Images require the same documentation as other electronic source materials. They need © information on the image itself on the bottom right hand corner, and they need a bibliographic entry on the Works Cited page of your brochure. Your use of Internet images in the past probably didn't include this kind of documentation because you hadn't been taught how to do it. Now that you know…use them correctly.

Suggestion #1: Select images from sources that already properly acknowledge the work of others. There are many sites out there that do not respect the work of other writers, photographers, and artists. Avoid using images that don't clearly give credit to the original photographer. Images from credible sources are easy to properly cite because they include the information you need to cite them yourself.

Suggestion #2: Format all images on a separate Word document titled something like **Image Workshop**. This will enable you to copy, paste, format, and create captions and citations away from the content of your brochure. This will keep common disasters from happening that result from the careless copying and pasting of images directly into your product.

Suggestion #3: Avoid pasting images and new text boxes for captions into existing text boxes. If you aren't careful about this, you will discover the hard way why you should have been.

Suggestion #4: Avoid using images with company watermarks. These are **very** tacky. Some sites will have a high-resolution image with the watermark and a lower resolution without one. If you can crop the watermark, that is okay.

1. After you first copy an image into your Image Workshop, right click it to format it to change the **Layout** to **In front of Text**. This will enable you to move it easily without disturbing the positioning of other objects in your brochure.
2. Crop the size of the image to fit the space where you are planning to use it.
3. Then create your picture credit
   - Create a new text box
   - Type the required information
   - Then format the textbox to have **no outside line or inside fill color.**
   - Change the font to a color that is visible against the image – often white works best.

Bibliographic Citation contains the photographer, the title of the image, the site name and the URL of the site. If you have a searchable database of images, you only need the home page URL.

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The Western Lowland Gorilla faces a difficult future if we do not do more.

Gmbh, Ifa-Bilderteam. "Western Lowland Gorilla." Oxford Scientific. <http://ww3.osf.co.uk/z>

4. **Group** the textbox with the image so that both move together when you copy them into your brochure.
5. Recheck the Layout formatting of the grouped image making sure that it is still formatted to sit **In front of Text**.
6. Copy the image and then paste it into the desired area of your brochure. **Avoid pasting it into a text box**.
7. **If the picture is being used in the Threat, Habitat, or Solutions section, you will need to create a caption** text box to briefly note the relevance of the image in relation to the neighboring text. The cover and introduction to the species may not need the captions as images used here are simply being used to create a visual impression of the animal itself.

*** Captions for images need to be formatted to work with the size of the image and the amount of text they contain. A caption for the image above would simply be fit to the image and the message it contains. This can be then pasted and positioned with the image into the brochure and fitted to perfection.

The Western Lowland Gorilla faces a difficult future if we do not do more.

Once you have fitted a caption like this to an image, **group** it with the image to stabilize its position. This will enable you to make location adjustments easier.