Lesson Plan Template

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Intro to Fashion Studies (First/Second Year Undergraduates)
(Also adapted for Foundations of Photography and Intro to Visual Culture)

Topic: Finding and Citing Images

Objectives:
- Students will be able to identify a variety of sources for images, including web and social media and library databases.
- Students will be able to understand the complexity of access to information, including copyright and economic value of information.
- Students will be able to legally and ethically incorporate images into their own work by identifying the key components of an image citation.

Materials:
- Computer lab with access to the internet.

Activities:
(5 minutes) Where do you find images? discussion
- Students are broken into groups of 4 and asked to make a list of the websites or other resources they use to find images. They are asked to be as thorough as possible and given 2 minutes.
- I ask each group to share with me some of the sites they listed: sites generally include: Google image search, Pinterest, Instagram, and Flickr. I then ask them where they find fashion images and if that changes anything? Sometimes they add a few fashion blogs or websites they use or know about from class like *Women's Wear Daily* or the Business of Fashion.

(10 minutes) Citing Images
- We then discuss who creates and own the images they find? And who can use them? We also talk about photographs of fashion design – who owns the images, the photographer or the designer? (Fashion design is not copyrightable; a photograph is, so the photographer owns the copyright on the image and should be credited in a citation).
- I assign each group a fashion designer from the following list, depending on how many groups I have) and ask them to find an image to use from the second list (at least half the class is assigned a library database to use so that we can compare the metadata found to web and social media sources)

Designers	**Image Sources**
● Valentino	● Google Images
● Alexander McQueen	● Instagram
● Commes des Garcons	● Pinterest
● Dior	● Women's Wear Daily*
● Vivienne Westwood	● WGSN*
● Versace	● Berg Fashion Library*
● Stella McCartney	● Vogue Archive*

*Library Subscription Databases

- Students are asked to locate and write down the following information about the image they found using the following image as an example:

The following image was downloaded from Women's Wear Daily from a Paris Fall 2016 Couture runway show. There were very few details provided by the database but I've captured what I can.

1. Creator's name: **Giovanni Giannoni (photographer), Zuhair Murad (designer)**
2. Titles of the work, as given: **Gown, Paris Fall 2016 Couture (look 13)**
3. Location of the work: **Paris**
4. Date: **2016**
5. Database collection, if known: **Women's Wear Daily**
6. Rights information, if known. **Giovanni Giannoni, WWD Photographer**

Giovanni Giannoni (photography).Zuhair Murad Paris Fall 2016 Couture (look 13), 2016. Women's Wear Daily.

The **MLA Citation** for this image would be:

Giannoni,Giovanni, *Zuhair Murad Paris Fall 2016 Couture Runway (look 13)*, 2016. *Women's Wear Daily*. Accessed August 24, 2016.

Your Image:

1. Creator's name:
2. Titles of the work, as given:
3. Location of the work:
4. Date:
5. Database collection, if known:
6. Rights information, if known

Try also creating the citation in MLA format using the examples provided:

Creator. *Title of the Work*. Date. *Database Collection or URL*. Date accessed.

- As a class we discuss what they found and how easily they were able to find the information for the citation (Pinterest and Instagram come up regularly as a problem resource for citation components). We wrap up the assignment and I direct them to a libguide on finding and citing images (http://libguides.colum.edu/citingsources/images).

Assessment:
- The librarian will prompt students while generating a list of image sources they use.
- The librarian will check in with each group as they are working on the activity to locate images for their assigned designer in the resources. The librarian will ask students/groups to try to find the same image using another resource if they cannot find any information on it form the original source.
- The librarian will facilitate a discussion about ethical practice when using images and ask students to reflect on their wishes when posting their own images on social media, etc.
- The librarian will evaluate how well students were able apply the concepts to the activity based on the activity and citations generated.

ACRL Information Literacy Framework:
- Information Has Value
  - Knowledge Practice 1: give credit to the original idea of others through proper attribution and citation;
  - Knowledge Practice 5: recognize issues of access or lack of access to information sources;
  - Disposition 1: respect the original ideas of others;
  - Disposition 2: value the skills, times, and effort needed to produce knowledge.
- Research as Inquiry
  - Knowledge Practice 1: formulate questions for research based on information gaps or on reexamination of existing, possibly conflicting information;
  - Knowledge Practice 6: organize information in meaningful ways.
  - Disposition 8: follow ethical and legal guidelines in gathering and using information.