



Tips for Crediting Photos in Print Materials

Example 1: Place credits adjacent to photos.

Example 2: Place credits on the inside cover.

(use the down ↓ arrow on your keyboard to advance the following slides)

Print Materials Example 1: Place credits adjacent to photos.

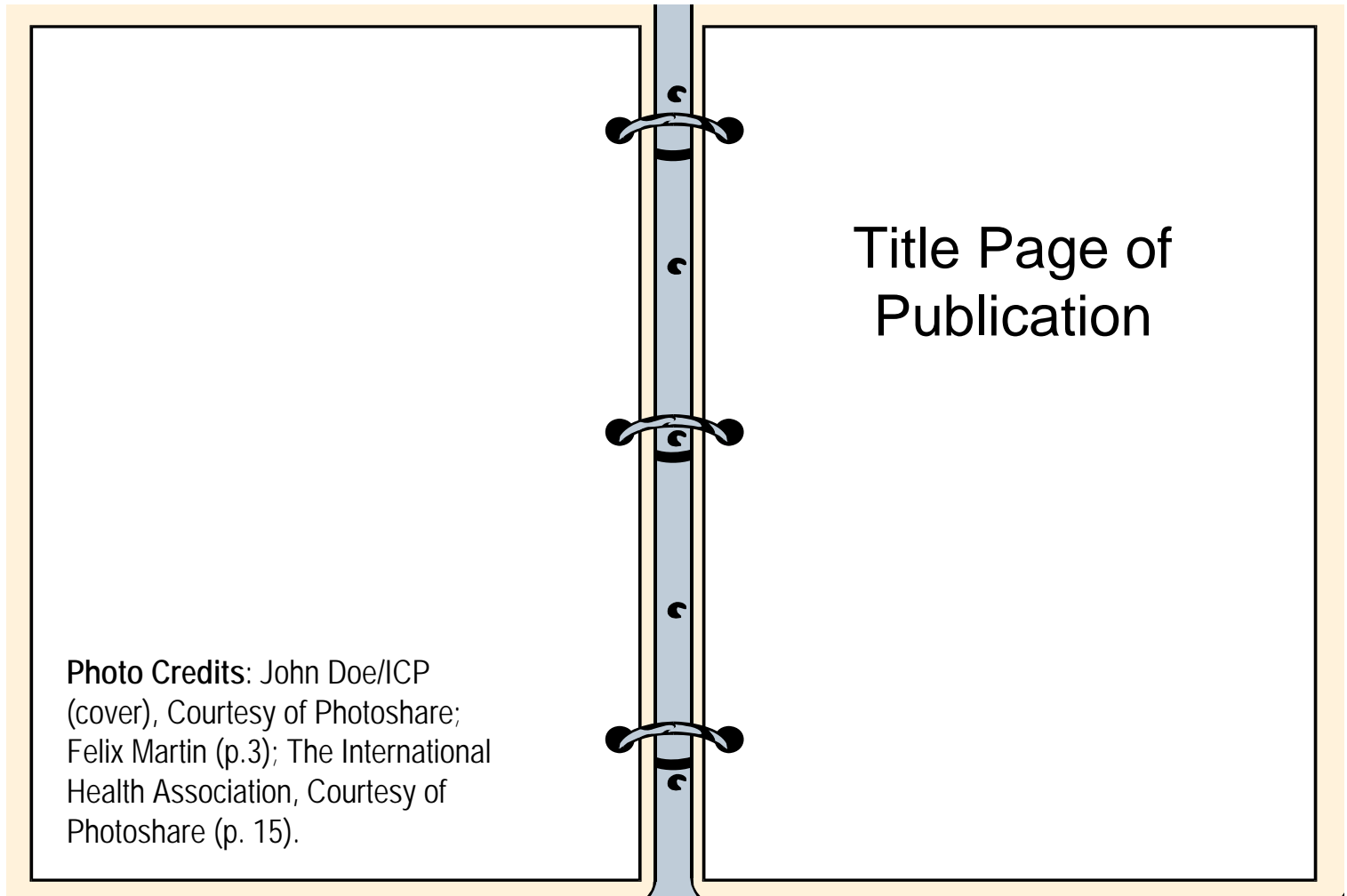


A child with her mother in a camp for Liberian refugees in Accra, Ghana. © 2008 Erberto Zani, Courtesy of Photoshare

Note: Include caption for best practice.

Credit

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.

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