



Image Guide for IES Technical Documents (abridged for committee use)

Purpose: This guide provides a workflow for procuring and tracking the status of photographs, drawings, tables, graphs and other images you want to include in a Standard. The goal is to help you integrate image management into the development of the Standard to prevent delays in final printing.

The IES cannot reproduce images in any publication without permission from the copyright holder. The IES will provide you with an image usage agreement form that should be sent to copyright holders at the time of your permission request.

Organization: For ease of use, this image guide is divided into several sections:

I.	ACQUIRING IMAGES	2
II.	TRACKING IMAGE DETAILS	4
III.	COMMON LICENSING TYPES	4
IV.	OBTAINING PERMISSIONS	5
V.	IMAGE FILE TYPES	7
VI.	IMAGE QUALITY	7
VII.	INSERTING IMAGES INTO TECHNICAL DOCUMENT DRAFTS	8
VIII.	SUBMITTING FINAL IMAGES AND PERMISSIONS	8

I. Acquiring Images

Images owned by committee members

Ideally, committee members will contribute images that they or their employer own. In these cases, document which committee member submitted the image and retain their written confirmation (via the Image Permissions Request Form) that they, or their company, grant usage permission to the IES.

Images found in other IES publications

The IES will handle the permission process for any images appearing in previous IES publications.

Images found online and elsewhere

When you find an image online, you will most likely need to contact the copyright owner to obtain permission to reproduce their image. It is not sufficient to just save an image found in a Google search or on a website.

The most important information to document is the source of an image. We cannot reproduce images without knowing their identifying factors, and these will also help you determine whom to contact to request usage permission. Capture as much of the following as possible:

- URL of the website on which you found the image
- URL of the website on which the image was originally posted
 - This can often be found by conducting a reverse Google image search (see page 6 for instructions)
- Contact information of the image owner
 - This could be the photographer, lighting design firm, architect, manufacturer, or other creator. Document as many of these entities as possible because ownership can be ambiguous.
- What the image depicts
 - For example, is it a Target parking lot in New York? A Harvard classroom? A particular company's light fixture?
- Date on which an image was posted or created

If you want to use an image that you find in a book, magazine, or other source besides the web, the same conditions apply. However, be aware that publishing companies usually own the copyright in these cases and can be difficult to contact.

Screen Captures

Some software packages allow you to export images, graphs and tables as high-resolution or vector files. When that is not possible, you will need to perform a screen capture.

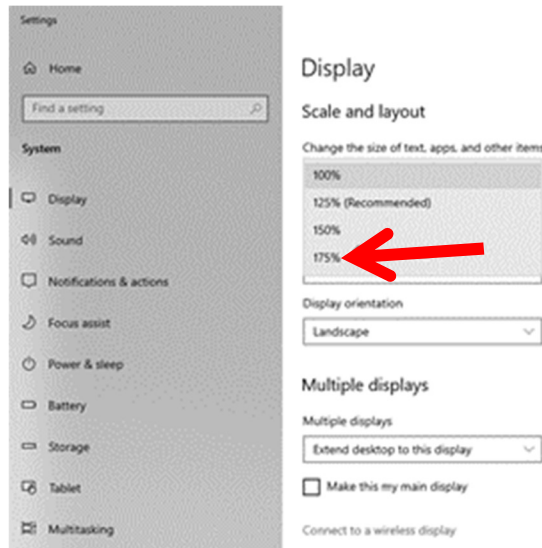
Most computers will only capture a very low-resolution image, particularly if the image is 'small' on your screen. Stage the image on your computer prior to each screen capture:

- Display the image on the highest-resolution screen and screen settings available to you

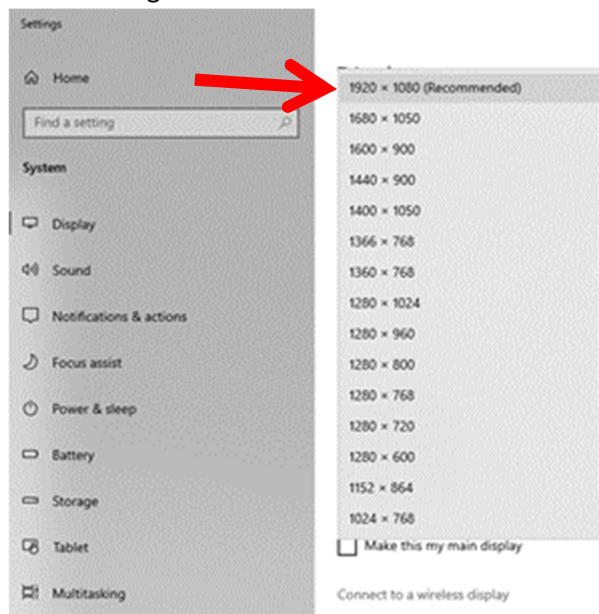
- Make the image as large as possible on that screen prior to performing the screen capture

PC Settings

- Right-click on desktop > Display Settings (or search 'Settings' in Windows, then click on Display)
- Take note of your current "size" and "resolution" so you can restore them afterward.
- Select the highest "size" available



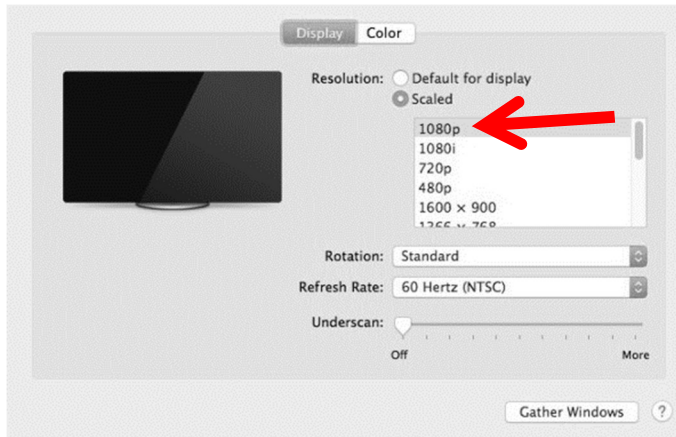
- Select the highest "resolution" available



- If your software display is legible and fits on the screen, take a new screenshot. Otherwise, step back the "size" until it fits. Depending on the software, you may find that the "size" in particular makes objects too large to take the necessary screenshot. If so, step it back until it fits on your screen. Remember to restore your original settings once you are done.

Mac Settings

- Apple Menu > System Preferences > “Display” > check “Scaled”
- Take note of your current “size” and “resolution” so you can restore them afterward.
- Select the highest “size” available



- If your software display is legible and fits on the screen, take a new screenshot. Otherwise, step back the “size” until it fits.

II. Tracking Image Details

Stay organized, save time

We recommend assigning a committee member the responsibility of storing image files and maintaining a tracking table, like that outlined below, to centralize the information pertaining to each figure. We recommend using a consistent file naming format, such as “RP-08 Fig 5-1.jpg”

Figure #	File Name	Brief Description/Caption	Source (URL and owner)	Contributed By	Permission Obtained?	High-Res File Obtained?

III. Common Licensing Types

Overview

Like any field of law, copyright is a matter of interpretation. Here are some things to keep in mind:

- Members will most likely find photos online. Just because something is online and uncredited, it does not mean that we can reprint it without obtaining permission.
- Although we are a non-profit, our standards are available for sale, and are considered commercial products.

- There are many types of licenses and contracts. In some cases, the photographer will retain the copyright for an image. In others, a photographer will have been contracted by a company to photograph something, and the rights are transferred to that company.
- Data cannot be copyrighted, but the source of the data should be credited.
- We can redraw a figure, chart, table, etc. If we cannot find a rights holder, as long as something is “transformed” (again, this is up for interpretation), we can print it without obtaining permission, although we should credit it as “based on...”.

Royalty Free

These images are paid for once, and the license provides for use in any form, without restrictions. If a rights holder were to sign our form and indicate Royalty Free release, we would be able to use the image in any future IES document.

Per Use

These images are paid for on a specific basis, often based on context, format of the publication, and print run. These images will most likely incur a fee. Unless a rights holder specifically indicates Royalty Free use, we would assume permission is for one use only. If another committee wanted to use the image, we would need to obtain permission for use in that document.

Creative Commons

Creative Commons is a way for a rights holder to indicate that they are the copyright holder, but that permission is not strictly required to reproduce an image if the use is non-commercial in nature. Some licenses prohibit commercial use of an image, which means you still need to contact the owner for permission to reproduce their work commercially in IES documents.

Visit <https://creativecommons.org/licenses/> to see license descriptions. Each type has its own rules and restrictions.

Remember that Creative Commons is not the equivalent of public domain.

Fair Use

Fair use allows for a work to be used without permission. Fair Use can only be used in classrooms, libraries, and for educational purposes. We cannot claim Fair Use for any images.

Public Domain

Images that fall within the public domain are not subject to any copyright and are free to use without permission. Images produced by the U.S. government are an example of public domain.

IV. Obtaining Permissions

Finding the Rights Holder

In a perfect world, when a member provides an image to use in a standard, they’ve also given us an idea as to where they got the image. If a member provides an image with no information, a good place to

start rights holder research is to find the image online. In some cases, an image might be posted to multiple places and credited differently on each site. Hopefully, you'll be able to figure out the first time the image was published, or the most reputable source. You can always reach out to multiple people to find out if they can point you in the right direction.

For reverse image searches, try these two websites:

- Google Images <https://images.google.com/>
 - Click on the camera icon within the search bar.



- Paste the URL that links to an image, or upload an image file saved to your computer.
- TinEye <https://tineye.com/>

Both of these search engines find the closest match, which is not always the same image.

IES Image Permissions Request Form

An IES Image Permissions Request Form is required for all image submissions unless images are “public domain” or stock photos from a site like iStock with an accompanying receipt. In those instances, submit a pdf documenting image permission along with the title (or thumbnail) of the image and the acquisition date.

For all other instances, submit one IES Image Permissions Request Form for each image owner. Include either thumbnail or a detailed description of each image on the form. Be sure to complete the entire form.

In order to obtain permission, rights holders will most likely need the following information:

- Name of publication
- Publisher (IES)
- Date of publication
- Formats the document will be published in (We request permission for all formats, including electronic rights)
- Distribution (Worldwide)

Many rights holders will request information about the context in which the image will appear.

Any royalty fees must be approved by the Director of Standards and Research prior to publication. Be prepared to submit an alternative royalty-free image option should the image request be denied.

V. Image File Types

Retain and Submit Original Files

Regardless of the image type, always retain/acquire and submit the original file type when possible. Always submit a 'vector' file (e.g. CAD, Illustrator, Excel) instead of a 'raster' file (e.g. JPG, GIF, PNG, PSD) when possible. Low-resolution raster files and screen shots are ideal for the draft document but not for final publication. Reference the following guidelines for common image types.

Photographs

Submit the original file type (e.g. JPG, GIF, PNG, PSD). Generate a lower-resolution (< 500kb) JPG file to insert in the draft document.

Charts, Graphs, Illustrations and Diagrams

Submit the original file type (e.g. Excel, Illustrator, CAD, PowerPoint) and a full-page PDF. The PDF copy will be used by IES staff to ensure that the original appearance of the vector file is faithfully recreated (or updated) in the publication. Generate a lower-resolution (< 500kb) JPG file to insert in the draft document.

VI. Image Quality

Low-Resolution Copies for Draft Documents

Low-resolution versions should be used as placeholders while drafting a Standard to keep the document file size low, but these need to be replaced with high-resolution versions at the time of publication. Each embedded image will increase the document's total file size. Generate a lower-resolution (< 500kb) JPG file to insert in the draft document. One easy way to accomplish this is by taking a 'screen shot' of your image.

When inserting an Excel table or graph, please try pasting the original Excel content into the draft document. If it does not appear legible in the draft, take a screenshot of the chart/graph and paste that low-resolution image into the draft.

High-Resolution Files for Publication

Photographs Final images must have a resolution of at least 300 dpi when possible. If your file size is large (>3MB), there is a very good chance we will be able to utilize it for publication regardless of the image resolution.

Images found online are often low-resolution, and the owner must provide a high-resolution file. As you obtain permission to reproduce images, be sure to request a high-resolution file at the same time.

Charts, Graphs, Illustrations and Diagrams The original file type (e.g. Excel, Illustrator, CAD, PowerPoint) and a full-page PDF will suffice. If you must submit a JPG version in lieu of the original file type, see recommendations for Photographs above.

VII. Inserting Images into Technical Document Drafts

Do not insert high-resolution images into the Technical Document Draft, as it will significantly increase the file size of the document. Instead, paste your low-resolution copy of the image (<500kb) into the document. IES staff will utilize the high-resolution copy for final publication.

VIII. Submitting Final Images and Permissions

Submit your high-resolution images and your Image Permission Request Forms either via email to Dan Ozminkowski (dozminkowski@ies.org) or via your SharePoint documents directory. If submitting via SharePoint, email Dan Ozminkowski when your images and permissions forms are ready for download by IES staff.

Reach out when you have questions! We are here to help.