Visual resources

Knowledge Making in Fashion and Textile Design

Marika Sarvilahti
22.11.2021

Workshop topics today

- From digital cultural heritage to fashion and trends

- Image databases that support visual research

- Image search engines

- Introduction to CC-licenses

- Image citations

Course task

Search for your favourite images! They may be something related to your course work at the moment, or something more personal

•Create a simple list

•Explain why you chose the images

•**At least 3 images from different image databases or sources**

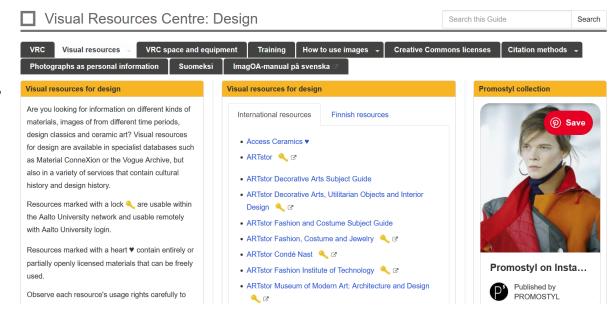•**Practice making a citation** for the images in APA-style

Return you task to <u>marika.sarvilahti@aalto.fi</u> and <u>marium.durrani@aalto.fi</u> by the end of class (12 noon!)

Start exploring!

VRC online guide:

- **libguides.aalto.fi/vrc**
- Image databases
- Design, fashion etc.
- Citations
- Creative commons

Why learn more about images?

- High-quality digital cultural heritage and science images are becoming more available digitally in image databases

- Google image search does not bring you results from image databases!

- Creative Commons licensed images more widely available; easy to use in studying, teaching, creative projects etc.

- Adding citations to images is often disregarded and copyright issues seem complicated

Digital cultural heritage

Cultural heritage converted into high-quality digital images or machine readable text following strict standards.

Authentic digital versions of works of art and cultural history are made available in large aggregated databases.

This is the authentic version of this painting available in Rijksstudio and Europeana (not available in google searches)

A? Aalto-yliopisto
Aalto-universitetet
Aalto University

Top picks: cultural heritage

Europeana ♥

European libraries, museums and archives digital collections. 34 million images, 14 million with an open license.

Europeana Fashion ♥

Historical clothing and accessories, contemporary designs, catwalk photographs, drawings, sketches, plates, catalogues and videos.

Finna ♥

Finna brings together Finnish museums, libraries and archives digital content.100 organisations, 1.3 million images.

DPLA – Digital Public Library of America ♥

America's libraries, archives, museums, and other cultural heritage institutions.

https://aaltoarkisto.finna.fi/ ♥

Aalto University Archives collections contain photographs, student works, drawings and objects

Top picks: design and visual culture

ARTstor 🔑

Over 2 million images. NOTE! Use only for personal study and research, no online sharing or publishing.

- **ARTstor Decorative Arts, Utilitarian Objects and Interior Design**

- **ARTstor Fashion, Costume and Jewelry**

- **ARTstor Museum of Modern Art: Architecture and Design**

Artfilms 🔑

Streaming service for approx. 5000 videos and films from performing arts, dance, contemporary art, cinema, media, television, design, communication, culture and education etc.

Top picks: design and trends

- **WGSN** Trend forecasting for fashion and lifestyle 🔑

- **Material Connexion** images and information about thousands of materials and processes 🔑

- **Fashion Photography Archive: Bloomsbury Fashion Central** 750,000 🔑 images that feature forty years of contemporary fashion history along with a timeline and videos to create a rich educational resource

- **Vogue Archive** Archive of the US Vogue from 1892 onwards with option to search with designers, materials, styles and full-text search 🔑

A? Aalto-yliopisto
Aalto-universitetet
Aalto University

Image search engines

Google advanced image search

The go-to image search engine. Advanced search useful for filtering by size, type. Colour, date, rights and more.

CC Search

Search for images available for reuse.

Creative Commons licenses

- All works resulting from creative output are protected by copyright (e.g. 70 years from the death of author, or 50 years from the completion of an ordinary photographic image)

- A copyright holder may partially or completely waive their rights with a Creative Commons-license to encourage use and impact of their work

- When the copyright protection expires the works enter Public Domain where no copyright restrictions apply

License		Type of use	Symbols
Attribution (BY)		You must credit the creator, the title and the licence the work is under.	
Non Commercial (NC)		The work cannot be used for commercial purposes.	
No Derivatives (ND)		The work can only be used exactly how it is. The work cannot be adapted or modified in any way.	
Share Alike (SA)		Any new material produced using the work must be made available under the same licence as the original work.	
Public Domain CC0		The copyright holder has voluntarily waived their rights and the work can be freely used	
Public Domain		The copyright of the work has expired and it is free of known copyright restrictions	

Make a plan!

A good image plan makes life easier:

Create an image list to prepare for references / bibliography:

- o Creator, place, year?
- o People / subject in the picture and related observations?
- o Where the image was acquired and with which rights?
- o Purpose of the image: analysis / reference or illustration?
- o Non-commercial or commercial use?

    Facilitates further work if the publication is first published by a non-commercial publisher, for example in the university's own publication series, and later on by a commercial publisher

Prepare for image searching

- Make an image plan for bigger projects

- What kind of image do you need?

- What copyright license do you need for your intended use?

- What technical requirements do you have?

- Keep citation information organised

Topic: Víncent van Gogh
Self-portrait
Face, torso
Portrait orientation, jpg, 300 dpi
For commercial publication
CC0, CC-BY, CC-BY SA or Public Domain

Using images in essays and dissertations

o The image has to illuminate the text of a scientific presentation, there should be sufficient verbal analysis of the image.

o The image should be from a trusworthy and legal source; that is, the image is made public with the permission of the rights holder

o All image and media sources must be cited according to good citation practices

Image citations in APA style

Author, A. (Date). *Title* **[Format]. Availability**

- **Author** (which can be the personal name, screen name or an organization)
- **Date** (meaning the year of publication or production, write n.d. if there is no date)
- **Title or description of the image if there is no title** (in *italics*)
- **Format** (containing a description of the material, in [square brackets])
- **Availability** (which contains the publication information, database name or web address)

Andersen, M.W (2016). *Helsinki streetscape* [photograph]. Retrieved from
https://flic.kr/p/HZrMkW

Citation example

References for visual materials (examples in VRC guide) Lastname, A. A. (Year). *Title of Work*. [Format]. Place work resides.	
Long format APA-style	Vermeer, J. (1660). *The Milkmaid; Het melkmeisje* [painting]. Rijksmuseum. Retrieved from Europeana: http://europeana.eu/portal/record/90402/SK_A_2344.html. Public Domain: http://creativecommons.org/publicdomain/mark/1.0/
Short web version	The Milkmaid, by Johannes Vermeer (1660), Public Domain Mark 1.0

Image citations in APA style

- **Image from a book:**

  Munch, E. (1893). *The Scream* [painting]. In Hodin, J.P*., Edvard Munch* (p. 53). London: Thames & Hudson, 1972

  (In = teoksessa in Finnish)

- **Image from a database:**

  Munch, E. (1893). *The Scream* [painting]. Retrieved from https://www.europeana.eu/portal/en/record/2063612/NO_280_002.html

  (Retrieved from = haettu osoitteesta in Finnish)

- **Short caption for CC-licensed image:**

  The Scream by Edvard Munch (CC-BY-NC 4.0)

A? Aalto-yliopisto
Aalto-universitetet
Aalto University

Course task

Search for your favourite images! They may be something related to your course work at the moment, or something more personal

•Create a simple list

•Explain why you chose the images

•**At least 3 images from different image databases or sources**

•**Practice making a citation** for the images in APA-style

Return you task to marika.sarvilahti@aalto.fi and marium.durrani@aalto.fi by the end of class (12 noon!)

A? Aalto-yliopisto
Aalto-universitetet
Aalto University

Thank you !

oppimiskeskus@aalto.fi

libguides.aalto.fi/vrc