



THE STOCK IMAGERY SURVIVAL GUIDE

Shout out to our sponsors..



Alex Walker - @alexmwalker



Three Sections

1

The 'Need to Knows' of Copyright

2

**"I found this *REALLY* cool image...
Can't I just change it a bit?"**

3

3 Pro Tips to Finding The Perfect Image

Part 1

The 'Need to Knows' of Copyright

LICENSING STOCK IMAGERY

There are different legal usage types for stock.
We'll focus on the 'Big Four':

- Royalty free
- Creative Commons
- Rights managed
- Extended/enhanced licenses

THE RULES

The original artist defines how their art can be used. It's up to you to ensure you follow the rules so you and your client don't get hit for improper usage down the line.



I made this!

*But you can use
it if you follow my
terms.*

*Enjoy your
new product.*

1. ROYALTY FREE

This license allows you to use an image multiple times, without paying a royalty. It's the most lenient for uses in both commercial and personal projects.



I made this!

*But you can use it forever
without future payment
if you follow my terms.*

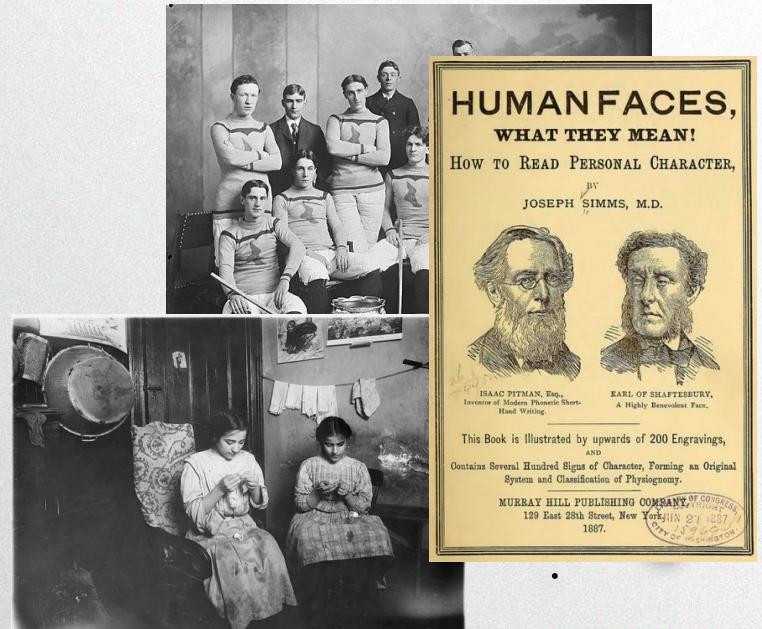
*Enjoy all your
new products.*

ROYALTY FREE

Free to use - but you can't claim ownership of the original work.



Amateur photography & clipart



Public domain works (Copyright lapsed)

2. CREATIVE COMMONS

Free to use but you **MUST** follow the rules of the license.



You must always credit the creator.



Some content may be modified, some may not.



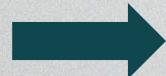
Some may require that you allow others to equally share your new modified work.



Some licenses allow commercial use – **most do not**.

3. RIGHTS MANAGED

- This license gives YOU exclusive, time-limited use of an image.
- These images can only be used **for one particular project**, for a set period of time, and often in specific geographical areas.



I made this!

*But you can use it for 1 year on
your T-shirt if you follow my terms.
I won't let anyone else use it!*

*Enjoy selling your
new T-shirt! Want to sell more
next year? Let's renew my terms.*

4. EXTENDED/ENHANCED

This license extends the permitted use of a previously licensed work, which may include increasing the number of copies showing the image, resale purposes (posters, t-shirts, greeting cards, etc.), or other methods of distribution.



I made this!



*You used it last year on
your T-shirt by following my terms,
but now you want to sell mugs, too.*



*Enjoy selling mugs along with
your T-shirt! Want to sell more
items? Let's renew my terms.*

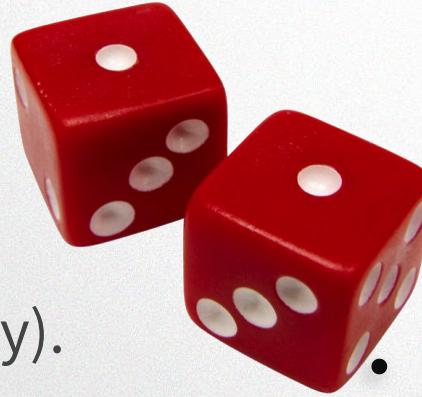
Part 2

Q: "I found a *really* cool image!"

"I just need to change it a bit, right?"

A: IN SHORT, NO.

(unless you're feeling VERY lucky).



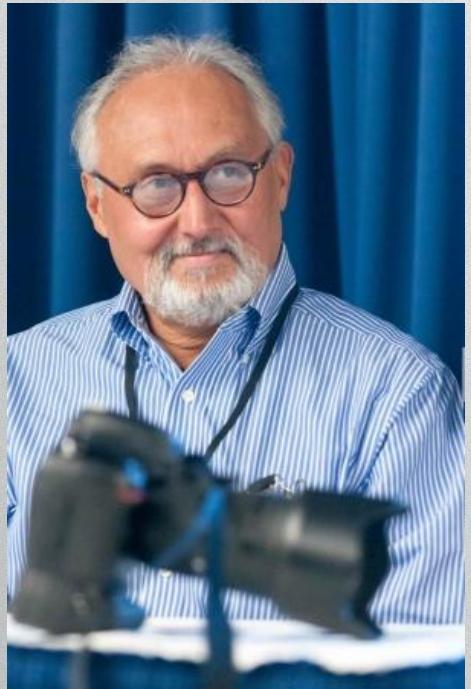
LET'S LOOK AT TWO
REAL WORLD CASES

Case #1 : FAIREY vs. GARCIA



Shepard Fairey
Street Artist





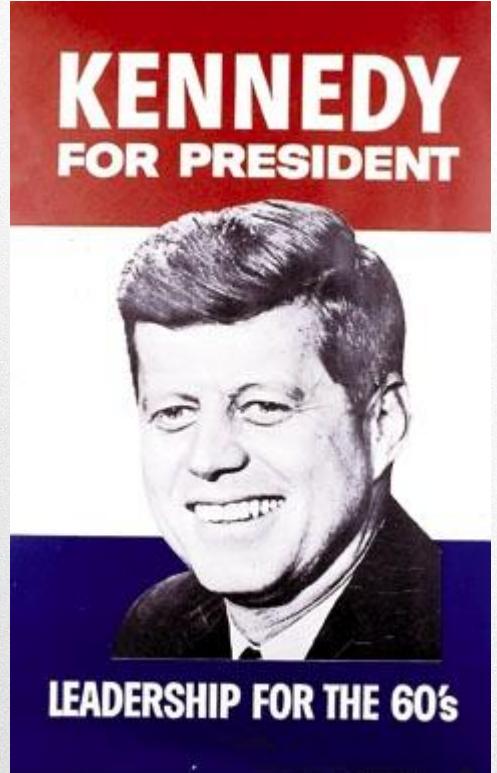
Mannie Garcia
AP- Photographer





SHEPARD FAIREY SAID:

“My historical inspiration was the well-known JFK portrait where he is posed in a three-quarters view looking slightly upward and out into the distance.”



MANNIE GARCIA SAID:

“I've been on the campaign for twenty something months, so I would see the artwork, I would photograph it, and think what is with this image? But it didn't snap. It never occurred to me it was my picture.”



(...On behalf of Mannie Garcia)



vs.

SHEPARD FAIREY

VERDICT: ASSOCIATED PRESS WON.

Shepard Fairey eventually settled to:

- 2 years probation,
- 300 hours of community service,
- and a fine of \$25,000.

Case #2 : ROGERS VS.KOONS



THIS IS JEFF KOONS

- Sculptor
- 'Appropriation Artist'
- World-record holder for highest auction price paid for artwork by a *living* artist (\$58-million)

Balloon Dog (Orange)

BUT HE MADE THIS SCULPTURE..



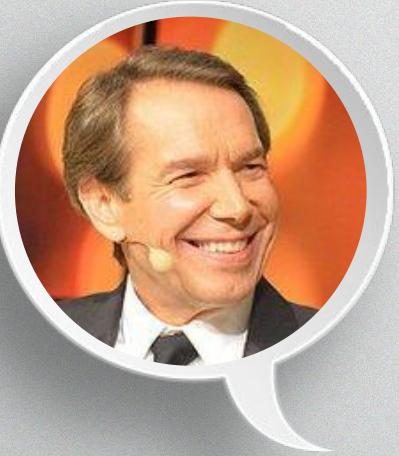
- 'String of Puppies' (1988)
- Ceramic Sculpture

THAT LOOKED LIKE THIS PHOTO



- 'Puppies' (1985)
- By Art Rogers
- Used on Greeting cards & Postcards.





KODIS SÄRGSAID:

It's not ~~impossible~~ if an average person would recognize that one thing they work hard for is protecting families. And Rogers wants to be obviating gender according to the original.

VERDICT: ART ROGER WON.

Jeff Koons paid Rogers:

- An undisclosed cash settlement
- One of the four 'String of Puppies' sculptures.
(valued at \$400,000 back in 1992).

Koons could have licensed 'Puppies' for \$50.

THE TAKEAWAY?

If in *any* doubt - **JUST BUY A LICENSE**

Part 3

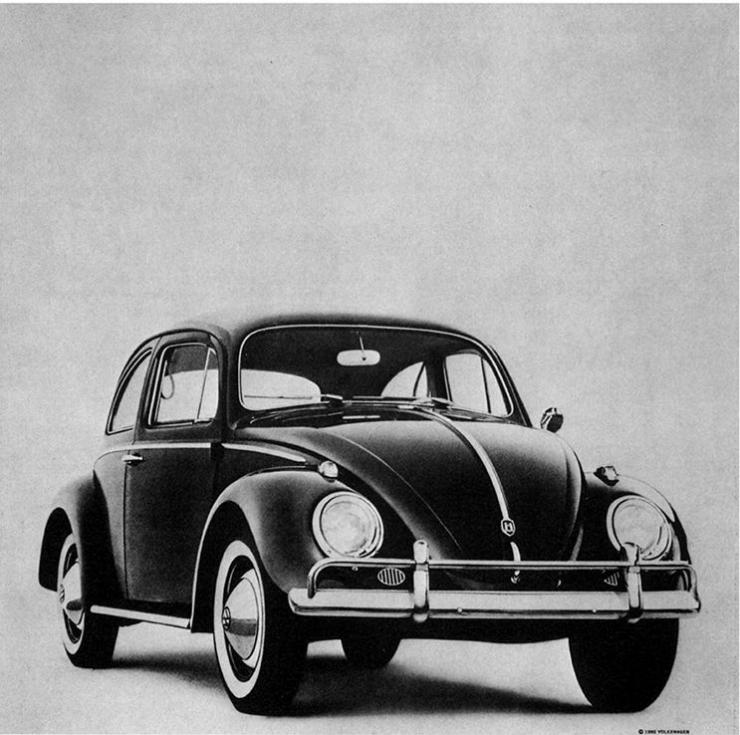
3 Pro Tips for Finding The Perfect Image

TIP #1: WORK ON GOOD COPY FIRST

Killer copy can make ordinary images great

EXAMPLE #1

Volkswagen Print Ad (1960)



Lemon.

This Volkswagen missed the boat.

The chrome ring on the glove compartment is blemished and must be replaced. Chances are you wouldn't have noticed it; Inspector Kurt Kross did.

There are 3,389 men at our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. 3,000 Volkswagens are produced daily; there are more inspectors

than cars.)

Even shock absorber is tested (spot checking won't do), every windshield is scanned, VW has been checked for surface scratches, closely visited to the last detail.

Final inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfstand (car test stand), tote up 189 check points, gear ahead to the automatic

broke stand, and say "no" to one VW out of fifty.

This preoccupation with detail means the VW lasts longer and requires less maintenance, by and large, than other cars. It also means a used VW depreciates less than any other car.)

We pluck the lemons; you get the plums.



The supporting copy explains how a small blemish caused this car to fail VW's quality testing.

- Stock-standard image
- Uninteresting Composition
- But **BRILLIANT** copywriting forces you to do a double-take

EXAMPLE: 2

Re-using the same image..



Think small.

Our little car isn't so much of a novelty any more.
A couple of dozen college kids don't try to squeeze inside it.
The guy at the gas station doesn't ask where the gas goes.
Nobody even stares at our shape.
In fact, some people who drive our little

beetle don't even think 32 miles to the gallon is going any great guns.
Or using five pints of oil instead of five quarts.
Or never needing anti-freeze.
Or rocking up 40,000 miles on a set of tires.
That's because once you get used to



some of our economies, you don't even think about them any more.
Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill. Or trade in your old VW for a new one.
Think it over.

- Time Magazine charged \$6,000 for a full-page ad in 1960.
- Few CEOs were brave enough to leave 80% of that page blank.
- The ads were a huge part of VW's break into the US market.

Clever copywriting (and layout) makes an ordinary image GREAT.

TIP #2: IDENTIFY THE CLICHES

..then **TWIST** them.

...**BEND** them.

...**BREAK** them.

THOSE CLICHES MIGHT INCLUDE..

- Subject matter
- Camera angles
- Typography
- Color and Styling



EXAMPLE #1

How does Levi Jeans stay
young and hip?

THE CLICHE?

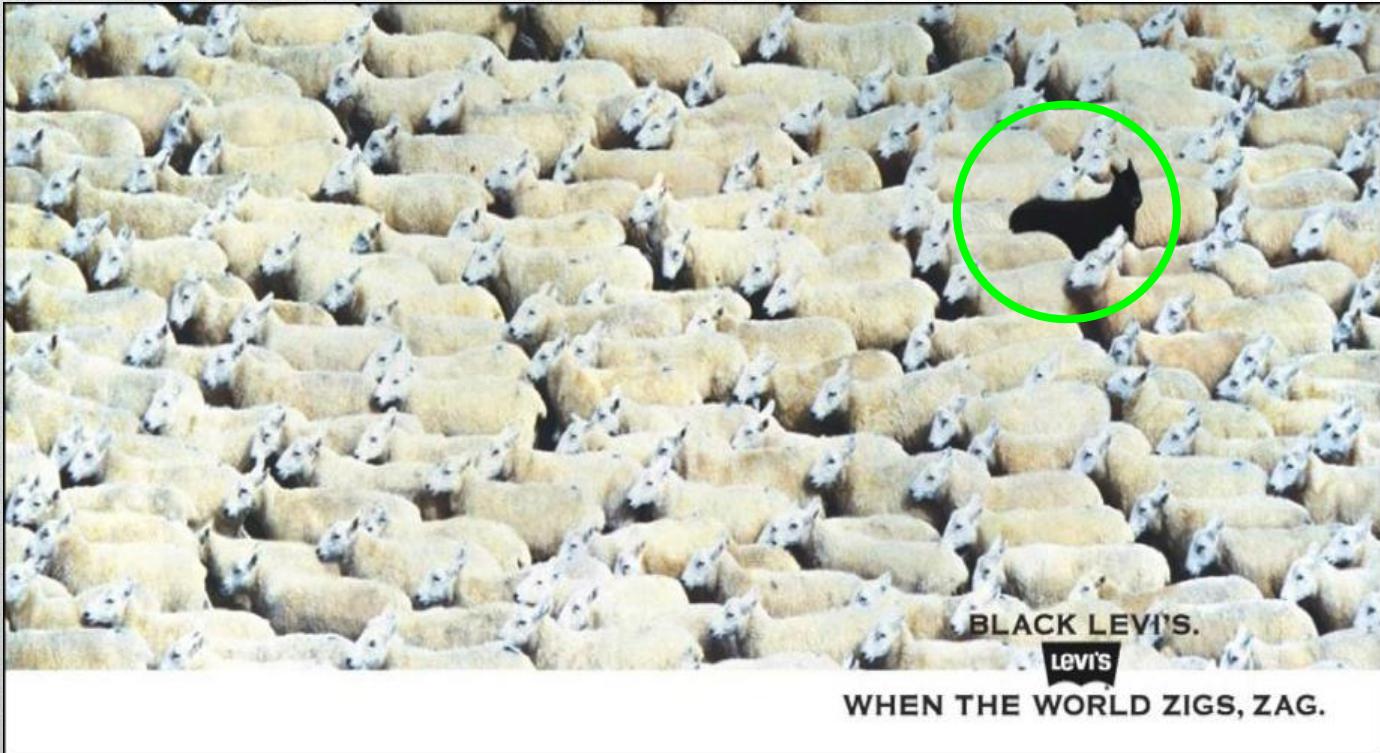
‘Show young,
hip people in
denim.’



THE TWIST?

‘Stand out
from the
flock’

(Or another
10 minutes of
Photoshop.)



EXAMPLE #2

How does Pedigree Dog Food
promote the idea of dog adoption?

THE CLICHE?

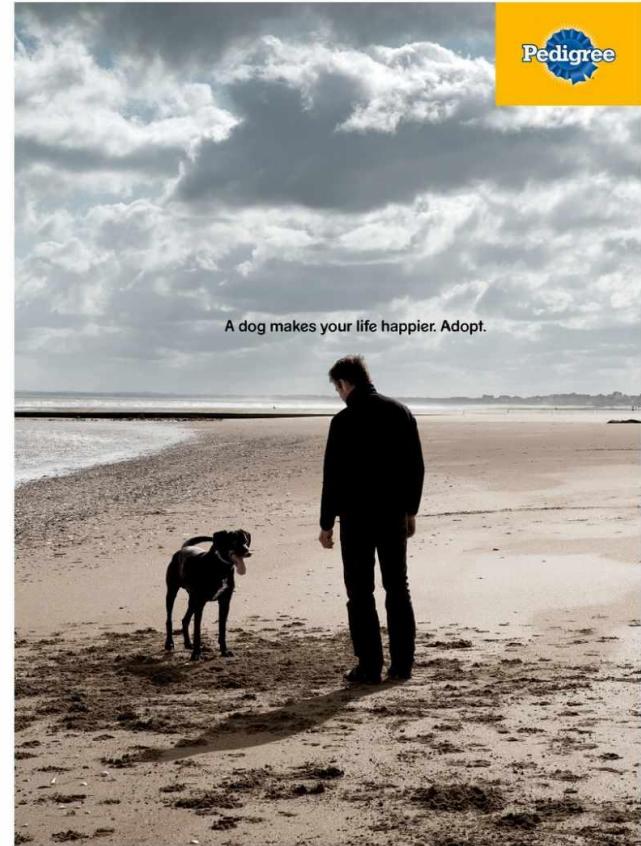
“Please take
care of all the
sad puppies”



THE TWIST?

Take care of
yourself.

(and another
10 minutes of
Photoshop.)



'A dog makes your life happier. Adopt.'

EXAMPLE #3

How does the WWF
protect the Arctic?

THE CLICHE?

“Look! Aren’t
polar bear so
cute?”



THE TWIST?

Deface
the bears.

(and another
10 minutes of
Photoshop.)



What will it take before we respect the planet?

TIP #3: EMBRACE THE WEIRD

(Or at least a *touch* of it)



Ellerton Jette

Hathaway Shirts Co. - President



(AKA: The Real Don Draper)

David Ogilvy

Ogilvy & Mather Marketing

Hathaway's marketing budget was TINY, but Jette promised Ogilvy two things:

1. He would **never** change Ogilvy's copy
2. He'd remain an Ogilvy & Mather client for life

Ogilvy agreed to take on the Hathaway account.

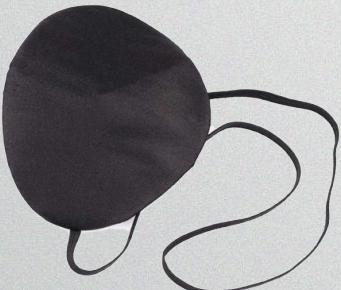


OGILVY'S IDEA?

1. A sophisticated 'man-of-the-world'...
2. In a rich, luxurious setting..

but threw in...

3. A 50-cent eye-patch



The man in the Hathaway shirt

AMERICAN MEN are beginning to realize that it is ridiculous to buy good suits and then spoil the effect by wearing an ordinary, mass-produced shirt. Hence the growing popularity of HATHAWAY shirts, which are in a class by themselves.

HATHAWAY shirts wear infinitely longer—a matter of years. They make you look younger and more distinguished, because of the subtle way HATHAWAY cut collars. The whole shirt is tailored more generously, and is therefore more comfortable. The tails are longer, and stay in your

trousers. The buttons are mother-of-pearl. Even the stitching has an ante-bellum elegance about it.

Above all, HATHAWAY make their shirts of remarkable fabrics, collected from the four corners of the earth—Vienna, and Aertex, from England, woolen tafta from Scotland, Sea Island cotton from the West Indies, hand-woven madras from India, broadcloth from Manchester, linen batiste from Paris, hand-blocked silks from England, exclusive cottons from the best weavers in America. You will get a

great deal of quiet satisfaction out of wearing shirts which are in such impeccable taste.

HATHAWAY shirts are made by a small company of dedicated craftsmen in the little town of Waterville, Maine. They have been at it, man and boy, for one hundred and twenty years.

At better stores everywhere, or write C. F. HATHAWAY, Waterville, Maine, for the name of your nearest store. In New York, telephone OX 7-5566. Prices from \$5.95 to \$20.00.



WHAT TANQUERAY DID FOR THE FIREPLUG, HATHAWAY DOES FOR BLAZER STRIPES

(The shirt fabric: DuPont Dacron® polyester and cotton.)

Daubless you have observed that the battle by which Tanqueray puts its admirable gin is a replica of a London fireplug, circa 1860. Blazer stripe shirts have also been part of the London scene since fashion known what. Above you see how

Hathaway has appropriated these fireplugs old stripes, adjusted their proportions, embellished them — and turned them into something likely to set a new trend in shirt designs.

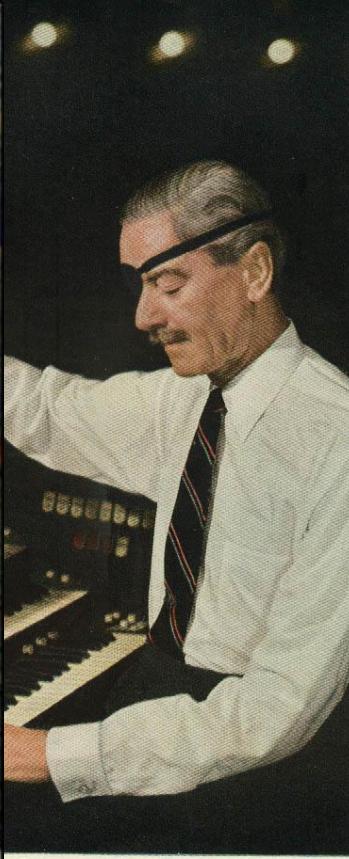
Notice the subtle semidesert, almost

subtletious in its effect. That's Hathaway's new Warwick collar gives a good slant of lines at the neck. Its points a happy medium between straight and spreads. \$14.

Hathaway.

You feel cooler.

Hathaway's new Warwick collar gives a good slant of lines at the neck. Its points a happy medium between straight and spreads. \$14.

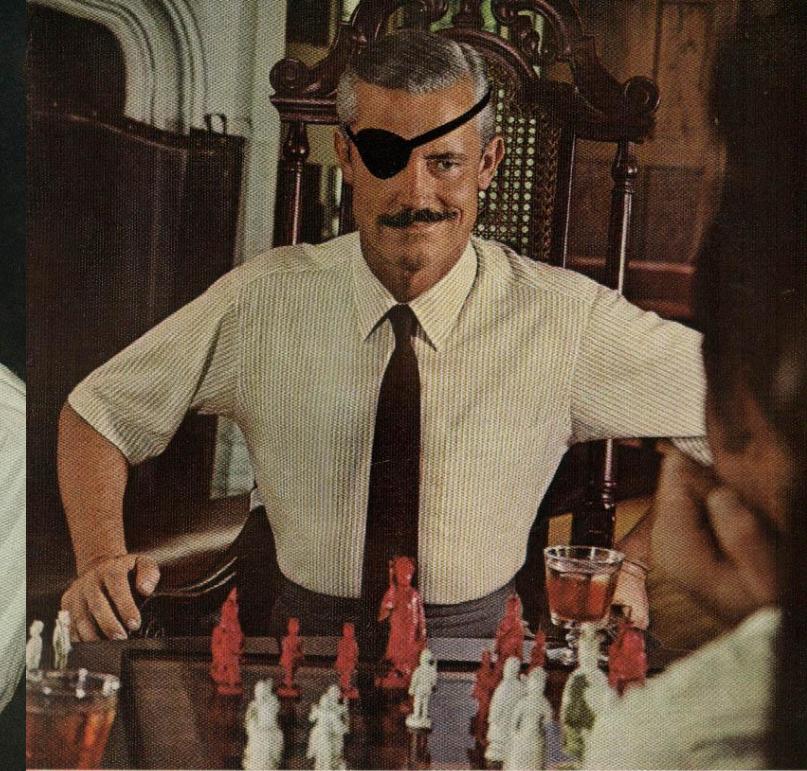


ted one day at the orga-

Chord, It is, of made of

Port Glasgow—one of the most venerable mills in Scotland. The great point about it is its *light weight*, which makes it refreshingly cool to wear in warm weather—or when playing the organ.

Unlike many lightweight shirts, Hathaway's Scotch voiles are famous for



Hathaway presents the Ginger Stripe: very crisp, very discreet (and woven from an inspired new mixture of Dacron® and cotton)

HERE you see a refreshing reminder. Her of the famous Hathaway dictum. ("Never wear a white shirt before sundown!")

It is Hathaway's first drip-dry shirt blessed with the élan of stripes. And what cunning stripes they are. Bold enough to reaffirm your individuality. Yet discreet enough for a board meeting.

The secret of this subtle boldness is

color that adds just the right amount of dash to your warm-weather suits.

To

ensure

that

the

cloth

stays

as

crisp

as the stripe, Hathaway's weavers chose their own dexterous blend of Dacron® and cotton—*Hathaway*. This astonish-ing stuff stays fresh and unrumpled from dawn to dusk. It also washes in five minutes. Drip-dries smoothly. And rarely, if ever, needs the touch of an iron.

Inspired by this wizardly weaving,

*patent registered trademark for polyester fiber

Hathaway's cutters added some deft touches of their own. Virtuously long tails. A trimly tapered mid-section. And the choice of a soft, hand-turned collar

—regular or button-down.

For names of stores and this free *Dictionary of Shirts and Shorthings*, write C. F. Hathaway, Dept. A2, Waterville, Maine. In New York, call Oxford 7-5566.



RIDICULOUS? STAGEY? GOOFY?

Yes, but Hathaway:

1: became #2 Shirt Company in the U.S.

2: stayed with Ogilvy & Mather until Jette retired.

ONE MORE
EXAMPLE OF
EMBRACING
THE WEIRD...



THE POWER OF WORDS

SCRABBLE



PEN GUIN

SCRABBLE COMBINES:

- 1: EASY-TO-SOURCE STOCK PHOTOS
- 2: CUTE WORD PUNS
- 3: SLICK PHOTOSHOP MANIPULATIONS

RESULT = MEMORABLE IMAGE

RE-CAPPING THE 3 TIPS

- 1: WORK ON GREAT COPY FIRST (before images)
- 2: IDENTIFY THE CLICHES (and break them)
- 3: EMBRACE THE WEIRD (a little bit..)



THANKS FOR **READING,**
WATCHING
& LISTENING

I'm Alex Walker
SitePoint Design & UX Editor
@alexmwalker

