

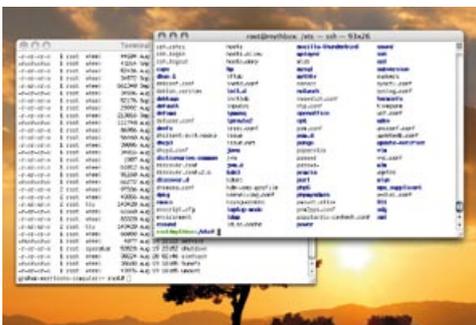
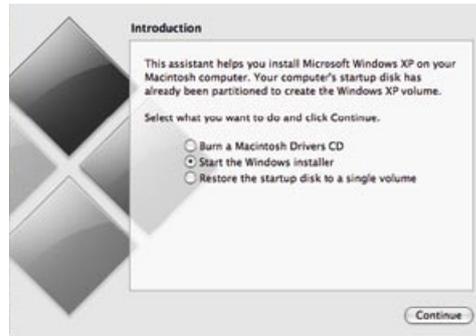
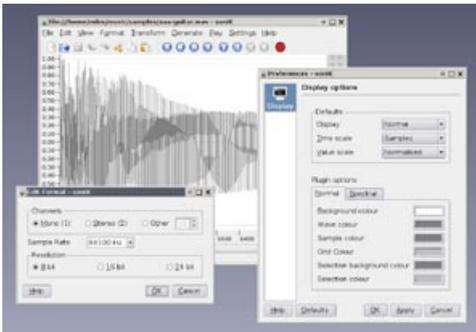
Guide to choosing and submitting images to accompany your writing in Linux Format

Nitty gritty

1. Please crop all images yourself before submitting them, unless you mark otherwise.
2. Please give your images common-sense filenames, limited to 20 characters.
Examples: 'Mono_detail.png', 'Stepbystep_1.png'
3. Images should be colour, and 250 DPI. Screenshot are best sent in PNG format. JPEGs are acceptable at a pinch, but not GIFs – they don't reproduce well in the mag.
4. If you want to use a picture from a previous issue of *Linux Format*, include the issue and page number in your copy.
5. If the images are screenshots, please make them Linux grabs (it sounds obvious, but no Mac or Windows grabs please).
6. Avoid grabs that have copyrighted images as your desktop wallpaper, or grabs that include images of your pets or children. Also avoid taking grabs of the Linux Format website.
7. Every picture needs a caption. For guidance, read www.linuxformat.co.uk/writers/captions.pdf.

Principle #1: Pay attention to the background.
Desktop wallpaper that is bright, colourful and not too distracting looks best.

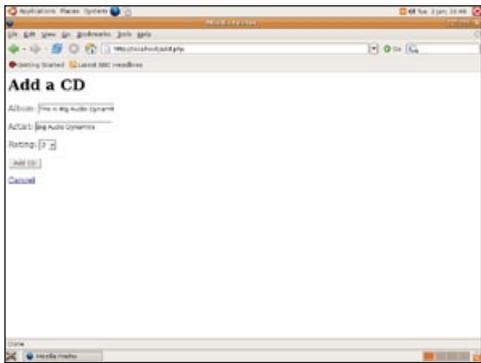
Principle #2: With dull command-line or configuration images, consider keeping a little of the desktop in the shot for interest.



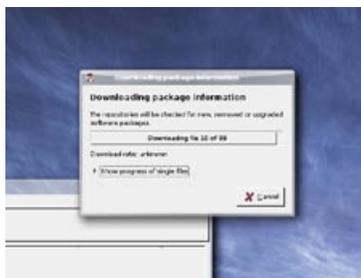
Principle #3: Crop images before you submit them. Don't be scared to crop out unnecessary areas from the shot.



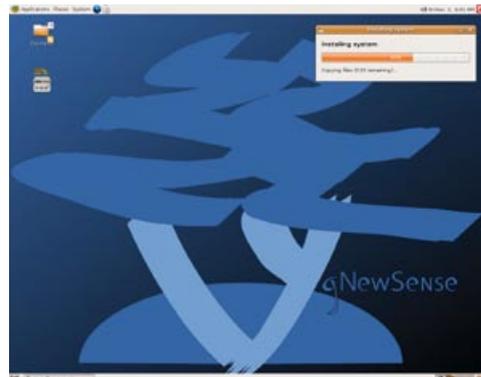
Note how the area beyond the *Firefox* browser could have been cropped out.



All that wasted and dull white space!



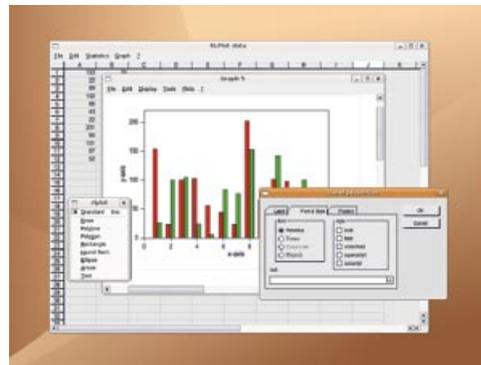
Principle #4: When showing off software, try to have a few windows open, but not so many that it looks cluttered and hard to evaluate.



Bit boring for a shot showcasing a distro.



Hmm... bit cluttered?



This is deliberately cramped to show how much you can get with Damn Small Linux.

Principle #5: We can tweak images in Photoshop, but try not to submit images that are very dark.



Principle #6: When you submit a screengrab of a website, make it as colourful and interesting as you can – but first of all ask yourself what job the screengrab is doing and whether the text would be better illustrated with something else.

To illustrate a news story about Novell signing an agreement with Microsoft:



Dull, pale screenshot not telling the user much (the text is too small for the reader to read).



Better! It's colourful, and gives you an opportunity to talk about Novell's support of various open source projects in the caption.



Novell Inc



Better still: a picture of the people in the news, summing up exactly what the story is about.

Principle #7: Reject the dull – submit interesting images when you can!

Josh Sommers



This striking artwork shows off *Gimp* wonderfully.

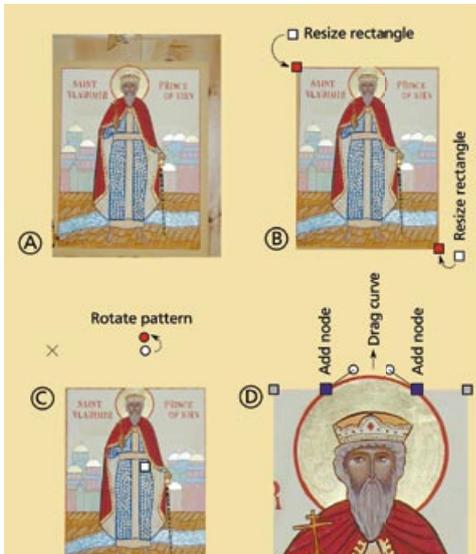


Colourful, clear and unusual.

Tierecke



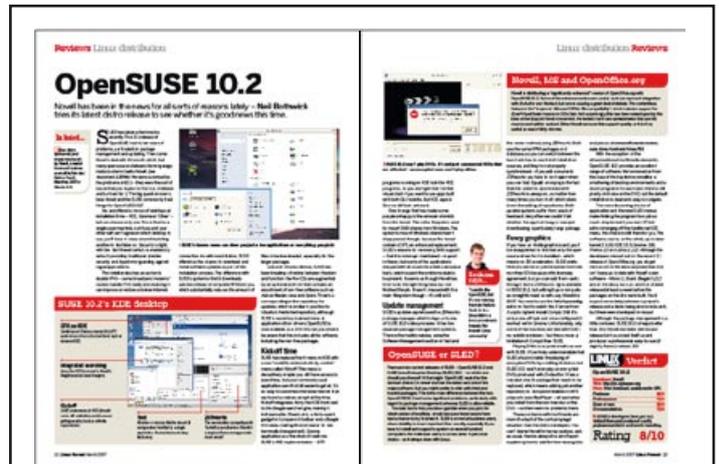
This lovely picture of Amsterdam lifted a standard government Linux migration story. It's abstract – not showing any government buildings, for example – but that was fine for the particular story.



For his *Inkscape* tutorials, Dmitry Kirsanov did a great job of creating tailor-made composite images, rather than use the standard screengrab of *Inkscape* 'in action', for each tutorial step.



Is the 3D cube becoming a cliché? Who cares when the execution and colours are as lovely as this!



Consider how your images will look together on a page, and what overall impression they will give. In retrospect, this OpenSUSE review should have had more colour and variety (possibly some cut-outs?). The two main images are too similar, and the three boxes make the layout very beige. A SUSE review should look special and important.

This is the responsibility of *Linux Format* art and production people to spot, rather than the author, but it is something to bear in mind when you are selecting your images.

Copyright and licensing rules for using images

Let's say you want an image of Linus Torvalds for something you're writing in *Linux Format*, and find a nice one through Google. Are you allowed to use it in *Linux Format*? Read on...



A quick search reveals some tempting images to 'borrow'.

THE BASICS

1. Whoever owns the copyright of an image can control how it is copied, adapted and distributed. The copyright of your Google photo of Linus will probably be owned by someone, somewhere.

WHEN YOU DON'T NEED TO WORRY ABOUT GETTING PERMISSION TO REPRODUCE A COPYRIGHTED IMAGE

1. When you want to use an **incidental** part of the work. The definition of "incidental" is subjective. An example is the giant foot in the *Monty Python* credits – this was an incidental part of a cherub from a renaissance painting. Or the copyrighted air force badges on Tom Cruise's leather jacket in *Top Gun* promotional material – these are 'incidental inclusion'.

It is quite rare to only want to reproduce an incidental part of a work. You don't want to print only Linus's eye, you want to show his whole face, so this argument isn't applicable.



Using only an incidental part of the image is OK. ✓

2. When the image is no longer under copyright, because the author/artist died more than 70 years ago. This also applies to text, which partly explains why reprints of classics are so cheap: while the typesetting of the novels might still be under copyright, the text itself is not. But no photo of Linus will be that old, so this argument won't apply either.

3. When your use can be considered Fair Dealing.

FAIR DEALING

1. Fair Dealing means you can use the whole or a substantial part of a copyrighted image without permission as long as you fulfill two conditions:

a/ You acknowledge the title and author of the work (usually done in a credit). So, we could write something like, 'Photograph of Linus Torvalds by Joe Bloggs'.

b/ You are using the image for the purpose of critique and review, or reporting current events.

2. 'Critique and review' covers critique of the underlying philosophy of the image, not just the image itself. Therefore we don't have to be discussing just the light and shade in the photograph of Linus.

3. Unfortunately, it is not Fair Dealing to use a **photograph** to report current events. So we couldn't run our photo of Linus to go with a story about the kernel, for instance. Rats! We must try to get permission for one of the Google photos...

USING IMAGES WITH PERMISSION

1. Permission can be a licence (you can **borrow** the

Some legal and illegal uses of images

Image found on a distro's website, used for a critique of Brazilian distro artwork.



Under Fair Dealing, if we were writing a review of this artwork **we would not need permission** from the artist to reproduce it. Note that we have acknowledged the author and title of the work on the left, as is required. ✓

Image found on Google, used for a news story about the Linux kernel.



Without permission, **we cannot use this photograph** of Linus for a news story about the kernel, because using photographs for reporting current events is not covered under Fair Dealing. ✗

Image found on Flickr, licensed under Creative Commons, used for a news story.



Because this is a Creative Commons photo **we already have permission to use it**, providing we follow the conditions (note the attribution). ✓

copyright) or an assignment (you **buy** the copyright). Licences are more common.

2. Please seek out the copyright owner, and email them to request permission if necessary. The image might be in a Media Relations image archive, for example, or the name of the creator might be on the website somewhere, or you might find a Creative Commons or GPL note somewhere nearby. If you can't find out if the image is licensed or who owns the copyright, please look for a new image. Remember that even if you are able to use the image under Fair Dealing, you will still need to credit the author/creator anyway.



Emailed permission to use an image of Linus from the OSDL's PR contact.

3. When you have permission to use an image, please pass on any licence conditions when you hand in your copy. For example, you would leave a `///DESIGN NOTE//` saying, 'please add the following credit: Linus Torvalds image, copyright OSDL 2006' if that's what the OSDL wants!

4. It is best if you can get the permission in writing in an email, rather than verbal permission. Often permission is given in writing on a website (in the Media Relations section, for example).

PITFALLS

1. The concept of being able to use an image because it is in the 'public domain' is usually flawed. For

example, you might find a still of a television advert and argue that it is in the public domain (ie on TV), and that we are therefore free to reproduce it. There is no such thing as 'Fair Use' of an advert simply because it is an advert. Copyrighted works only come in to the 'public domain' when the creator of the work has been dead for 70 years.

2. Besides, 'Fair Use' is an American term and, in the words of a legal tutor, "a load of bollocks". So, in answer to the writer who said, "It was the first DVD that came to hand; it's a BBC one, isn't this sort of use covered by Fair Use?" – no, it isn't.

3. Arguing that it will be OK to use a copyrighted image because it will give the copyright owner free publicity won't wash.

4. Logos may be copyrighted works and you will therefore need permission to use them.

5. A screengrab is classed as a photograph in law. For example, a screengrab of KDE 4.0 posted by a hacker on the KDE website would be a photograph. Technically, we wouldn't be able to use that in a news story.

6. If you decide to include an image because you believe it is Fair Dealing, it is a good idea to let *Linux Format* know so that the art editor can double-check you're right! Also, note the compulsory acknowledgement bit of Fair Dealing. Please remember to include the name of the work and its author (or as close as you can get it) in your captions or as credits.

Kurumin artwork taken from wallpaper by Luciano Lourenço. Thanks to Carlos Morimoto

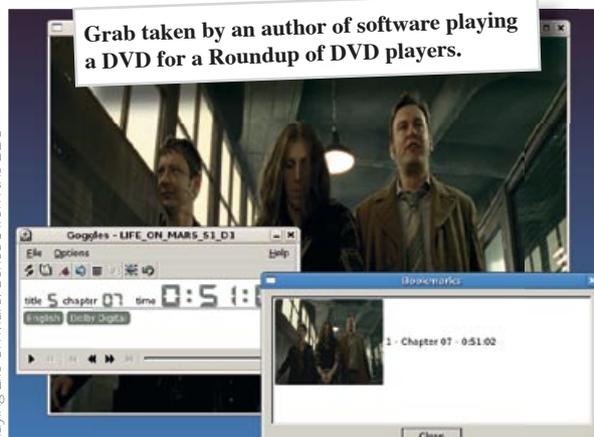
Image found on a distro's website, used as plain old illustration for a related piece on distros.



This is not a critique or review. So, because this use is not Fair Dealing, we could reproduce the image **only after having gained permission** from artist, accompanied by credit as requested.

Playing Life On Mars: Series 1 from the BBC

Grab taken by an author of software playing a DVD for a Roundup of DVD players.



This grab shows an **incidental** part of a copyright TV show being played, but we are covering ourselves by acknowledging the author ('BBC') and name of the show.