



Association for Learning Development in Higher Education

Principles for the use of images in ALDinHE publications and resources

The Association for Learning Development in Higher Education (ALDinHE) uses images across its website, resources from conference and events, the LearnHigher website and resources, promotional materials. The following outlines the principles the Association uses for use of images in all aspects of our online and print media.

Permissions

If you use an image which is not your own, you must seek permission from the owner/copyright/license holder of the image before its use and subsequent publication. Please note, that images used on conference, events slides and materials may be uploaded and hosted on the ALDinHE website, and the image owner/copyright/license holder should be made aware prior to its use and publication.

All in-person events must seek permission from participants to take photographs, and clearly outline what these images are intended to be used for (i.e. promotional materials, ppt slides, website).

If there is any intention to use images of children, you must seek written permission from whoever has parental responsibility for the child.

All images should have the following attribution:

- Title: Give the image a title if it does not already have one
- Author: Include the name of the creator or owner of the image
- Source: Provide a link to the source of the image (i.e. website address)
- License: If the image has a CC License provide a link to the license

Creative Commons Licence

Where possible, use images that are licensed under a Creative Commons Licence, which allows for the use of images with proper attribution.

An example of a proper attribution for a Creative Commons image might look like this: "Image Title" by Author, used under CC BY 2.0 / Cropped from original.

Relevance

Use images that are relevant to the content and enhance the overall message or call to action.

Quality

Use high-quality images that are clear and visually appealing.

Accessibility

Ensure that images (including pictures, tables, text boxes, SmartArt graphics and charts) are accessible to all users, including those with visual impairments, by providing alternative text and captions.