickr: tinyurl.com/4-H-Flickr
NASA Images: nasa.gov/images
USDA ARS: ars.usda.gov/oc/images/image-gallery

Canva Images

DO export Canva layouts to PDFs or JPGs for sharing.
DO NOT copy/paste standalone images to third-party applications
DO NOT copy/paste standalone images on websites, social media, and blogs.
DO NOT save a standalone images and use outside of Canva.

Microsoft Office Stock Images

DO save or export MS Office layouts to PDF for sharing.
DO NOT copy/paste standalone images to third-party applications
DO NOT copy/paste standalone images on websites, social media, and blogs.
DO NOT save a standalone images and use outside of MS Office

Adobe stock

Adobe Stock is accessible to those with the full **Adobe Creative Cloud license** and offers a diverse range of assets, including photos, design elements, 3D models, and motion graphics templates for use in professional, academic, and coursework-related projects at UF. Do not use Adobe Stock images for personal projects. For the complete Adobe Stock image licensing terms, see stock.adobe.com/enterprise-conditions#educationLicenses.

Crediting Images

THIRD-PARTY IMAGES: Read and understand the use agreements and always credit images the way the creator/owner requires.
UF/IFAS IMAGES: Use “UF/IFAS” after your name in the credits to cede copyright to UF. In the case that you want or need to assert that it is your photo, credit it “Courtesy of <name>.”

