Tips for Crediting Photoshare Images

1. Powerpoint Presentations
2. Web Sites
3. Print Materials
4. Frequently Asked Questions
PowerPoint Photo Credits

Example 1: Include a slide at the end of your presentation for credits.
Example 2: Place credits adjacent to photos.
PowerPoint Example 1: Include a slide at the end of your presentation for credits.

Photo Credits

Photos courtesy of Photoshare: Caryn Wilkins/RTSP; Roger Fell; International Media for Change (video still from “Pause and Protect”); MPC; J.L. Halloway.

Photos courtesy of 2nd Photo Source: Photographer 1; Photographer 2; Photographer 3.

OR

Photo Credits

- Slide 1: Beth Jones/International Health Group
- Slide 9: Robert Mogdar
- Slide 13: SGI
- Slide 16: Patrick Crow/DSIJ (“Healthy Families” Video)
- Slide 17: Sonja Morelos
PowerPoint Example 2: Place credits adjacent to photos.

The Title of Your Slide

• Bulleted point #1
• Bulleted point #2
• Bulleted point #3
• Bulleted point #4
• Bulleted point #5

© Gaurav Gaur, Courtesy of Photoshare

Credit appears in a textbox next to the image
Web Site Photo Credits

Example 1: Use a “mouse-over” to credit photos.
Example 2: Include photo credits at the bottom of the Web page.
Example 3: Place credits adjacent to photos.
Example 4: Create a Web page dedicated to photo credits.
Website Example 1: Use a “mouse-over” to credit photos.

The caption and credit appear in a yellow box that appears when a viewer moves a mouse over the image. For this method, use the “alt” attribute of the image tag.

Sample Code:
```html
<img src="/images/3758-29.jpg" alt="Photographer, Courtesy of Photoshare”>
```
Website Example 2: Include photo credits at the bottom of the Web page.

Photoshare image

Photo credit appears at the bottom of the page.

Screen shot courtesy of SciDev.Net (www.scidev.net)
Website Example 3: Place credits adjacent to photos.

Photoshare image

caption and credit appear directly below image
Website Example 4: Create a Web page dedicated to photo credits.

Photoshare images

Link to list of photo credits

Screen shot courtesy of World Health Organization (www.who.int/reproductive-health/gender/index.html)
Print Materials – Photo Credits

**Example 1:** Place credits adjacent to photos.

**Example 2:** Place credits on the inside cover.
Print Materials Example 1: Place credits adjacent to photos.

A child with her mother in a camp for Liberian refugees in Accra, Ghana. © 2008 Erberto Zani, Courtesy of Photoshare

Note: Include caption for best practice.
Print Materials Example 2: Place credits on the inside cover (front or back).

Note: You may also use the colofon, impressum, or general acknowledgments section of your document for credits.
### Summary of Tips for Crediting Photoshare Images

<table>
<thead>
<tr>
<th><strong>PowerPoint</strong></th>
<th><strong>Websites</strong></th>
<th><strong>Print Materials</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Include a slide at the end of your presentation for credits.</td>
<td>• Use a “mouse-over” to credit photos.</td>
<td>• Place credits adjacent to photos.</td>
</tr>
<tr>
<td>• Place credits adjacent to photos.</td>
<td>• Include photo credits at the bottom of the page.</td>
<td>• Place credits on the inside cover.</td>
</tr>
<tr>
<td></td>
<td>• Place credits adjacent to photos.</td>
<td>• Use footnotes for credits.</td>
</tr>
<tr>
<td></td>
<td>• Create a web page dedicated to photo credits.</td>
<td>• Place credits in colofon, impressum, or general acknowledgments section of document.</td>
</tr>
</tbody>
</table>
Frequently Asked Questions

Q: What should I do if I confuse or lose information about photo credits?
A: Contact Photoshare staff at 410-659-6280 or photoshare@infoforhealth.org and send a copy of your draft and/or a copy of the image(s), and we will look up the photo credits for you.

Q: Can I change or abbreviate photo credits?
A: The only element you may remove from a photo credit is the date. For example, © 2009 May Jones, Courtesy of Photoshare → © May Jones, Courtesy of Photoshare

Q: How should I credit photos for CD-ROM, video, and other media?
A: Feel free to adapt these guidelines, or consult Photoshare staff for additional tips.

Q: Do I need to credit a photo that appears on my web site as part of a collage, header, or background template?
A: Yes, all photos must be properly credited, no exceptions. For photos that appear on multiple web pages as part of a template, we ask that you include photo credits somewhere in the template, such as the footer.

Q: May I omit or place photo credits in an obscure, hard-to-find place, for the benefit of design?
A: All photos must be properly credited, no exceptions. Any reader/viewer should be able to reasonably locate photo credits.
The End

Questions? Contact Photoshare staff at:

- Phone: 410-659-6280
- Email: photoshare@infoforhealth.org
- Fax: 410-659-6266
- Address: Photoshare, 111 Market Place, Suite 310, Baltimore, MD 21211 USA