

Video 4 - Images

As a graphic designer and photographer, I love images so writing this chapter is a pure pleasure. If you are new to images, that's ok because I will be covering some basics. If you are more advanced, you are in for a real treat as I'll also be new tricks and techniques for things like websites and product creation.

What you'll learn:

- ☐ Finding public domain images easily online and offline
- ☐ Turning images into best-selling products
- ☐ New product creation tricks using Photoshop and...Wal-Mart
- ☐ What is possible through a couple of case studies
- ☐ Much, much more

Why Images?

We are visual people and images play a large part in our lives. I can't tell you the number of internet marketers who tell me that images don't matter...even covers...that people are only interested in the information. Bologna. If people were only interested in the basic information, there wouldn't be so much time and investment put into cover design, into product placement in stores, in packaging design for the grocery store, and on and on and on. The

truth of the matter is that images play a major role in why we purchase what we purchase.

With my background, I'm well aware of the tactics and strategies used by the big manufactures to get me to buy. It works! It works on me knowing full well why they are doing what they are doing, it still makes a difference. The way a product is presented, its appearance, its level of professionalism, etc. You do the same thing. Think about the last time you were in a t-shirt shop, what was it about the t-shirts that you bought that created the purchase? What drew your attention versus what didn't? It plays a big role in the fact that we are so attracted to color, layout and those types of elements. Often, we don't know why. We don't know why we are even affected by red versus blue, or gold versus purple. We don't know what green means to us. There are actually psychological and physiological triggers that can fire based even on colors we see. All of that comes from images.

I'm sure you've heard that a 'picture is worth a thousand words.' For the most part that is true, you can communicate something very quickly with one picture while it could take you paragraph after paragraph to try to describe the same thing. That isn't to minimize the power of the written word, I believe both are important. As a matter of fact, 'A Day with the Sacred' project I'm doing portrays what people consider sacred. In this project, I'm communicating and telling stories about the photos I take but I also have a team of writers working with me who are using the power of the written word to express the same concepts. Except, their take might be a little different, it might bring out the topic I'm focusing on in a new way. For example, one of my photographs was on a pomegranate and an outsourcer wrote about this fruit from a first person perspective. I would have never thought of that, yet her story was brilliant, it brought out the concept of pomegranates in a way that my image alone could not. So, images and words work really well together. But, in many cases we can

communicate ideas and concepts just by the image alone. That is another reason they are so powerful.

Another reason I love images is that there are 100s of different types of products you can create using them. Within the past few years, thanks to 'on demand' technology, it is easier now than ever to create all types of image based products. From clothing to shoes to purses and blankets, even iPhone and iPad covers can be image based. And then you have, of course, your printed products, such as books, calendars and cards. It is becoming cheaper and cheaper to do that. There are websites out there now that are extremely popular where you can go and upload images. Those images can be photographs you have taken, artwork you have created or images from the public domain. It doesn't cost you to create those products and then you can sell them for a profit. It doesn't get better than that. Quite honestly, there are more opportunities for product creation using images than there are for text, video or audio. Not that you should stay away from those, you really should create products from all types of content, but when it comes to images, your options for product creation are much more varied than what it is for any other type of media content that is available to us.

Another cool thing about public domain images is that there are tens of millions of them, probably hundreds of millions. I like that because that means there is no possible way we can ever run out of images, it is literally impossible. If you think it become possible that you run out of images in your particular niche, guess what, an area of the 'public domain' is the great outdoors. You don't have to pay a fee to snap a picture of a beautiful sunset outdoors. Very often people don't think of nature as being in the public domain, yet it is. If you want to grow roses in your garden, you can take photos of those roses and sell products from them. No one can stop you. You don't have to worry about

paying royalties to the National Rose Society or anything like that. It's free and it's yours.

Also, if you love to draw or paint, there is nothing wrong with you drawing a picture of a tree or flower or any scenery and selling that as well. You can create it into framed art and whatever you choose. That is why images are so powerful, because it isn't just in the public domain that you have access to them...for free.

Where to Find Images

Wikipedia

I'm going to begin with Wikipedia because the majority of images found on Wikipedia are in the public domain. In addition, Wikipedia provides a link that provides you with public domain resources:

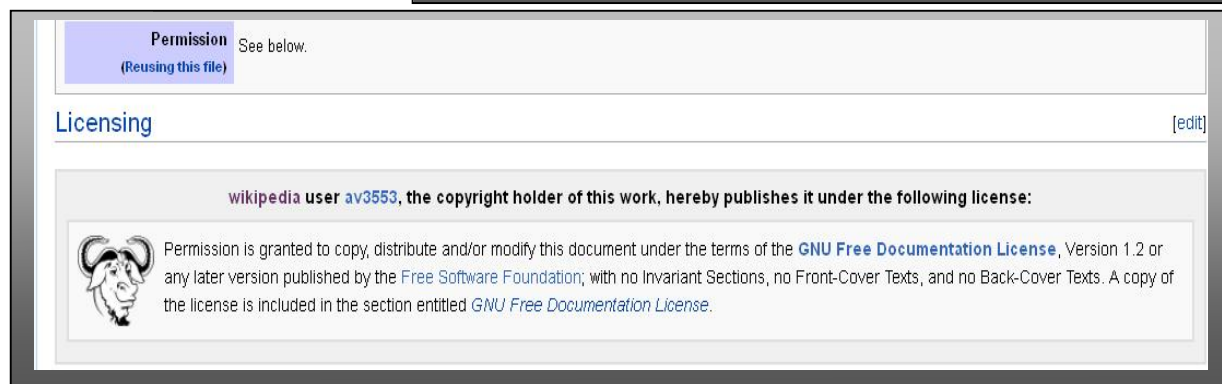
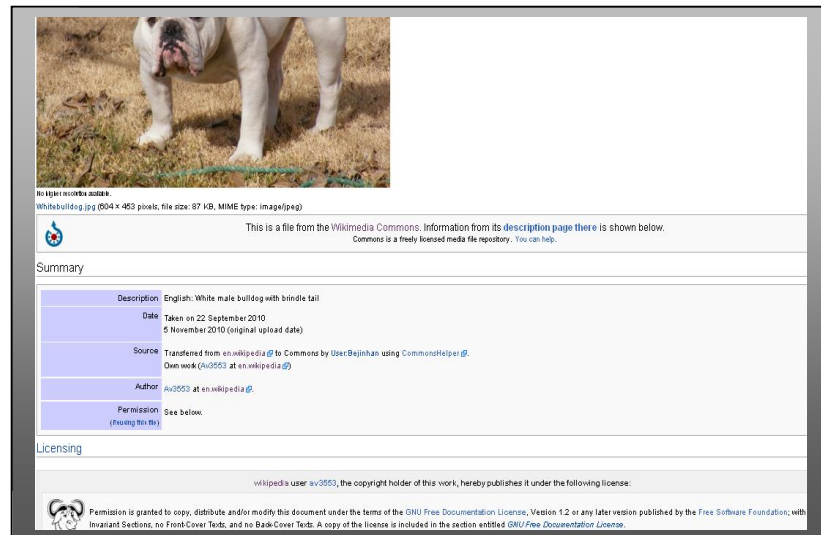
http://en.wikipedia.org/wiki/Wikipedia:Public_domain_image_resources

This link provides a list to other web pages you can visit to find images in the public domain. On that page, it is organized by 'general collections' and then by category. You will find that there are tons of websites that contain all sorts of public domain images. This list is updated often. Many of the ones you will find in the 'general collections' is where you find the majority of your really great images.

Another great use of Wikipedia is to find images in the public domain. When I was developing my dog blog, in the section on developing mobile apps, all of those images came from Wikipedia. Simply type in kind of image you are looking for. Again, not all of these will be in the public domain so be sure to check permissions.

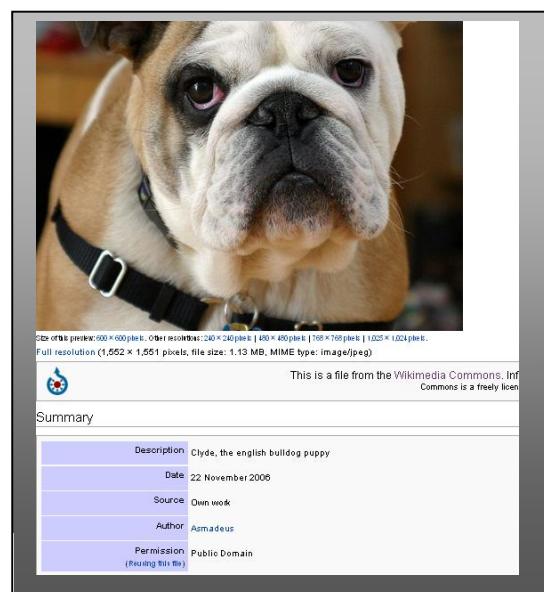
As an example,
let's look at this white
bulldog.

As you can see,
this is a GNU Free
Documentation
License, which is very
similar to public



domain. You don't have to give any
terms or links back or anything like, unlike
creative commons.

This 'Clyde the Dog' image
however, is in the public domain.



USA.gov

Another great place to find images is on USA.gov

<http://www.usa.gov/Topics/Graphics.shtml>

This site essentially puts at your finger tips the links to the various niche based resources that the US



government offers on their thousands of sites. Rather than having to find all of the sites out there, they kindly collected most of them and placed them in one place. At the bottom of the page, you can see when the page was updated, which lets you know how current the information is.

Right now, I realize I'm pointing you to pages of links. Guess what...within the two pages I should you right now, you know have access to millions of images. Cool huh?

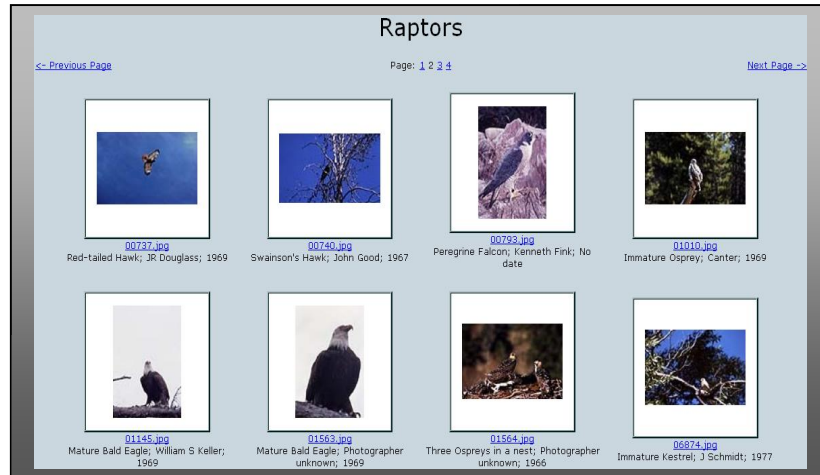
For a quick example, click on 'Yellowstone National Park' and you will find a number of photo galleries on this one website. But notice



this, on the right side of the page that says 'Online Slide File' there are 13,000 images on that link alone. Because the photographers working at Yellowstone are federal employees, their work is in the public domain. As a result, all of the amazing pictures they take are available to you. And they are pretty awesome pictures.

For example, by clicking on the 'Online Slide File,' you are taken

to a page with a number of links. For now, let's click on 'birds,' and then 'raptors' and as you can see there is a multitude of images to choose from, images of a good size that you can use for anything you choose.



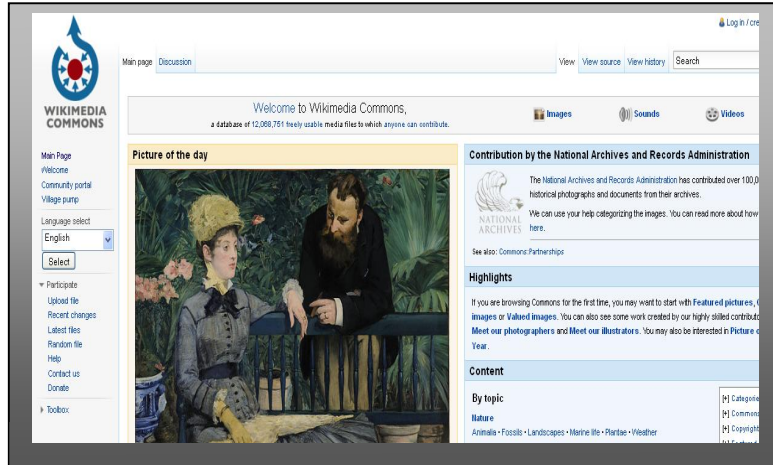
And this is just from Yellowstone; think about the number of national parks across the country, each of them having images that are in the public domain. And this is just one collection for Yellowstone and this one collection holds 13,000 images.

Wikimedia

Next we have Wikimedia located at <http://commons.wikimedia.org>. Wikimedia is broken down by topic and features over 11 million media files.

Note, not every single image featured on this site is in the public domain, if it is, it will tell you.

You might notice that Wikipedia and Wikimedia has duplicate images at times. That is because the two sites link to each other, they are sister sites.

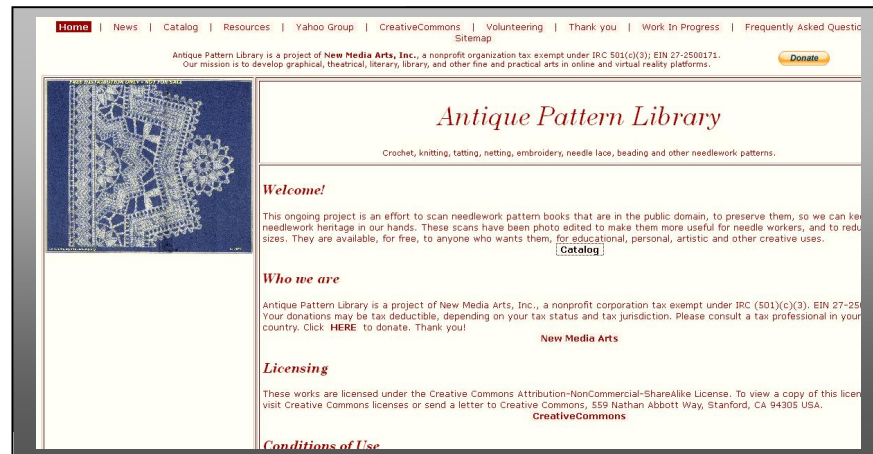


Antique Pattern Library

Next is a new website that is very niche specific but very cool.

<http://www.antiquepatternlibrary.org>

They have pulled together public domain books that feature different types of patterns like cross stitch or laces and things related to



that. Again, it is very niche specific but I decided to include it because some of the images can be used in lots of ways, like as backgrounds, scrap booking and graphic design.

Notice that the images on this site are licensed under Creative Commons, non-commercial. They also give conditions of use but what is interesting is that state the books are in the public domain yet they say because they scanned

the books, the images are now protected by copyright. Unfortunately for them, that isn't true. If you read the law and if you have something that is an exact reproduction of the original, the copy is still in the public domain. The law was very specific to state that sweat of the brow, meaning however much work it took you to scan that book does not in and of itself constitute copyright protection. It literally says that. Now, if they take time to enhance the images or edit them in some way, which is a different story. They have done that in some of the books I've looked at but not all of them.

Another way you could use this site is to use it to identify titles. If you find an image that they have enhanced the images for and you really like this book, all you have to do is copy the title and Google it. Simply find it yourself and do the same thing they did.

There is a number of different ways you can use this website.

Note: I'm not advocating you rip off entire books; I'm talking about specific details of using elements out of one of the books for creating background patterns for scrapbooks and things like that.

The site is extensive, so check it out to see the scope of what they offer. Again, it is related to fabric, linens and cross stitch, weaving and knitting, those types of things. If you are into those markets, this is a good website for you.

Library of Congress

Next is the Library of Congress, which is a huge site, found at <http://www.loc.gov>. The Library of Congress has been overhauling their website quite a bit and the changes have been impressive. It is much easier to find images, to negotiate through the searches. The changes have been very comprehensive, it is clean and straightforward. The images are grouped by category.

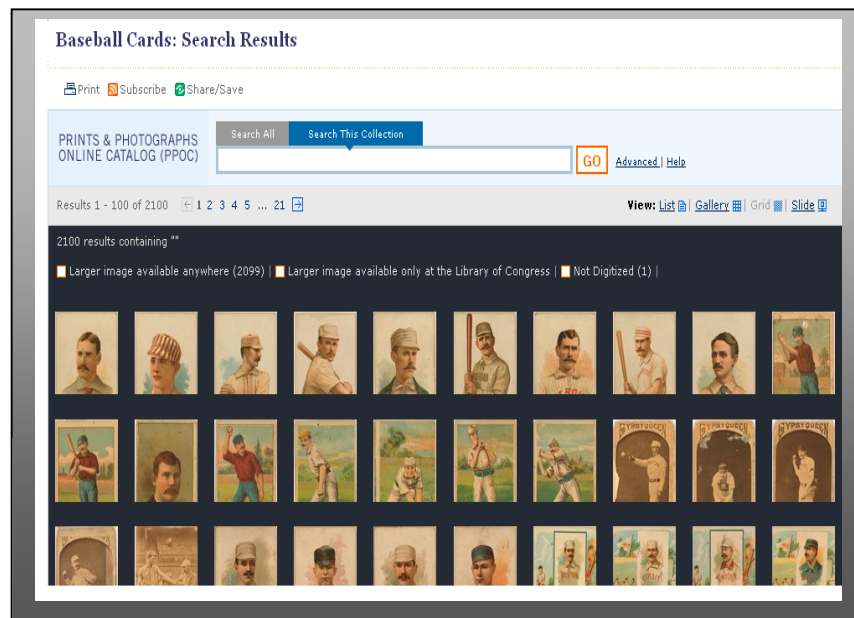
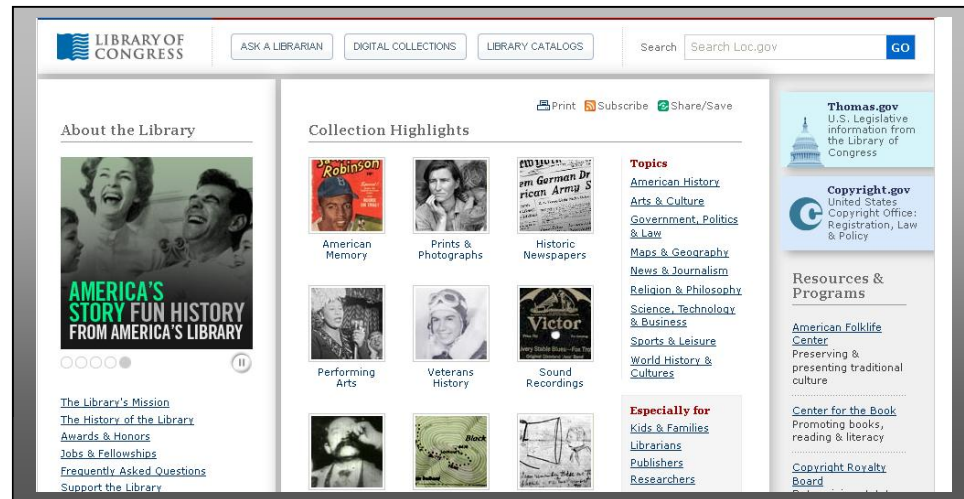
'American Memory' and 'Prints and Photographs' are the two biggest sections of the site in terms of finding images.

By clicking on 'prints and photographs,' it brings up the different collections and

as I've shared in regard to Google Books and some of the other websites, this is another site that is being updated on a regular basis. The images are being cleaned up, scanned and posted to the website by staff members so check back on a regular basis as they are constantly adding new stuff.

For example, click on 'baseball cards' and you can

either search from that page or you can 'view all.' You'll be taken to the new interface that provides thumbnails of the images. This new interface makes it so much easier and faster to view these images. If you see one you like, simply click on it and you'll be taken to a more detailed page devoted to that image.



You'll be given multiple choices to download the image, including different sizes of jpg files as well as tiff files.

Note: the tiff version is the largest version available.

Another cool feature of the new interface is that they tell you if there are larger versions of the images available anywhere on the Library of Congress site. I've found that in color versions are located in some areas whereas black and white versions are available in others. In some cases the black and white version could be a higher resolution, so be sure to check if you need a larger image.

By clicking of the image of 'Three Horses,' you can see that both color and black and white is available, in different sizes.

The screenshot shows a digital image interface for a photograph titled "Three Horses". The interface includes a main image area with a color photograph of a Native American man in a headdress. Below the image are links to view larger versions: ".View Larger", "JPEG (43kb)", "JPEG (169kb)", and "TIFF (50.0mb)". To the right of the image is a sidebar with metadata. The sidebar has tabs for "About This Item", "Obtaining Copies", and "Access to Original". The "About This Item" tab is active, showing details such as Title, Creator(s), Date Created/Published, Medium, Summary, Reproduction Number, Call Number, Repository, Notes, Subjects, Format, and Collections. The "Notes" section lists Curtis no. 274-15, LC no. 96, and its inclusion in the Edward S. Curtis Collection. The "Subjects" section lists "Three Horses", "Indians of North America--Clothing & dress--1900-1910", and "Headdresses--1900-1910". The "Format" section lists "Photographic prints--1900-1910" and "Portrait photographs--1900-1910". The "Collections" section is empty.

Item 94 of 1069
[Back to Search Results](#)

Three Horses

About This Item | **Obtaining Copies** | **Access to Original**

Title: Three Horses
Creator(s): [Curtis, Edward S., 1868-1952](#), photographer
Date Created/Published: c1905
Medium: 1 photographic print
Summary: Three Horses, head-and-shoulders portrait, facing front, wearing headdress.
Reproduction Number: LC-USZC4-9927 (color film copy transparency)
LC-USZ62-48287 (b&w film copy neg.)
Call Number: LOT 12331, box 4 [item]
c-P&P
Repository: Library of Congress Prints and Photographs Division Washington, D.C. 20540 USA
Notes:

- Curtis no. 274-15.
- LC no. 96.
- Forms part of: Edward S. Curtis Collection (Library of Congress).

Subjects:

- [Three Horses](#).
- [Indians of North America--Clothing & dress--1900-1910](#).
- [Headdresses--1900-1910](#).

Format:

- [Photographic prints--1900-1910](#).
- [Portrait photographs--1900-1910](#).

Collections:

Archive.org

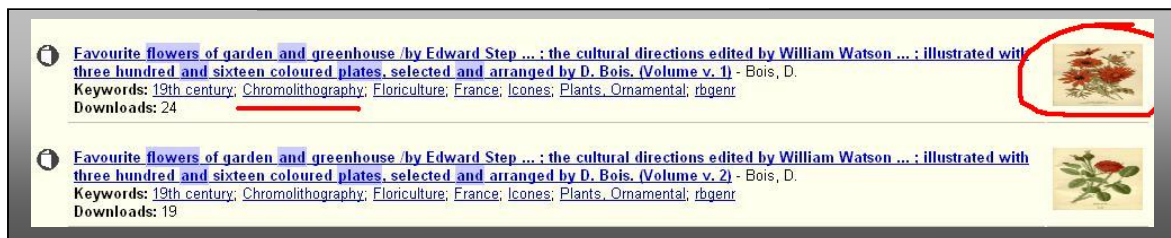
Because I covered this site thoroughly in a previous chapter, I'm only going to list it as an image source. If you will remember, I taught you how to use archive.org to get the highest resolution images by clicking the html version, zooming in and then saving the image. I do want to point out that different browsers handle this process in different ways. I'm using Safari on Mac so the way Safari saves images from archive.org may be different than how Firefox or Internet Explorer, or Google Chrome saves images.

I do want to point a little trick you can use with archive.org as well as Google Books. One of the best ways to find images on these websites is to use the word 'illustrated.' Many of the books created during our target years for public domain often used the word 'illustrated' if there were illustrated in the sub title of the book. Sometimes they would use the word 'illustration' as well. By using those as keywords to search as well as 'texts,' you will find a number of books that contain images.



Another word that can work equally as well is 'plates.' Back in the day, they referred to images as 'plates' because they were handled separately from the text. By using that as another search keyword, you can identify additional illustrations.

For example, let's type in 'plates and flowers,' again selecting 'text' as the media type and you'll discover even more images that you can use for whatever you want. They even kindly provide an animated gif of some of the images. A few additional keywords to try: engraved, engraving, color, colour.

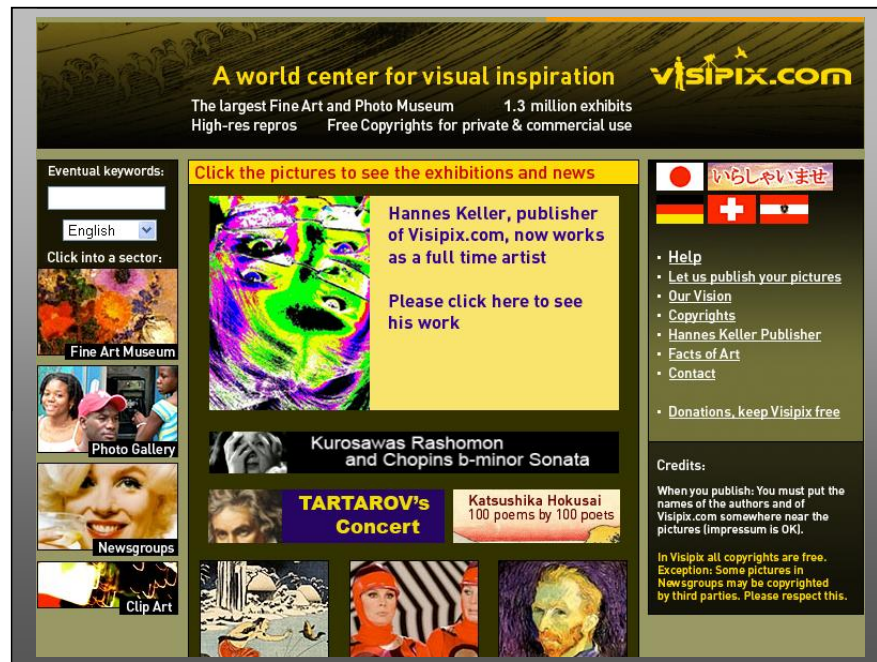


Notice the different spellings based on where the book was published. Archive.org even provides you with information that will help you discover

images. As you review your findings, you'll stumble on words like 'chromolithography' which was a specific style of printing.

Visipix

Visipix is another of my favorite sites. They've also been overhauling their site and offer over 3 million images that are in the public domain. They are also high resolution images which I like.



Creative Commons

One of the things you need to know about creative commons is that they have multiple licenses, which includes a public domain license. Depending on which license the artist or photographer uses, will determine the usability of the image that has been released into the creative commons. Creative commons does not equal public domain. To learn more about the different types of licenses, go to <http://search.creativecommons.org>.

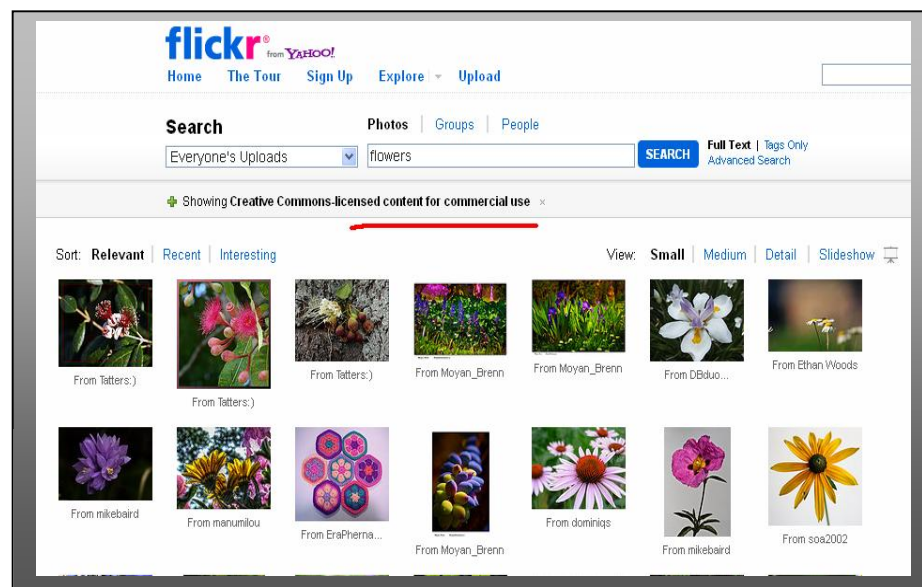
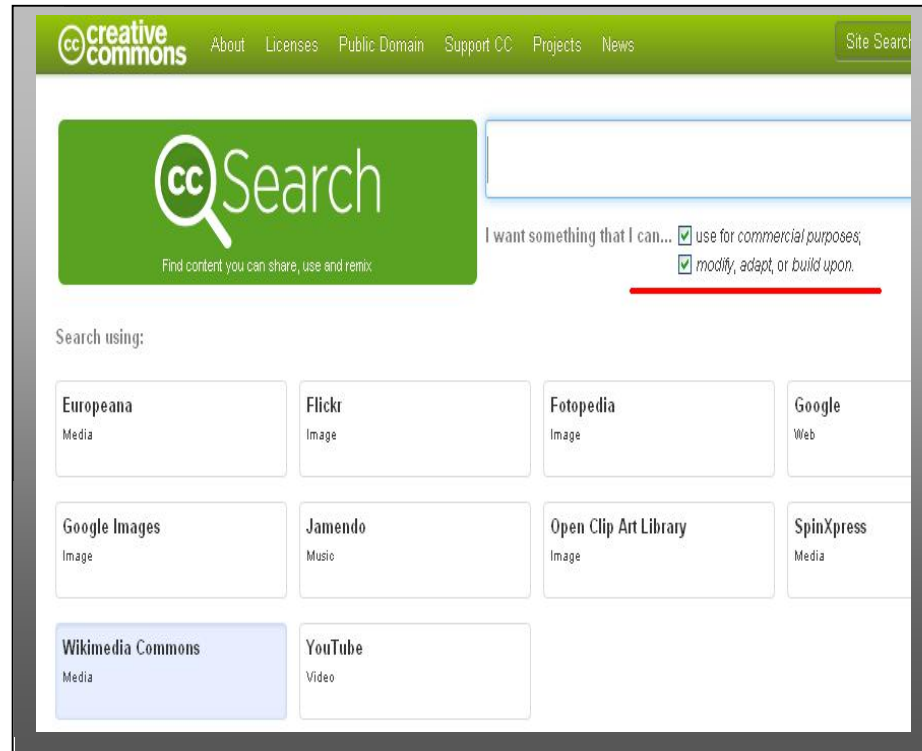
One of the things I like about this site is that the search engine makes it easy for us. Directly below the search box, it spells it out for you by asking 'I want something that can 'use for commercial purposes.' That is what we want! We want to be able to use the images we find for commercial purposes, which

means we can make money from them. Simply make sure if you have that box checked.

The second box 'modify, adapt or build upon' box means that we can only use the image if we change it. In some cases it could be ok to do that if you intend to make changes. But if

you are looking for images you can use 'as is' for whatever purpose you choose, then check only 'use for commercial purpose.'

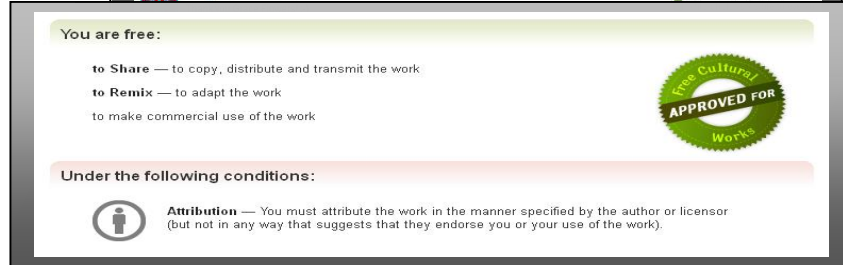
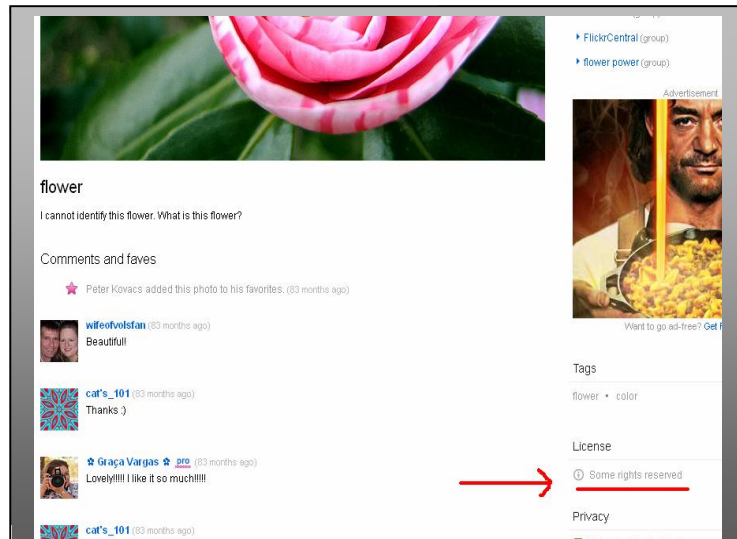
You'll notice there are different choices such as 'media,' 'image,' 'web', 'video,' etc but we want to focus on Flickr, Fotopedia and Google Images.



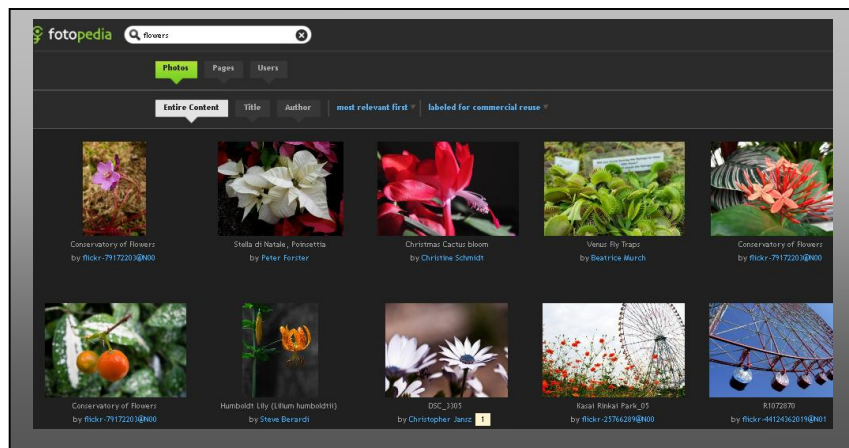
Example: if we wanted to look for flowers on Flickr, simply enter 'flowers' as the keyword and click on the Flickr button. You will automatically be taken to

images that are available for commercial use, over 622,000 results for the keyword 'flowers.'

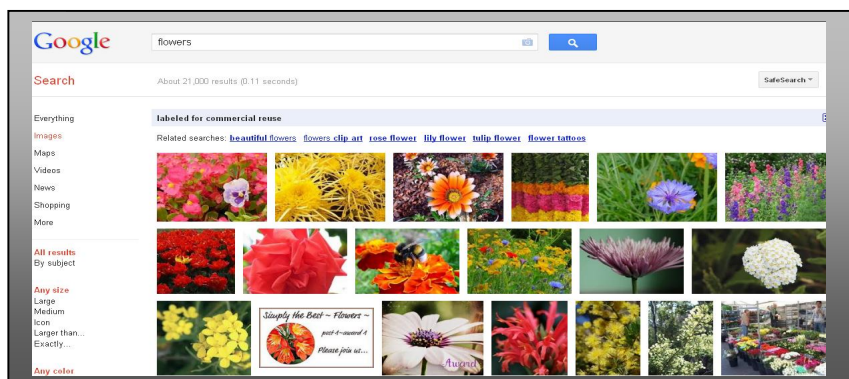
As always, double check that you do indeed have rights and you can see in this example that 'some rights are reserved.' By clicking on the link, you will find that you can use the photo for commercial use if you give the photographer attribution, which is a simple thing.



You'll notice that you can zoom in on the image as well as review the sizes available. In most cases we are interested in the largest version available.

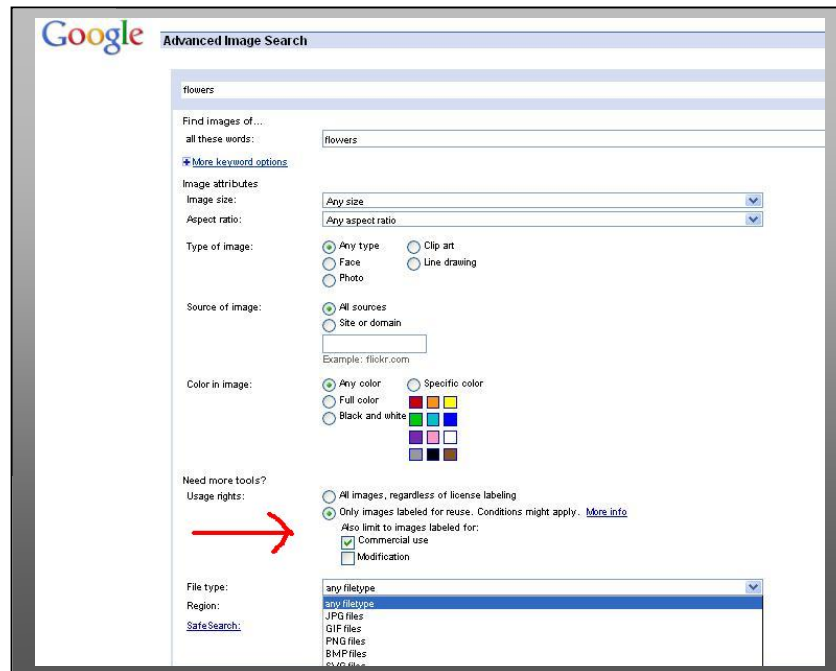


You do the same thing is Fotopedia or Google Images. Again, enter your keyword and this



time click on Fotopedia or Google Images.

Now, you can do a search directly in Google Images by going to Google. Just go to Google Images at images.google.com, click on 'advanced image search.' There you can select your keyword and then under 'usage right'



select 'Only images labeled for reuse' and the 'commercial use'. Note that you can also select the type of file you wish: jpg, gif, png, etc.

Using this method, you essentially get the same results.

That is a quick overview of some of the best places to find images. I know that eight websites seem small but they contain millions and millions of images. From personal experience, sometimes you simply won't find the image you are needing or wanting in the public domain and you may have to buy it. But, there are tens and hundreds of millions of images that are available. Depending on the types of products you wish to make or the niche market you are interested in, there is a lot of opportunity available for you.

Products from Images

Since we ultimately want to profit from using images, we need products in which to sale. I've taught more about this in length in another chapter but I'll briefly share them again:

CafePress.com – this is a great website for creating different products from images. If you have never created a product on that site, go test it out. It's free but more importantly you have the opportunity to tap into the 6.5 million unique visitors they are getting per month. People are going there to buy stuff, and create stuff as well.

Zazzle.com – this is another great website for creating products from images. Both Zazzle and CafePress provide powerful places to test products. For instance, if you have an idea for a t-shirt designed based on public domain images. Using either of these sites, you can create the shirts, order one of your shirts. Then, you can take photographs of yourself or someone else wearing the shirt and post it on sites like eBay or ETSY, selling them there. Of course, you will first want to identify that there is interest for this type of product first, but once you determine there is interest you can get paid through eBay or ETSY, take the money you received and then order the actual shirt through CafePress or Zazzle. This way, you don't have to worry with stocking plus it is a good way to test an image. If they don't sell, you haven't really lost anything except for a little bit of time and effort. But, if they do sell and they sell well, you then know that you have a good product on hand. At that point you may want to identify other options for getting them created at a cheaper cost, like a standard screen printer in your area. The downfall of both CafePress and Zazzle is that their base price is fairly high for all of their products, making your profit margin low. That doesn't minimize the opportunity that is there.

Spoonflower.com – this site allows you to create your own fabric. While this may not be for you, it is an amazing resource for crafters. Let's say you are in the craft market and you want to create dolls from old public domain patterns, you can actually put the entire pattern for the doll and create the clothes all on the fabric and have it printed off. Since it is print on demand, you can print as many as you want, order the fabric, and then make the doll yourself. Or simply sell the patterns for others to make.

Wallhogs.com – on this site you can create custom vinyl images that you can put right on your wall. They are removable and can be put up and taken off of your wall. The prices are reasonable allowing you to make a decent profit. Another thing I like about this is that people are making removable vinyl in place of wallpaper to dress up their walls or furniture. Because it is removable, they can change the look of a room or furniture quickly and easily. You can sell your images on eBay or ETSY or anywhere you like.

Vistaprint.com – you probably think business cards when you think of this site, but they offer so much more than that. In my research, Vistaprint has the best price for printing custom calendars. You can create and print just one for something like \$7.95, which is really cheap. If you get up into 100s, there are other companies that become more competitive price wise at larger quantities but you can't beat these prices for a smaller number. Again, this is a great place to test your ideas. You'll love how easy it is to create your products, they have clear instructions along with templates you can use so it is very simple and straightforward.