Attributing Creative Commons (CC) Material

Creative Commons (CC) is a non-profit organization that provides free licences for creators to use when making their work available to the public. These licences help others know what permission they have to use the licensed works without infringing copyright. Attribution is required for most content licensed under Creative Commons.

Below are suggestions on how you might attribute a CC work in different media formats. Remember, however, to always check whether the creator has specified particular attribution.

<table>
<thead>
<tr>
<th>Type</th>
<th>Details</th>
</tr>
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</table>
| Booklets, Reports, Articles | • Include the relevant attribution information next to the CC work (underneath the work similar to a caption) or as a footer along the bottom of the work on the page that the work appears on; and  
  • Alternatively, you can list the CC works at the back of the publication. If you take this option, it is best to list the works in order in which they appear in the publication and indicate this to the reader with a statement such as: “CC works are listed in the order they appear.” |
| Photos and Images           | • Provide the relevant attribution next to the graphics, or close by (e.g. on the edge or bottom of the page) if that is too obtrusive placed next to the graphic. |
| PowerPoint presentations    | • Include the relevant attribution information next to the CC work or as a footer along the bottom of the work on each slide that the work appears on; and  
  • Alternatively, you can include a “credits” or references slide at the end of the presentation, that lists all the materials used and their attribution details. |
| Videos                      | • Include the relevant attribution information with the work when it appears on the screen during the video; and  
  • If this is not possible, attribute the work in the credits, just as you would see with music in a commercial video or film. |
| Podcasts                     | • Mention the name of the artist and that it is under a CC licence during the podcast, like a radio announcement, and provide full attribution on your site, next to where the podcast is available. |

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For detailed examples of attributions see: Attribution Creative Commons Material

Keep track of everything you use that is not the copyright of AHS

Many AHS publications incorporate third party images such as tables, graphs and charts, photographs, diagrams, illustrations, cartoons, and maps. In order to attribute properly, it is important that you keep track of all the materials that you use. Tracking down the source of third party materials can be difficult and time-consuming. Below is an example of a tracking sheet that can reproduce to help you keep track of CC material that you use.

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Source</th>
<th>Licence</th>
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<tbody>
<tr>
<td>Beate Nesterud</td>
<td>Midwife with child</td>
<td><a href="https://commons.wikimedia.org/wiki/File%3AJordmor_jim-oslo.jpeg">https://commons.wikimedia.org/wiki/File%3AJordmor_jim-oslo.jpeg</a></td>
<td>CC BY-SA 2.5 DK</td>
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<tr>
<td>Karen</td>
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Attribution Examples

Creative Commons Attribution Requirements

1. Author/Creator of the work
2. Title of image and URL where work is hosted (link to the work if available online)
3. Creative Commons licence type (link to the licence if your material is online, or provide the link. State licence terms or the URL if the material is on print format.

Attribution is generally placed underneath the image (similar to a caption) or if there are many images, as part of the works cited/references page, or in the footer if a single page document or poster.

Below is an example of an online attribution for a photograph licensed under Creative Commons:

By Karen Beate Nøsterud. Midwife with child. CC BY-SA 2.5 DK

Or

By Karen Beate Nøsterud. Midwife with child. CC BY-SA 2.5 dk, https://creativecommons.org/licenses/by-sa/2.5/dk/deed.en. Via Wikimedia Commons

Below is an example of attribution for clip art when it is used in material created in an online format. Note that the attribution has imbedded links to the image creator's webpage; the image title; and the Creative Commons licence terms.
If the material is created in print format, below is the attribution.

Note: An image in the public domain (i.e. material that the term of copyright has expired, or material that the creator has waived their copyright and dedicated their work to the public domain) does not require attribution. It is good practice whenever possible, to attribute content, even though it is in the public domain.

Basics of Attributing Stock Photos/Images

Image attributions for third party content should be clearly identified and visible.

123RF Images (https://www.123rf.com/)

Based on the terms of the 123RF licence for the Knowledge Management department, below are the recommended methods for attributing 123RF images.

[Contributor's name] [image title or image ID number] @123RF.com
In the example above:
**Contributor's name:** yarruta
**Image title:** Happy child @123RF.com

You could also use the image number instead, if there is no image title or if the image title is too long for the space available on the material that you are creating. See example below.

In general, for commercial uses, you do not need to attribute the iStock images. Most iStock photos in AHS publications would not be considered for commercial use since most AHS resources are not produced for commercial profit. Use of iStock photos in AHS material would be considered for editorial use and attribution would be required.
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123RF

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