

# Image Guidelines





# Image Guidelines

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While writing your book, you might find that you want to include images to help add context to your work. We always encourage visual aids if it builds upon the message you're trying to convey to the reader and to diversify the content. When seeking images from online, however, there are a few things we need to keep in mind.

Images, just like text, can be subject to copyright, which might restrict what we can or can't use. As we're a commercial entity, we can't easily justify Fair Use in our books, either. This short guide should give you a quick idea about how we should approach images, as well as how to find royalty-free replacements.



## Have you found an image online?

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If there's an image you've found online and you would like to include it in your book, the first thing you should do is try to find out what kind of license it holds. Some websites, like Wikimedia Commons, make this really easy – there's a box right under the image that tells you exactly what you're able to do with it. For other websites you might need to dig around to find the terms of service or similar copyright pages. Have a look through these and see how liberally they allow the use of their content. One thing you need to keep an eye out for is confirmation that we can use the content commercially, such as in this license:

### You are free to:



**Share** – copy and redistribute the material in any medium or format



**Adapt** – remix, transform, and build upon the material for any purpose, even commercially.

## Free to use content

If the content is free to use, in the public domain, or has a license attached to it that allows us to use it, such as Creative Commons licenses, then fantastic! Be aware though, some might have asterisks attached, such as the following Creative Commons ShareAlike license:

### Under the following terms:



**Attribution** – You must give **appropriate credit**, provide a link to the license, and **indicate if changes were made**. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.



**ShareAlike** – If you remix, transform, or build upon the material, you must distribute your contributions under the **same license** as the original.



**No Additional Restrictions** – You may not apply legal terms or **technological measures** that legally restrict others from doing anything the license permits.



As a rule of thumb, we should always attribute the source where we found the image even when the license doesn't require us to: it's just good practice.

## Side note

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If ever there's content you want to use, or perhaps material where you don't know the license, there is always the option to **get in touch and request permission** to include it in your book.

Your editor can give you more details about how to do this, and the sorts of things we can offer the copyright holder in return.




# Wikimedia

The easiest and most hassle-free way to include images in our book, however, is to find royalty-free images online. There are a number of ways to go about this. The first is to find a free image library online. Simply Googling “free image library” will turn up a number of results -- make sure you always check the terms of use for any images you like the look of, as some might have special restrictions attached to them.

### Summary [\[ edit \]](#)

Description	Praha 1, Karlův most, Sochy, Madona, sv. Dominik a Tomáš Akvinský
Date	10 August 2017
Source	Own work
Author	<a href="#">Tlman2007</a>
Permission (Reusing this file)	<div><p>This file is licensed under the <a href="#">Creative Commons Attribution-Share Alike 4.0 International</a> license.</p><p>You are free:</p><ul style="list-style-type: none"><li>• <b>to share</b> – to copy, distribute and transmit the work</li><li>• <b>to remix</b> – to adapt the work</li></ul><p>Under the following conditions:</p><ul style="list-style-type: none"><li>• <b>attribution</b> – You must attribute the work in the manner specified by the author or licensor (but not in any way that suggests that they endorse you or your use of the work).</li><li>• <b>share alike</b> – If you alter, transform, or build upon this work, you may distribute the resulting work only under the same or similar license to this one.</li></ul></div>

### Licensing [\[ edit \]](#)



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One of the more useful image libraries that will have minimal restrictions attached to the material you might want to use is Wikimedia Commons: [commons.wikimedia.org](https://commons.wikimedia.org). Everything here is uploaded by volunteers, and almost all of it is free to reuse. Whenever you find an image you like, just scroll down to see what the license requirements underneath are.

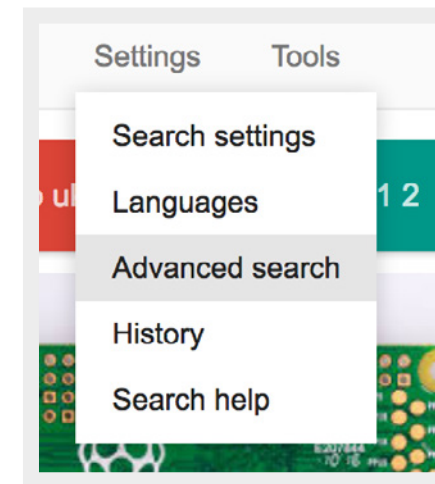


# Google Search

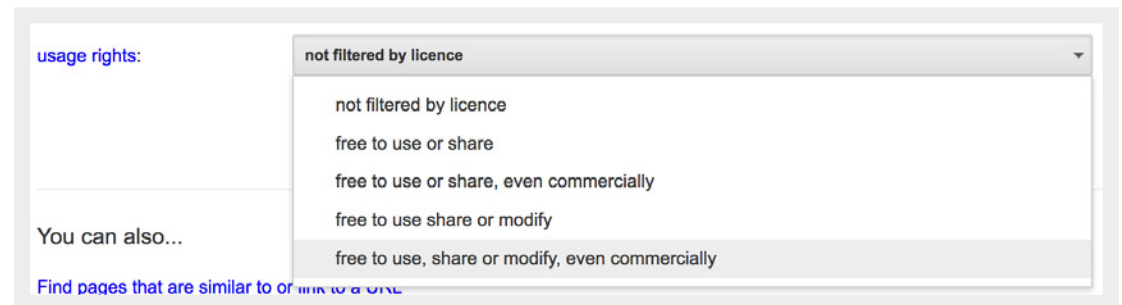
An alternate method to find free images is to refine your settings after making a Google search. Doing this is easy:

1. Go to [images.google.com](https://images.google.com)
2. Search for the item you want to find a replacement image for (for example, “Raspberry Pi Zero”)
3. Click “*Settings*” at the top and navigate down to “Advanced search”
4. From here, scroll to the bottom and find the “*usage rights*” dropdown. Click on this and select the bottom option, “*free to use, share or modify, even commercially*” (it’s imperative that you click the “*even commercially*” option as this will change the permissions of certain images).

## Step 3.



## Step 4.



Hopefully, using all of the above methods, you will be able to find plenty of useful free images that can add real value to your book.



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