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Medical Digital Education Unit

CMVM

Digital Images in Teaching and Learning

Copyright and Citation

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Overview

Images can be powerful teaching tools. Studies have shown that the use of images can support student comprehension, retention and engagement, and result in a greater degree of learning (Stokes, 2001)¹. **This guide** provides information on how to find images and other content to include in your teaching materials and some examples of how to attribute the images that you use.

A note on Copyright

Content used in lectures and other teaching material (including images, sounds, demonstration videos and clips) is subject to [copyright](#) law. This applies to both open educational environments, such as the University website or public-facing blog, and closed educational environments, such as Blackboard Learn.

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The University of Edinburgh provides a [copyright service](#) for related enquires, and promote the use of [Open Educational Resources \(OERs\)](#) to support learning.

1. Where to find content

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¹ Stokes, S. (2001). *Electronic Journal for the Integration of Technology in Education*. [online] Ejite.isu.edu. Available at: <http://ejite.isu.edu/Volume1No1/Stokes.html> [Accessed 26 Feb. 2020].

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For more information on OER and where to find content to in your Lectures visit: [OER and Lectures](#).

2. Image attribution / citation

Licence / Copyright permission	Image attribution / Citation
<p>Creative Commons license</p> <p>All Creative commons licensed images requires attribution.</p>	<p>Use the following format to attribute an image:</p> <p><u>Image Title</u>, by <u>Owner's name</u>, licensed under <u>License name</u>. Image modifications (If any and when required).</p> <p>Include a link to the image, and a link to the relevant license.</p> <p>Recommended:</p>  <p>"There will be no miracles here", by Alex Liivet is licensed under CC BY-SA 2.0. Cropped from original.</p>

Shorter version(s):

[Image](#) by Alex Liivet / [CC BY-SA 2.0](#). Cropped from original.

Original Picture:



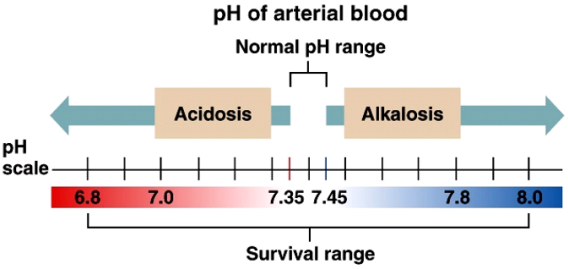
[Image](#) by Alex Liivet / [CC BY-SA 2.0](#)

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Image by [Zsuzsanna Tóth](#) from [Pixabay](#)

<p>Royalty-Free license</p> <p>Image credit must be given unless used in advertisements.</p>	<p>Use the following format to attribute the image:</p> <p>Photographer's Name/Getty Images</p> <p>For more than one image on a page, you can use Getty Images, for web use this can appear at the bottom of the page.</p>  <p>Chalabala/Getty Images</p>
<p>With permission from the copyright holder</p> <p>Photographs must include a caption with the name of the photographer or rights holder</p>	 <p>Photo: Vanessa Mather (with permission)</p>
<p>Open Access Journal Articles / Creative Commons</p> <p>A similar citation style can be used for non-licensed content that falls under a UK copyright exception (such as 'Quotation' 'Criticism or Review' or 'Educational use'), or content that is being used with the author permission.</p>	<p style="text-align: center;">pH of arterial blood</p> <p style="text-align: center;">Normal pH range</p>  <p style="text-align: center;">Survival range</p> <p>Kalam LCAA (2016). pH of arterial blood. [Open Access article] Available at: https://medcraveonline.com/JACCOA/JACCOA-05-00199.pdf</p> <p>Otherwise:</p> <p>Kalam LCAA (2016). pH of arterial blood. [Online] Available at: https://medcraveonline.com/JACCOA/JACCOA-05-00199.pdf</p>

Help and Support

For copyright related enquires contact the University of Edinburgh [copyright service](#) or your local Learning Technology support team at Med.digital.education@ed.ac.uk

Revision History

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05.03.2020	Document Release	N/A	Vanessa Mather
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