

AJ93100 Seminar II.

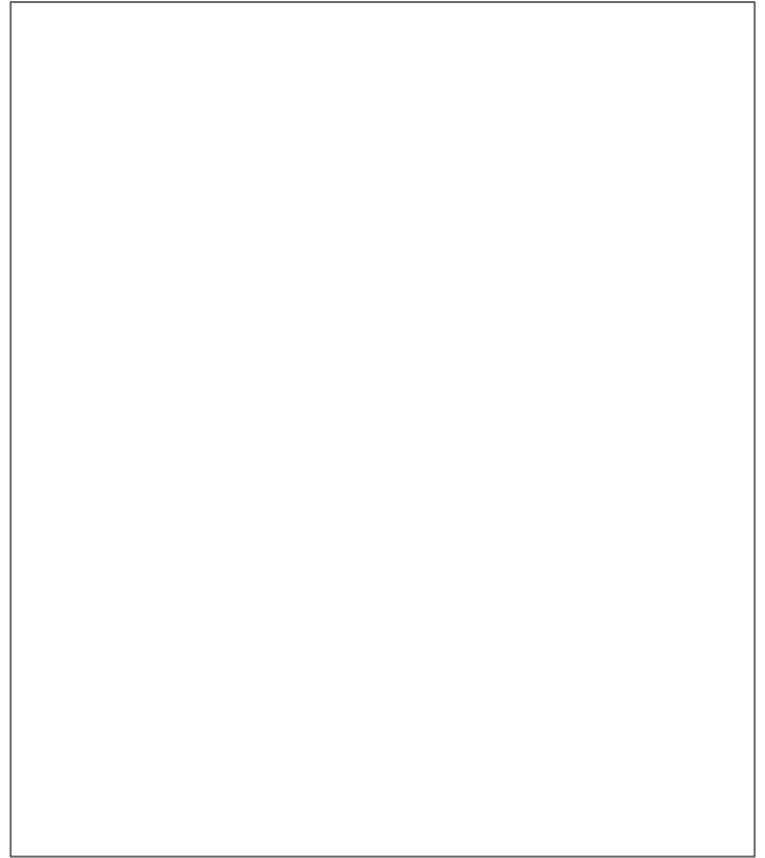
15 March 2017

Colourcoding & Copyright

COLOURCODING

— — —

- When the text is copied into the graphic program, all the word formatting gets lost
- We came up with a system of “color coding” to make sure your desired formatting is kept and to make it easier for the graphic designer to deal with all the requests



EXAMPLES

What it looks like when you hand in the final version of the article:

https://docs.google.com/document/d/190qXZT5ZLfw516oSFNd42o719_HTkKEFm-s6HozrU80/edit?usp=sharing

What it looks like in the final PDF:

<http://reviewsmagazine.net/category/current-issue/>

WHERE TO LOOK FOR PICTURES?

1. Ask the **Re:Views Photo Squad** (Helena + Eva + Yume)
2. Ask people you know for **their OWN pictures** (they took them, it is their property and people who are on those pictures agree to be on the photo and in the magazine - this does not apply to large crowds of people)
3. Ask people, companies, etc. if you can use their pictures.
4. **Use pictures on the internet ONLY under Creative Commons licenses (more about that later).**

OPTION 1 - THE SQUAD

- ask the girls **IN ADVANCE**
- tell them what is your article about and what sort of photos would you like
- sync your meetings if you are doing an interview and want them to photograph people
- **when photographing people, ALWAYS ask them if they agree to be on the photo and published in the mag!**
- you don't have to give credit to the photographers in the magazine (like "Photo taken by HB") because they are our

OPTION 2 - PICS FROM PEOPLE YOU KNOW

- it has to be **their property** (they took the photo, drew the picture, made the infographic and OWN the rights - meaning they **DID NOT SELL IT to anyone**)
- if there are people on the pic other than the person you are asking, the people have to agree to be published in the mag
- example: your friend called Magic Horse agrees with giving you a pic of a meadow he took himself when on holiday in France. The title for the picture will then be:

OPTION 2 - EXAMPLES

with links (Swing article)

<https://docs.google.com/document/d/1osFKV7dx7yGTjPbEVC20srgdactZJ-KLGJrAAjUYvKY/edit?usp=sharing>

OPTION 3 - PEOPLE AND COMPANIES

- if you see a pic on a website, if you want to use a screenshot from youtube, a film, TV series or a videogame
- find the owner's contact and write them an e-mail and include:
- who are you, what is Re:Views magazine and what do we publish, where we are from, that we are non-profit; tell them what is your article about and which pictures are you interested in and ask them if they will allow you to use them for FREE. Include our web page with current issue and our FB page and tell them we'll be out on 15

OPTION 3 - CONTINUED

- Big companies like BBC charge an incredible amount of money for their pics and screenshots and studios like Warner Bros. won't be any different.
- It is much easier to obtain pictures from small, indie companies or from particular people. Contact them any way you find (e-mail, FB, twitter,...)

OPTION 3 - EXAMPLES

Website (Brexit)

https://docs.google.com/document/d/14yK5DHTb2AVh0gk9KsdoLP_HqfukaAyljgpXIZgZVl0/edit?usp=sharing

Person (Swing)

<https://docs.google.com/document/d/1osFKV7dx7yGTjPbEVC20srgda ctZJ-KLGJrAAjUYvKY/edit?usp=sharing>

Youtube screenshots (Frankenstein)

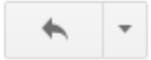
https://docs.google.com/document/d/1xs1sVMDcYocS5WNWIgnUotE4AlUx1laGLxapZU_l6VY/edit?usp=sharing

OPTION 3 - EXAMPLE of How to Ask :) (This was sent to BBC)



Blanka Šustrová <sustrova.blanka@gmail.com>

03.11.16 ☆



komu: archivesphotol. ▾

Dear Sir or Madam,

I am an editor of a student magazine Re:Views based on the Department of English and American Studies at Masaryk University, Brno, Czech Republic. The magazine is published biannually and the board is currently preparing the fifth issue. The magazine's purpose is to give students space to write about various Anglophone-world related issues - cultural, social, language-oriented. We are a non-profit organization, we run solely on university grants and provide the magazine for free. In the past we interviewed scholars and ambassadors, wrote about the Scottish referendum and Brexit and also reviewed books, films and TV series.

Here is a link to the magazine web:
<http://reviewsmagazine.net/category/current-issue/>

For this issue I am writing an article about BBC Two sitcom Upstart Crow, which has not been broadcasted in the Czech Republic (yet), to promote it among the students at the department.
Therefore, I would like to kindly ask you for some promo photos I could accompany the article with.

Thank you for your time.

Yours sincerely,

Blanka Šustrová

...and I got this back



Archives Photo Library <ArchivesPhotoLibrary@bbc.co.uk>

komu: mně ▾

📧 03.11.16 ☆



angličtina ▾



čeština ▾

[Přeložit zprávu](#)

[Pro jazyk angličtina překlad vypnout](#) ×

Hello Blanka,

The BBC Photo Library is a business to business unit dealing with licensing BBC © archive stills for editorial use, and we charge licensing fees (see attached rate card). The BBC has a Picture Publicity department, however they only operate with the UK and Benelux, so you won't have access to their services unfortunately.

If the programme was to be broadcast in the Czech republic, I would advise you to contact the local press office for stills, but as this is not the case, this is not an option either.

Therefore, if you wish to license BBC © images the only option would be registering with the BBC Photo Sales website www.bbcphotosales.co.uk and purchasing the license/ downloading the stills.

I hope this is useful, and explains the situation.

Regards,

James.

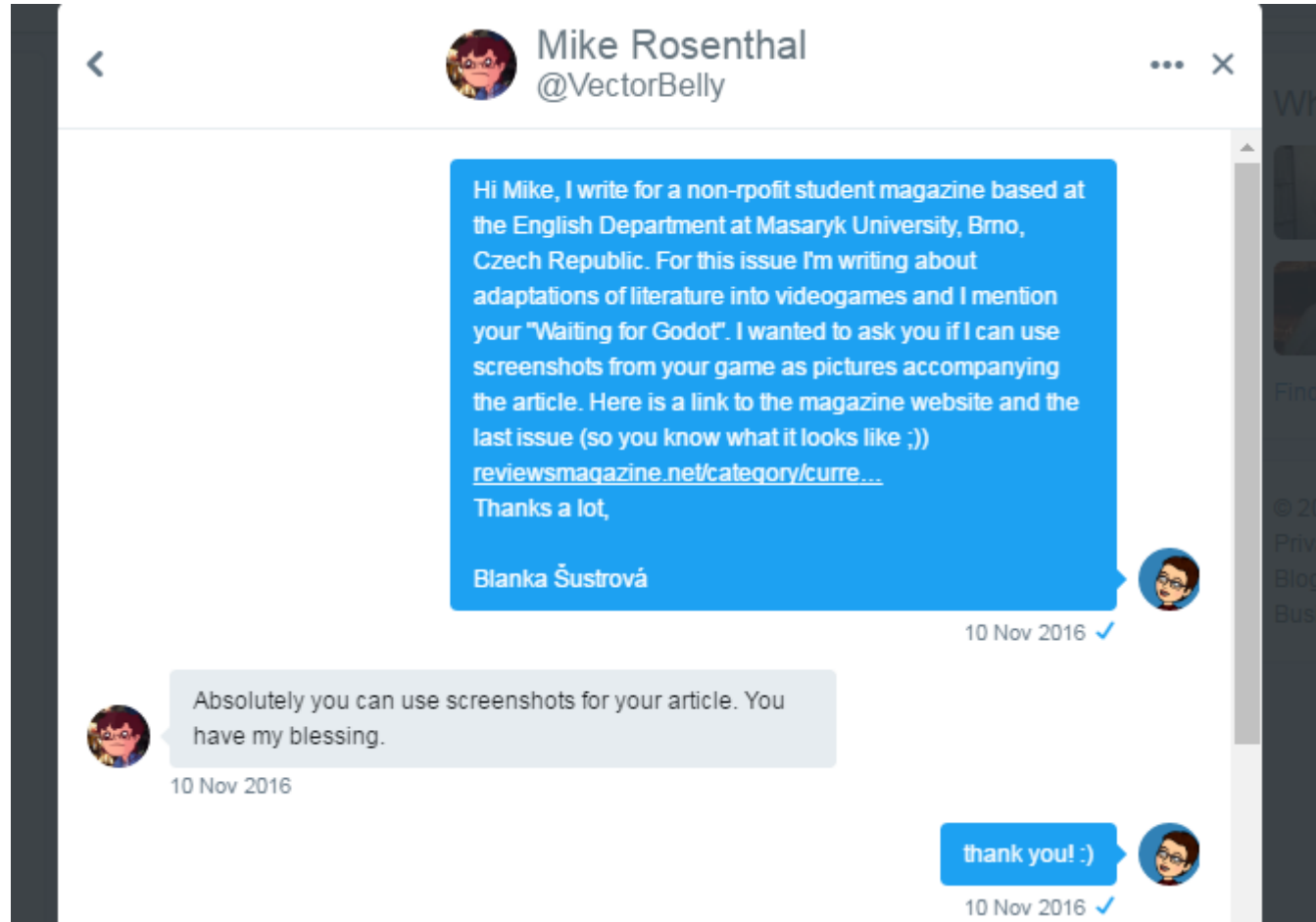
James Edwards

Archive Asset Manager

BBC Archives

Securing the past for the future

I wanted a videogame screenshot and had to contact the creator of the game via twitter because he had no e-mail address anywhere.



The screenshot shows a Twitter direct message thread. At the top, the contact is identified as Mike Rosenthal (@VectorBelly). The message history includes:

- A blue message bubble from Blanka Šustrová: "Hi Mike, I write for a non-rpofit student magazine based at the English Department at Masaryk University, Bmo, Czech Republic. For this issue I'm writing about adaptations of literature into videogames and I mention your "Waiting for Godot". I wanted to ask you if I can use screenshots from your game as pictures accompanying the article. Here is a link to the magazine website and the last issue (so you know what it looks like ;)) reviewsmagazine.net/category/curre... Thanks a lot, Blanka Šustrová" (10 Nov 2016 ✓)
- A grey message bubble from Mike Rosenthal: "Absolutely you can use screenshots for your article. You have my blessing." (10 Nov 2016)
- A blue message bubble from Blanka Šustrová: "thank you! :)" (10 Nov 2016 ✓)

OPTION 4 - THE INTERNET

- you cannot just take any picture you like from anywhere, do not forget someone is always the OWNER of the picture
- if you want illustrational pics for the topic you write about, use picture banks with pics for free:

www.pexels.com

www.pixabay.com

www.flickr.com

> > > **BUT BEWARE** < < <

YOU HAVE TO LOOK UNDER CREATIVE COMMONS LICENSES (CC)

<http://www.creativecommons.cz/licence-cc/>

CC are different in Czech republic and the rest of the world,
for example, in CZ we DO NOT HAVE PUBLIC DOMAIN.

The law is territorial, it does not matter that we write in
English, we are based in CZ.

Let's return to your friend, Mr Magic Horse and our imaginary article about meadows.

Magic Horse said he won't give you any of his pics for whatever reason but you would like some pics of meadow in your article.

And now watch me and make notes.

How to make copyright for the typesetter

- download the pic in HQ if possible + upload it to the folder with your article on GDrive
- name the pic (like “pic 1”)
- create a new word document in the folder and title it “picture notes for graphic designer” and put the info in