

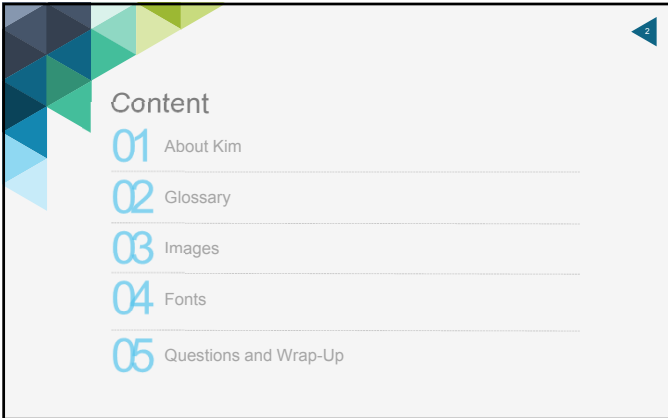


1

Using Fonts and Images on Your Blog or Website

Kimberly Kachadoorian MBA

This slide features a decorative graphic on the left composed of overlapping triangles in shades of blue, green, and grey. To the right of the graphic are two small inset images: the top one shows a man in a suit pointing, and the bottom one shows three people in a meeting around a table. The slide number '1' is in a small blue triangle in the top right corner.



2

Content

- 01 About Kim
- 02 Glossary
- 03 Images
- 04 Fonts
- 05 Questions and Wrap-Up

This slide features a decorative graphic on the left with overlapping triangles in shades of blue, green, and grey. The slide number '2' is in a small blue triangle in the top right corner.



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01 About Kim

The Geeky Marketer

@GeekyMarketer @Intro2Biz @JobsinA2
Teach at WCC since Jan 2011
Work at Ford during the weekdays
WordPress Nut
Love fishing and anything artsy fartsy

www.geekymarketer.com

This slide features a large, semi-transparent '01' on the left. The slide number '3' is in a small blue triangle in the top right corner.

History

Why is this important?

- Getting a cease and desist letter.
- Getting a bill from an attorney representing a company like Getty Images.

Most **image sites** that charge for an image have digital tracking inside of the image to monitor the image – they can and will find you if you use it online and did not purchase the right to use it.

Presentations – not as much of an issue, but if the presentation is offered online then they may be able to track it as well. Attribution to the page is a good idea.

Mission
Teach you how and when to use images and fonts on your website or blog and avoiding legal issues. *disclaimer – if needed you should consult an attorney...this is an overview and not meant to be legal advice.





Vision
A slightly better understanding of images and fonts and their usage

Glossary


Know the Terms

Glossary

Simple Descriptions

<p>Attribution</p> <p>When you indicate who made the item and maybe provide a link.</p>			<p>Derivative</p> <p>Taking an original image and changing it – easiest to do with vectors – usually not enough to avoid infringement.</p>
<p>Watermark</p> <p>A small image or word that is overlaid on the image – makes it ok to use for demo but not good for final product.</p>			<p>Infographic</p> <p>The use of images in a longer image to convey a message</p>
<p>Donation Sites</p> <p>See this a lot with font sites.</p>			<p>DPI</p> <p>72 Dots Per Inch is recommended for the web.</p>

Copyright




The exclusive right to make copies, license, and otherwise exploit a literary, musical, or artistic work, whether printed, audio, video, etc.: works granted such right by law on or after January 1, 1978, are protected for the lifetime of the author or creator and for a period of 70 years after his / her death.

Sites:
<https://www.copyright.gov/>

In the News:
<https://arstechnica.com/gaming/2017/03/elife-dangerous-crowdfunding-campaign-reinstated-after-copyright-flop/>

Royalty Free




Royalty-free, or RF, refers to the right to use copyright material or intellectual property without the need to pay royalties or license fees for each use or per volume sold, or some time period of use or sales.

Sites:

- <https://www.fotolia.com/info/images>
- <https://www.dreamstime.com>
- <http://www.123rf.com/>

Buy it once and use it forever...but read the fine print – some allow you to only use it while you have an active membership to their site.

Creative Commons



A **Creative Commons (CC) license** is one of several public copyright licenses that enable the free distribution of an otherwise copyrighted work. A CC license is used when an author wants to give people the right to share, use, and build upon a work that they have created.

Sites:
<https://creativecommons.org/>
<https://www.flickr.com/>

Licenses

Personal Use Only – you can use on your personal site or blog – if you monetize your site then you might have an issue – consult an attorney.

Commercial Use (extended licensing) – you may need to pay again to use commercially – know the license by which you downloaded the image or font.

Editorial Use - “The Editorial Use Only license means that the image cannot be used for commercial advertising purposes.” iStockphoto Photography Standards: Editorial Use Only

Sites:

- Royalty Free
- <https://www.fotolia.com/info/Images>
- <https://www.dreamstime.com>
- <http://www.123rf.com/>

Licenses

Fair Use – big gray blob...It’s a delicate balance between the rights of the creator and the public’s interest. When in conflict, the balance tips more heavily toward the public’s interest, which is often contrary to what the creator believes to be fair or just. **Good suggestion always give credit and NEVER use for commercial site.**

Public Domain - photo, clip art or vector whose copyright has expired or never existed in the first place. These images can be used by almost anyone for personal and commercial purposes.

Note: Copyright does not apply to works in the **public domain**; words, names, slogans or short phrases (those may have protection in trademark law); blank forms; works that are not original; and government works. This is important to know because if the work is not protected by copyright, then there is no concern whether the Fair Use Doctrine will apply to allow you to use the work

Images

Finding Images

Finding Images

Search

<https://images.google.com>

Normal search and reverse image search (click on little camera and upload an image)

<https://www.google.com>

Type in your search – public domain images

Or BUY the images – know what you are buying and it's use – if for web only 72 DPI is sufficient.



Create your own images!

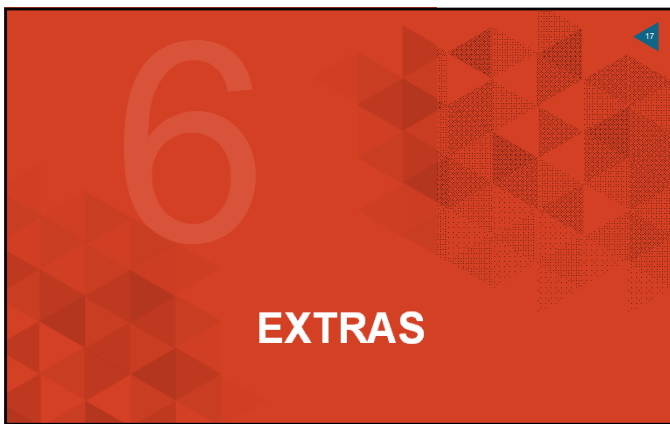
04 Fonts

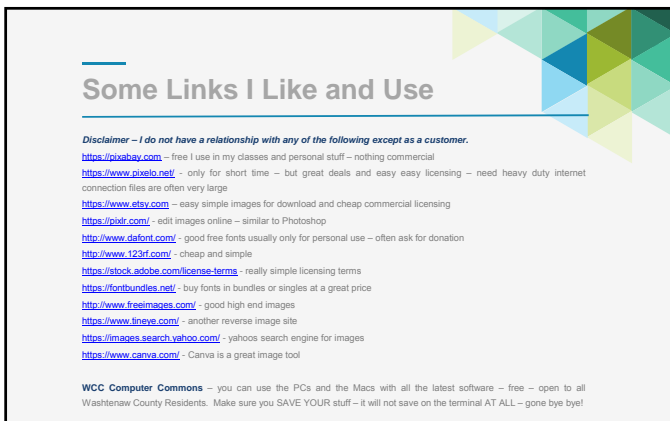
Fonts

There are a lot of fonts out there that are great and legit to use. I only buy from reputable sites. I only buy fonts with a commercial license, just in case I use them in a future project that is commercial. There are bundlers that make it cheaper to buy fonts and all come with a commercial license.









Some Links I Like and Use

Disclaimer - I do not have a relationship with any of the following except as a customer.

- <https://pixabay.com/> - free I use in my classes and personal stuff - nothing commercial
- <https://www.pixelo.net/> - only for short time - but great deals and easy easy licensing - need heavy duty internet connection files are often very large
- https://www.etsy.com - easy simple images for download and cheap commercial licensing
- <https://pixlr.com/> - edit images online - similar to Photoshop
- <http://www.dafont.com/> - good free fonts usually only for personal use - often ask for donation
- <http://www.123rf.com/> - cheap and simple
- <https://stock.adobe.com/license-terms> - really simple licensing terms
- <https://fontbundles.net/> - buy fonts in bundles or singles at a great price
- <http://www.freemages.com/> - good high end images
- <https://www.lineye.com/> - another reverse image site
- <https://imagesearch.yahoo.com/> - yahoos search engine for images
- <https://www.canva.com/> - Canva is a great image tool

WCC Computer Commons - you can use the PCs and the Macs with all the latest software - free - open to all Washenaw County Residents. Make sure you SAVE YOUR stuff - it will not save on the terminal AT ALL - gone bye bye!
