Photography Usage

**A picture is worth a thousand words, but which images can you use
without bumping into copyright laws or licensing restrictions?**

UF/IFAS Communications (ICS) recommends using images taken by UF faculty and staff before any other source. ICS provides a photo database (**http://photos.ifas.ufl.edu/**) with thousands of images that can be searched and downloaded using a current UF/IFAS Gatorlink username and password. 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.

UF SAMPLE SOURCES

IFAS Photo Database: **photos.ifas.ufl.edu**

Entomology Photos: **uflorida.sharepoint.com/teams/IFAS-ENTNEMDEPT/InsectPhotoCollection/Forms/Thumbnails.aspx**

UF Stock Photos: **identity.ufl.edu/resources/stock-photography**

National 4-H Flikr: **www.flickr.com/photos/128520025@N03/albums**

MICROSOFT OFFICE STOCK IMAGES

DO include MS Stock images in presentations, documents, or other MS Office files.

DO export these to PDF for sharing.

DO NOT copy/paste to third-party applications

DO NOT post on websites or social media pages

DO NOT save as image file and use outside of MS Office

DO NOT use photos browser or online pictures options

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. It is important to note that video, audio, and premium photos are not part of the free assets under the University's Adobe Stock Enterprise license and may require separate purchases. These assets should not be used for personal projects. For the complete Adobe Stock image licensing terms, see: **stock.adobe.com/enterprise-conditions#educationLicenses**.

FAQS

Q: CAN I USE A PHOTO THAT WAS TAKEN BY A UF/IFAS EMPLOYEE?

A: You can use the photo IF:
1. The employee was on the job when they took the photo;
2. The employee was using UF photographic equipment to take the photo (including a personal cellphone);
3. The photo was taken in service of performing one's job duties. Under these circumstances, the copyright for the photo would belong to UF, and thus, the photo is "safe" to use for UF/IFAS publications or communications.

Q: CAN I USE A PHOTO THAT I TOOK WHILE I WAS NOT ON THE JOB?

A: Yes, you can.

Q: HOW SHOULD PHOTOS BE CREDITED?

A: 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 personal photo, credit it "Courtesy of ‹name›."