

North American Coordinating Council
On Japanese Library Resources

北米日本研究資料調整協議会



Image Use Protocol : Review and Updates

Fabiano Takashi Rocha
Japan Studies Librarian
University of Toronto Libraires
1 September 2010

Overview

- This web site is designed to give **basic guidance** to North American Japanese studies scholars who seek **permissions** for the **use of Japanese images** particularly in scholarly publications.



Image Use Protocol

- IUP Taskforce established in 2007
- researchers, librarians, academic publishers, and museum curators both from Japan and North America

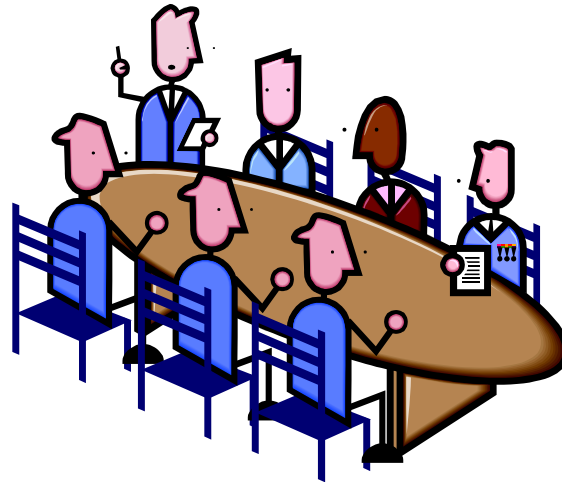




Image Use Protocol

- **In response to requests from U.S. researchers for guidelines on locating, accessing and obtaining permission to use visual images from Japan in teaching, research and publishing**





IUP Taskforce Objectives

- To **educate** North American scholars about the issues regarding permission for the use of visual images
- Simple set of **guidelines**
- **Bilingual** templates



How? Methodology

1. Document the range of **problems** encountered by US academics
2. Clarify the **differences** between publishing environments between US academic publishing and the publishing industry in Japan
3. Organize a joint **meeting** with Japanese image right holders to promote mutual understanding and to solicit their advice on how to improve the process of securing permission to use Japanese images
4. Develop a set of "**Best Practices for Accessing Visual Images from Japan**"

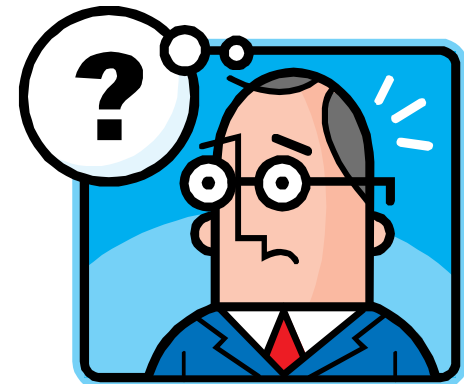
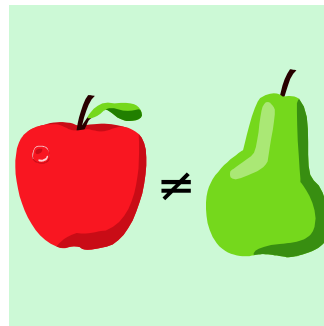
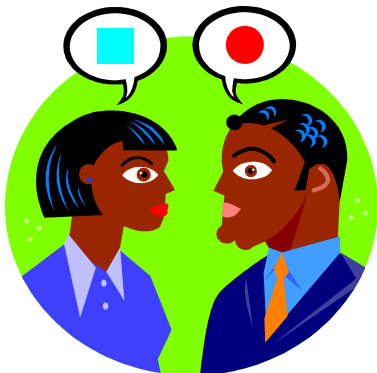


Problems

- Do not know **whom to contact** for permission
- Lack of understanding on Japanese **legal** issues and their differences from the US, including the interpretation of "fair use"
- Lack of knowledge of Japanese social protocols
- **Language** barrier
- Problems in explaining **procedural** differences to Japanese lenders and US publishers
- **Payment** method- many Japanese lenders require bank transfer in Japanese Yen and do not accept credit card
- ... and more

Differences

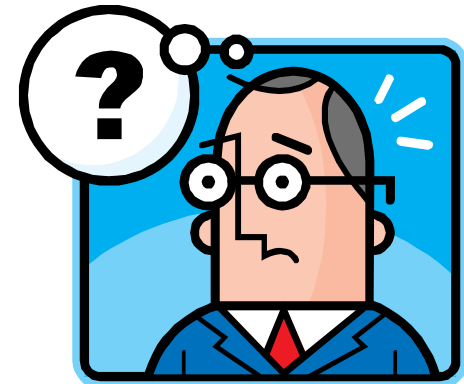
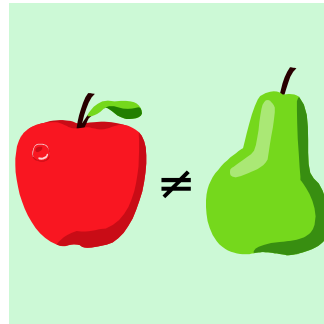
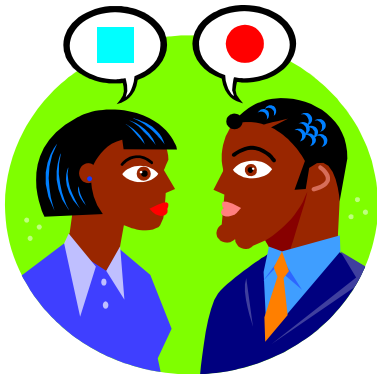
- Fair use (US)
- Fair dealing (Canada)
- Quotation (Japan) = 引用
 - In Japan, permission for the use of images may be exempted from permission requirements by the provisions allowing the “quotation” of text or images when used in support of a scholarly work





More differences

- In the US (as well as Canada), publishers universally require written permission when publishing visual images
- Japanese publishers generally obtain permission on behalf of authors whereas in the West that responsibility and its expense is left to the author





Addressing the Issues

- **Developed a website that contains:**
 - **Basic information on image use and copyright**
 - **Sample cases**
 - **Explanation of Right Holders**
 - **Permission request templates**





<http://www.fas.harvard.edu/~ncc/imageuse/index.html>

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WELCOME TO THE WEBSITE FOR
IMAGE USE PROTOCOL.
Here You'll Find

**IMAGE USE
PROTOCOL GUIDE**
Using Images from Japan
for your publication. You
can find what to do here.

**Contact Us
Updates**
Ways to contact us
News and Workshop Info.

**About the
Project**
Information on the
Task Force and its Activities

News:

- » Summary report on the IUP Workshop at AAS
- » "IUP Workshop Templates" is now available!





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IUP Workshop Templates

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4. [Evaluation form template](#)



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IUP Workshop Overview



WORKSHOP OVERVIEW

Background

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Audience

The audience of the workshop is anybody in academia who uses images from Japan for their publications. Faculty, researchers and graduate students in humanities and social sciences would be able to take most advantage of the workshop.

Learning Objectives

Participants will:

- Be aware of issues in using images, particularly those from Japan, for scholarly publication.
- Be able to seek permissions for image use from Japan on their own.

Suggested Workshop Setting/Outline

- Suggested workshop length is half a day; but can be shortened.
- Size of the audience can be flexible--from 10 in a small classroom to 100 in a large conference room.



- A workshop venue should be equipped with a computer with Microsoft PowerPoint installed and a projector for presenters' use. Internet connection is not necessary.
- The PowerPoint files (a.k.a. workshop templates) offered here is designed to be used in a presentation-oriented workshop, rather than a hands-on workshop.
- Editing of the presentation slides is encouraged to meet your local needs.
- A workshop would consist of two presentations most likely by you (PowerPoint files available to download) and one to three more panel presentations by presenters of your choice.
Suitable presenters may include:
 - Faculty member (who can share their image acquiring experience);
 - Librarian (who may have lots of experiences to support researchers with the issue);
 - Personnel from university press (who would ask authors to submit images for publications);
 - University attorney (who is knowledgeable about copyright issues); and
 - Personnel from museum, etc. in Japan (who would be an image provider/right holder).
- Suggested workshop outline includes, but not limited to:
 1. Opening remarks
 2. (Your) Presentation: [NCC & Image Use Protocol Task Force](#)
Background information: About NCC and IUP Task Force's initiative.
 3. Panel presentation
 4. Panel presentation
 5. Panel presentation
 6. (Your) Presentation: [IUP Web Guide](#)
To introduce the IUP Web Guide in a meaningful way as well as to summarize the issues in image use. The downloadable PPT file is designed to be used offline, however, the presentation could include a live IUP Website demonstration if allowed.
 7. Closing remarks
 8. Evaluation form filled by participants ([evaluation form template](#) available for download)
The template needs to be edited before being handed to participants. Alternatively, an online survey form could be used.

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NCC & Image Use Protocol Task Force

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IUP Webguide

When Permission Is Required > Right Holders

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When permission is required - Rights Holder:

The right holders relevant to the use of images are usually in the four categories listed below. You might need to obtain permission from one or more right holders to use that image.

1. Right Holders

Right holders include authors of paintings, prints, sculptures, illustrations, manga, designs and photographers. Copyright holders may also be publishers or people who commissioned specific works. You must obtain permission to use their work for your scholarly publications when the images are still copyrighted under the US or Canadian copyright laws. For fair use or fair dealing regulations concerning image use, see [Image Use and the Copyright Laws](#) section.

2. Owners of objects

Whether the photographs are copyrighted or out of copyright, you need the permission of the owner of the object in the photograph. The owners of the object (for example, building, paintings, sculpture, etc.) are usually institutions or organizations such as museums, fine arts museums or temples, while in some cases, they are individuals. Objects in institutional holdings can be in possession of individuals in which case you will need to ask permission from these individuals.

3. Image owners

If you would like to use existing photographs or prints, you need to seek permission from the image owners. For example, if you want to use a photograph of an artifact owned by a museum, you will need the

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Evaluation Form Template

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Evaluation Form Template



WORKSHOP EVALUATION FORM

Name _____ (optional) Institution: _____ (optional)

1. Which of the following best describes your position? (Please check on or more.)

- Faculty
- Independent scholar
- PhD student
- Master's student
- Other

If you selected Other, please specify:

2. What is your area of study? (Please check on or more.)

- Linguistics and literature
- History
- Visual art and architecture
- Anthropology
- Religion
- Sociology, social science
- Library
- Film studies
- Other

If you selected Other, please specify:

Continued on back



3. What part(s) of the workshop were most useful to you? (Please check one or more.)

- Presentation about NCC & IUP TF background information
- Panel presentation [need to be edited]
- Panel presentation [need to be edited]
- Panel presentation [need to be edited]
- Presentation about IUP Web Guide

Comments:

4. Did the workshop fulfill your expectations? (Please check one.)

- Not at all
- Barely
- Sufficiently
- A great deal
- Completely

5. Are there areas you would have liked to see more of?

6. Have you had a chance to take a look at the NCC's IUP Website?

- Yes
- No

If you selected Yes, please share your comments on the Website:

7. Other Comments or suggestions for improving the workshop?

Workshop in Canada

NCC [Japanese] Image Use Protocol Workshop



Come and join us in learning more about requesting and obtaining permission for the use of Japanese images in scholarly publications!

DATE: January 25, 2010 (Monday)
TIME: 2 to 4 pm
PLACE: Current Periodical Area (by the Tibetan Room)
Cheng Yu Tung East Asian Library
130 St George St., 8th floor

This informative session will include:

Introduction to the NCC and Image Use Protocol
Fabiano Rocha, University of Toronto Libraries

Image Permissions for Scholarly Publications
Suzanne Rancourt, University of Toronto Press

Nothing Fishy about This: Getting Images for the ROM's New Book *The ROM Field Guide for Freshwater Fishes of Ontario*

Jack Howard, Royal Ontario Museum

Demonstration of the Image Use Protocol Website
Fabiano Rocha, University of Toronto Libraries

Q&A and Discussion

This workshop is free and open to anyone who is interested in the use of Japanese images. You are welcome to just drop in, but if you already know you are attending, please RSVP to Fabiano Takashi Rocha, Japan Studies Librarian at fabiano.rocha@utoronto.ca by January 21, 2010 (Thursday).





Hearing from YOU

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We'd appreciate your comments/suggestions on Image Use Protocol (IUP) Guide and IUP activities in general. Please leave your comments here. To do so, go to "Leave a Comment" section at the bottom of this page. Note that your comment is publicly shared.

1 COMMENT »

[RSS feed for comments on this post.](#) [TrackBack URI](#)

Along with case samples about when permission to use images is needed, it may be helpful to have a section about when they are NOT needed. Some people, like myself, may wonder if permission is required when using images for conference or job talks, lectures, or in unpublished (except in dissertation databases) dissertations. I look forward to using this website in the future. Thank you.

Comment by Nikki Flord — April 10, 2009 #

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