Finding and Citing Images

For Intro to Fashion Studies Image Collection Assignment

Molly Beestrum
Library Instruction Coordinator
Columbia College Chicago
CARLI Instruction Showcase Webinar, June 2017

Photo courtesy of The Fashion Study Collection, Columbia College Chicago
College Background
Arts & Media College
8,000 FTE
Popular Majors:
• Cinema Art and Science: 1,547 enrolled
• Theatre: 898 enrolled
• Business & Entrepreneurship: 778 enrolled
• Design: 677 enrolled
• Fashion Studies: 600 enrolled
• Photography: 288 enrolled
Course Background

Intro to Fashion Studies Course

Required Introductory Course for:

• Fashion Business, BA
• Fashion Design, BA
• Fashion Design, BFA
• Fashion Business Minor

About 9 sections offered per year (mostly Fall semester, fewer in Spring)

Average enrollment per section: 35 students

Photos courtesy of Columbia College Chicago
Course Assignments

Trend Identification & Analysis Assignment

Media Reports (multiple assignments)

Image Collection Project - three part project including:
  • Fashion History
  • Visual Merchandising
  • Trend Forecasting & Concept Board

All assignments require images with citations.

Library Instruction Session

Basic Outline

• Worksheet Overview of Fashion Studies resources
  • WGSN Fashion*
  • Women's Wear Daily
  • Vogue Archive
  • Berg Fashion Library

• Discussion and activity/worksheet on finding images online

• Discussion and activity/worksheet on citing images*

• Overview of business resources for Fashion Studies
  • Mintel *
  • MRI University Reporter *

*Online Supplements
Library Instruction Session

Online Supplements

http://libguides.colum.edu/introtofashionstudies

Libguide created for Intro to Fashion Studies class with sections designed around assignments

- Online tutorials for WGSN, Mintel and MRI databases (tied to assignments)
- Designer research suggestions for catalog and databases
- Citing Your Sources – similar content to in-class activities

Library Instruction Session

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.

Library Instruction Session

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.

How do you find images online?

- Google image search
- Instagram
- Pinterest
- Flickr
Tracking Down an Image

**Designer**
- Valentino
- Alexander McQueen
- Vivienne Westwood
- Versace
- Stella McCartney

**Image Source**
- Google images
- Pinterest
- Instagram
- WGSN
- Women’s Wear Daily

**Trend**
- Lip graphics
- Tie-dye
- Fringe
- 90s inspired
Tracking Down an Image

Pinterest

Takes me to a random website: chic muse: http://chicmuse.com/pre-december-inspiration/

No image credit
No designer credit
Tracking Down an Image - Citation Activity

Citing Images

Information Available

• Creator's name: Stella McCartney?
• Titles of the work, as given: ??
• Location of the work: Pinterest?
• Date: ??
• Database collection, if known: ??
• 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.
Tracking Down an Image

Instagram

Same dress on Instagram, with designer credit for Stella McCartney, but no season and no image credit.
Tracking Down an Image

- Google Images search
- Fashion Blog: tomandlorenzo.com
- Now at least we have the collection and year, and there’s a photo credit but for the Kerry Washington image, not the runway show.
Tracking Down an Image

- Fashion Databases: Try WGSN or WWD
- Still no image credit.
## Citation Activity

<table>
<thead>
<tr>
<th>Citing Images</th>
<th>Information Available</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Creator's name:</strong></td>
<td>Stella McCartney</td>
</tr>
<tr>
<td><strong>Titles of the work, as given:</strong></td>
<td>Pre-Summer 2014, look 31</td>
</tr>
<tr>
<td><strong>Location of the work:</strong></td>
<td>New York</td>
</tr>
<tr>
<td><strong>Date:</strong></td>
<td>2014</td>
</tr>
<tr>
<td><strong>Database collection, if known:</strong></td>
<td>WGSN Fashion</td>
</tr>
<tr>
<td><strong>Rights information, if known:</strong></td>
<td>Unknown</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Designer</th>
<th>Image Source</th>
<th>Trend</th>
</tr>
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<tbody>
<tr>
<td>Valentino</td>
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<td>Lip graphics</td>
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<td>Instagram</td>
<td>Fringe</td>
</tr>
<tr>
<td>Versace</td>
<td>WGSN</td>
<td>90s inspired</td>
</tr>
<tr>
<td>Stella McCartney</td>
<td>Women’s Wear Daily</td>
<td></td>
</tr>
</tbody>
</table>

Choose one option from each column and search for an image to use in a presentation on the selected trend.
## Tracking Down an Image – Photography

<table>
<thead>
<tr>
<th>Photographer</th>
<th>Image Source</th>
<th>Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>Richard Avedon</td>
<td>Google images</td>
<td>Portrait</td>
</tr>
<tr>
<td>Diane Arbus</td>
<td>Flickr</td>
<td>Documentary</td>
</tr>
<tr>
<td>Richard Misrach</td>
<td>ArtStor</td>
<td>Fashion</td>
</tr>
<tr>
<td>David Levanthal</td>
<td></td>
<td>Landscape</td>
</tr>
<tr>
<td>Hannah Starkey</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Choose either a photographer or a style of photography and search one of the image sources.
## Citation Activity

### Citing Images

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Thank you!

Molly Beestrum
mbeestrum@colum.edu