



# **PHOTO MISSION**

Your next adventure is just a click away!

**Your Mission is to protect your photos from theft**

## Copyright Brief

You have just taken the perfect shot and you can't wait to share it with your friends on social media, but have you considered copy right issues? Who can copy, who can share and where you picture may end up?

All those hours spent trying to catch that perfect shot can easily be stolen and become worthless – and you never gain credit for the image to start with.

How do I protect myself?

There are many photo sharing programs and the better ones have the ability to put a copyright signature on your work automatically. Most programs will allow you to choose where you want the signature on your image as this is an important aspect to think about – location of your signature is highly important, it's not there to take away from the photo but to protect your work. If you are intending to place it in the middle of the photo, it may cause the photo to lose the full impact or popularity, normally put it in a position that won't interfere with the perfect shot e.g. in the bottom corner.

Adding a copyright signature is one way to protect but still does not guarantee your picture cannot be stolen – Someone can still crop the image to remove the Copyright or use software to erase it.

Your second line of defense is the size – Size does matter!

Always reduce the size and resolution of your image to the lowest value possible for viewing on a computer screen – it still looks great on the monitor but if someone tries to print or use in a printed item, the photo becomes very pixelated.

When sharing other peoples pictures, always give credit to the photographer – acknowledging it's not your work but is someone else's, and honestly its common courtesy.

Sharing your photos-

There is another tool to protect your images and that is when the image is created on the camera, other information on the picture is recorded in a file called 'Exif'; most modern cameras will have the ability to have this file as a background on the image. It saves information like your Shutter speed, Aperture, ISO and can also have the photographer's details e.g. Name recorded.

This can be helpful to prove identity of a picture you have taken if you are emailing or publishing online – keeping in mind any website that converts your image to a different format other than jpeg, will cause this information to not exist. But it is still worth while adding this information into your camera to identify your work and also remind you of the settings used to create such an image.

Photo image theft is on the rise and has become a big issue online recently. We should all do what we can to reduce it and protect your work. If you ever come across a picture and notice someone else has displayed another person's work claiming it as their own, report it to the original author of the picture.

Sharing photography is very much an important part of being a photographer, just keep in mind what you can do to protect yourself!