

Best practice guide to using photos



Using stock images

Sometimes there may be a need for a high quality professional photo or image to cover a very specific subject (eg illustration of a DNA double helix), and this is where using stock images can be helpful.

Stock images are typically purchased through libraries, with pricing tiered according to use (research papers, press releases, advertising, etc).

Most libraries use a monthly subscription model and provide a specific number of images per month, although some do offer the option to pay using credits for ad hoc projects.

Getty Images

<http://www.gettyimages.co.uk/>

Particularly useful for press and PR photos. There is a wide range of editorial content available.

iStockPhoto

<http://www.istockphoto.com/gb>

Has a wide range of images, and offer a choice of photos, diagrams and illustrations. They are owned by Getty Images.

Adobe Stock

<https://stock.adobe.com/uk/>

One of the largest stock libraries, as it now includes Fotolia and other agencies. Adobe Stock is often used by creative teams, as purchased images can be synced with Adobe Creative Cloud and made instantly available in software applications including Photoshop and InDesign.

Shutterstock

<https://www.shutterstock.com/>

US-based with a large image catalogue and powerful search tools.

Need to know

Uploading purchased stock images to an image library / digital asset management solution is usually viewed as an infringement of the terms and conditions of your licence. This is the case even if you have purchased and licensed the images. Likewise you can't share a purchased image with a colleague at another organisation without the express permission of the stock library.

Disclaimer

This guide does not constitute legal advice or legal analysis. Organisations may still need to seek independent legal advice when developing their own processes, or when dealing with specific issues.