

## Use of Images Policy

### Table of Contents:

<b>Table of Contents:</b> .....	<b>1</b>
<b>Introduction:</b> .....	<b>2</b>
<b>Definitions:</b> .....	<b>2</b>
<b>Policy Statement:</b> .....	<b>2</b>
Mission .....	2
Objectives .....	2
Criteria for Use of Images.....	2
Criteria for the Charging of Fees.....	3
Standards and Ethics .....	3
<b>Procedures / Guidelines:</b> .....	<b>4</b>
Application .....	4
Schedule of Fees .....	4
Loan Works.....	5
Copyright .....	5
Permission .....	5
<b>Related Policies, Procedures and Forms:</b> .....	<b>5</b>

## **Introduction:**

The James Logie Memorial Collection is one of the finest teaching collections of Greek and Roman antiquities to be found in the Southern Hemisphere. Housed within the Teece Museum, the Collection includes Greek and Roman artefacts, with pieces from Ancient Egypt, as well as a small collection of Greek and Roman coins. The Collection spans more than 2500 years from about 2000 BC, with pottery from Bronze Age cultures onwards. A particular strength of the Collection is Greek painted pottery from the Archaic Period. The main purpose of the Collection is to support teaching and learning at the University and in the wider community.

A Use of Image policy is an essential tool for ensuring that the University of Canterbury is able to professionally manage the Logie Collection, and ensure it is correctly represented in visual media.

## **Definitions:**

The term **image** is used to indicate any visual reproduction of an artefact, object or archive from the James Logie Memorial Collection. An **image** may include a negative, photographic print, digital image, photocopy, fax or any other format.

The term **publication** is here used to include any publication (including book, journal, magazine, newspaper, research paper or report), web site, e-book, exhibition, commercial application, merchandising, tv, movie, dvd, advertising, or any other form of visual reproduction and adaptation.

## **Policy Statement:**

### **Mission**

To ensure that the use of images from the James Logie Memorial Collection is managed effectively, ensuring the ongoing reputation of the collection whilst also supporting teaching and learning.

### **Objectives**

- To provide a clear, concise and efficient process for all staff, students and clients.
- To provide an image service that contributes to the University's current and future teaching and research programmes, and / or supports academic scholarship internationally.
- To provide an image service that adheres to high standards in its representation of the collection, and enhances the reputation of the collection in the wider community.
- To ensure that all legal and ethical responsibilities to lenders, donors and copyright holders are respected.

### **Criteria for Use of Images**

The following are taken into account when considering applications for use of images:

- In general, applications for teaching, research or educational purposes at the University of Canterbury, in the wider community, and internationally will be looked on favourably.
- Applications for both non-profit use and commercial use are welcomed. We reserve the right to waive fees for non-profit educational purposes.
- Permission to publish any image(s) covers only the specific occasion and use described in the agreement; any additional use of the images including further editions, print runs, or use in any other publication will require a new application and may incur a separate fee.

- To maintain the integrity of the image(s) and the objects within the images, cropping or manipulation of the image(s) will only be allowed with the specific permission of the curator of the James Logie Memorial Collection on behalf of the University of Canterbury.
- The James Logie Memorial Collection and the University of Canterbury must be acknowledged in the credits, in the format specified, including the accession number of the objects featured. In general, the credit format will be:  
Acc #, Title, James Logie Memorial Collection, University of Canterbury,  
Christchurch, NZ
- The James Logie Memorial Collection reserves the right to refuse permission to use images. This may include instances where the reproduction of cultural material for commercial or other purposes may be offensive on ethical or cultural grounds.
- Prints and / or digital files provided by the James Logie Memorial may not be made available or otherwise used for publication, distribution, or sale by any person not listed in the Agreement.
- The University will abide by the provisions of the Copyright Act 2004 and the Privacy Act. We will ensure that copyright and moral and intellectual rights are respected in the display, interpretation and reproduction of all images of objects from the collection.
- The James Logie Memorial Collection may not hold copyright to all objects / archives in its collection, particularly in the case of artefacts which are on loan. In such cases, the applicant will be required to request permission from the lender, in addition to seeking the permission of the James Logie Memorial Collection
- Where possible, a copy of any publication using images from the James Logie Memorial Collection must be forwarded to the Curator for the Collection at the University of Canterbury.

### **Criteria for the Charging of Fees**

- The James Logie Memorial Collection may charge a reproduction fee. The reproduction fee is additional to any charges made to cover the cost of processing and supply.
- Images requested for research or teaching within the University of Canterbury, or for the promotion of the University of Canterbury will not incur a reproduction fee. However any costs associated with the creation or adaption of an image to suit publication may have to be passed on to the applicant
- Any fees charged for the provision of these image(s) must be paid in full prior to the release of the image(s) for use.

### **Standards and Ethics**

In addition to abiding by the mission, standards and policies of the University itself, the James Logie Memorial Collection will adhere to the following specific standards and ethical guidelines:

- Museums Aotearoa Code of Ethics
- Museum of New Zealand Te Papa Tongarewa New Zealand Museums Standards Scheme.

## Procedures / Guidelines:

### Application

- A use of Image agreement must be submitted to the Curator for each request. The agreement must detail the specific purpose of the application, and the image(s) required. Agreement forms are available from the Curator on request.

### Schedule of Fees

- All charges are stated in NZ dollars, and are exclusive of GST. Prices and conditions are subject to change. **A minimum order of \$20 applies to all remote and postal orders.**
- Each applicant will be advised whether any fees apply to their request prior to processing the image request. The fees are as follows:

#### Copying Fees

New image, including CD	\$25
New additional images on same	\$5
Pre-existing digital images on CD	\$1

- Pre-existing digital images are provided in either TIFF or J-Peg formats at varying dpi
- New images are usually TIFF files at 300dpi. Higher resolution images may be supplied by negotiation
- You will be informed if you have the option of purchasing a pre-existing image

#### Reproduction Fees

	<b>NZ</b>	<b>WORLD</b>
Books, Periodicals, Newspapers	\$40	\$80
TV, Film, Video	\$60	\$120
Book Covers	\$150	\$350
Greeting Cards, postcards	\$100	\$200
Advertising, Publicity	\$200	\$400
Internet / Intranet	\$40	\$80
Corporate Use (annual reports etc)	\$40	\$80

- Fees are exclusive of GST and are charged per image or collection item
- Fees are waived for University of Canterbury essays and theses. Fees may also be waived for University of Canterbury or other non-profit publications
- Requests for permission to publish must be submitted on the appropriate form. Applicants will be notified of permission to publish in writing. Permission will be dependent on supplied credits being used, and if possible one copy of the material being produced being supplied to the Curator. For more information on the terms and conditions of use, please refer to the request form.
- If your proposed use is not listed, please contact the Curator to obtain a quote.

## **Loan Works**

- Where an image requests is for an object that is on loan to the James Logie Memorial Collection, the Curator will advise the applicant and provide contact details for the Lender.
- Before permission can be granted for the use of images of loan artefacts, the Curator must receive written proof of permission from the Lender.

## **Copyright**

- Where the copyright is extant, and does not belong to the James Logie Memorial Collection or to the University, the Curator will advise the applicant and provide contact details for the copyright holder if possible.
- Before permission can be granted for the use of such copyright images, the Curator must receive written proof of permission from the copyright holder.

## **Permission**

- Once the agreement has been received and processed, the Curator will write to the applicant advising of any conditions of use, and outlining the preferred credit. The Curator will provide the applicant with a copy of the signed agreement.

## **Related Policies, Procedures and Forms:**

Image Agreement Form

## **Appendices:**

- Appendix A: Image Agreement Form
- Appendix B: Image Price List