



ENTERPRISE

*by Design*

# visual content

We took some of the most popular articles about images & turned it into ta handy eBook for you.

made with  
*Beacon*

# Table of Contents

1. free stock images: the ultimate list

2. stock images: you get what you pay for

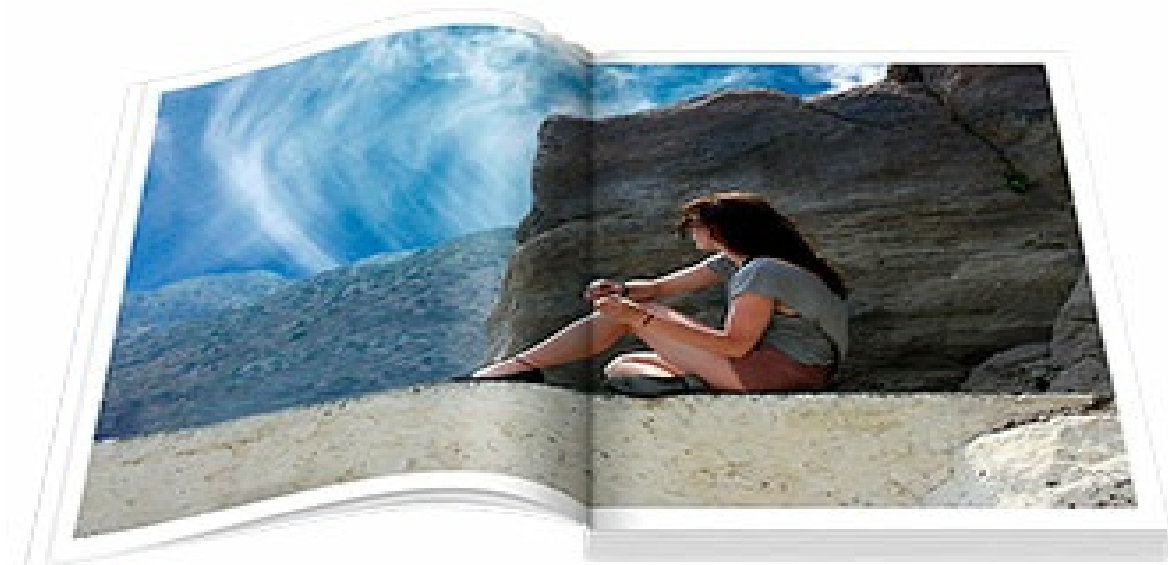
3. understanding copyright

4. who else is using that image?

5. keep in touch ...

# free stock images: the ultimate list

*Jinny Coyle*



A picture tells a thousand words, we've all heard the expression. Who doesn't love a gorgeous free image to add meaning to their posts, articles or social media?

Of course you may prefer to pay stock library subscriptions (I've listed a few of my favorites on our [productivity tools](#) page) but you'll also find there are lots of free image sites – some are engines which gather images from lots of libraries, others are individuals libraries. My life ambition is to create the ultimate list of free stock image sites.

No matter where you get your images, remember to check the [copyright license](#) before using them ...CC0 is the most flexible license but if you're unsure of the license, my advise is just don't use it.

**little side note:** this list of 30+ free stock libraries is a permanent work in progress, if you have a favorite free image site please let us know in the comments at the bottom of the post so we can add it.

This list is a work in progress & I haven't yet added descriptions to some of the site, but now you are on my mailing list, I'll be sure to let you know when I fill it out moe!

So here goes ...

attribution key:

★ no | ★★ sometimes (be sure to check) | ★★★ always

---

## albumaruim

☆☆ albumarium is a beautifully designed site broken into various albums such as woods, love, cat, people etc. or you can search by terms. I love retro so I have selected a few from that album. Images come in all shapes & sizes.  
– [terms of service](#)

---

## ancestry images

☆☆ If your looking for antique prints [ancestry images](#) is sure to satisfy. The site architecture is very deep so either scroll through the 'browse image/all images & prints' pages, search or logically navigate through the indexes til you find the category you want.

One of the things I do like about these images is they have been scanned at 300dpi so they are high quality.

– [copyright & allowed uses](#)

---

## BigFoto

☆☆ Categorised into country of origin, the images on [BigFoto](#) are not always brilliant quality but take the time & you may find that gem your seeking! With patience, I found some interesting textures & shapes.

Oh, turn your mike off because the site pays for itself with a dreadful sales voice over grrr!

– [copyright](#)

---

## Bucketlistly

★ [Bucketlistly](#) is perfect if you need travel photos. It is a collection of 2800+ travel pics

– [license](#)

---

## cupcake

★ [cupcake](#) is a small collection of CC0 images by Jonas Wimmerström who lives in Sweden. Most of these high resolution images are moody landscapes.

## death to stock

★ [deathtostock](#) is a membership based site - once you've signed up you will receive a pack of images each month ... you can also request writing prompts with the photos which is handy for social media posts.

– [Plain English License](#) (1.2mb .pdf)

---

## designer pics

★ [designerpics](#) is a membership based site - once you have signed up you will receive a pack of images each month ... you can also request writing prompts with the photos which is handy for social media posts.

– [faq & terms](#)

---

## free digital photos

★ [FreeDigitalPhotos](#) free stock photos and illustrations which are produced by a community of professional stock photographers and digital illustrators. Every image is free, with an option to buy larger images at reasonable prices (from \$4.20AUD).

You can sign up for an account which is worth it if you use this site a lot, or for one-offs you need to accept their Ts & Cs, provide your email address & fill out a security challenge catchpa.

They have interesting categories, I love metaphors so I decided to explore the death images - ho hum, it must be nearing the end of the week!

– [Terms & Conditions](#)

---

## life of pix

★ [Life of Pix](#)

– [License CC0](#)

---

## gratisography

★ [gratisography](#) images are those of New York visual artist Ryan McGuire. He adds new images weekly.

– [terms](#)

---

## REFE real life photos

★ refe photos

– license

---

## kaboompics

★ kaboompics

– terms \*attribution is appreciated

---

## libreshot

★ Libreshot offers free images for commercial use. All photographs on the site were taken by the site owner & his wife so they guarantee their origin. Although attribution is not required, the site owner appreciates your image linking back to the LibreShot.com.

– license

---

## iso republic

★★★ iso republic

– license

---

## imcreator

★★★ imcreator is a curated collection of free web design resources, all for commercial use.



- check licenses for individual images
- 

## Getty Images

★ [Getty Images](#) recently took the decision to allow **non-commercial sites** to embed some of their images for free. You still can't download images & use them & embedding images is a bit intrusive but if you are a non-profit there are some great images you might find useful for your posts.

- [Terms of Use](#)
- 

## jaymanti

★ [jaymanti](#)

- [license](#)
- 

## mmt

This time Jeffrey Betts, a user interface & experienced designer.★ [MorgueFile](#) is another library of a designer.

- [license](#)
- 

## magdeleine

★ [Magdeleine](#)

- [license CC0](#)

## morguefile

---

★ [MorgueFile](#) is a community of photographers sharing their photos. It boasts a large collection of free work available under an attribution license. Most photos I checked were print resolution.

– [license](#)

---

## negative space

★ [Negative Space](#)

– [license](#)

---

## pexels

★ [pexels.com](#) is a beautiful gridded site with gorgeous high quality photos. Every month at least 1500 new high resolution photos are added to the library. All photos are hand-picked from photos uploaded by users or sourced from free image websites.

If you're after videos pop along to the [sister site!](#)

– [license](#)

---

## picography

★ [picography](#) is a collection of high resolution photos submitted by individuals. Signup to their list to get new photos into your inbox each month.

– [terms](#)

---

## picjumbo

★ [picjumbo](#)

– [faqs & terms](#)

---

## pixabay

★ [pixabay](#)

– [faqs & license](#)

---

## raumrot

★ [raumrot](#)

– take, use & care see [main page](#)

---

## splitshire

★ [splitshire](#) is photographer Daniel Nanesu had hundreds of images collecting dust on his hard-drive until her started uploading them toe splitshire for free. They can now be seen on media website such as Huffington Post & CNN as well as book covers & thousands of websites. If you want more pay just under \$10 USD for a zip file of 500 of his photos.

– [license](#)

---

## snapwire snaps

★ [snapwire snaps](#)

– [license](#)

---

## startup stock photos

★ [startup stock photos](#)

– [terms of use](#)

---

## stocksnap

★ Stocksnap

– license

---

## stokpit

☆☆ [Stokpic](#) is photographer Ed Gregory's baby. What started off as a site for his own work, he now invites photographers to submit their photos for inclusion. Another site where you can have 10 images emailed to you each fortnight.

Although the photos on the site are CC0, he does not allow the photos to be sold or redistributed this means the photos you download will not be on other libraries or sites.

– [license](#)

---

## tookapic

★ [tookapic](#)

– [check each image](#)

---

## travel coffee book

★Travel Coffee Book

– license CC0

---

## uhd wallpapers

☆☆☆ ultra HD wallpapers

– check each image

---

## unsplash

★ [unsplash](#) : 10 new photos every 10 days.

– license

---

## 123rf

☆☆☆ 123rf

---

## visual hunt

★ [visualhunt](#) hunt down images from all over the web & put them together in one spot. Most images are [CC0](#) so while attribution is not required it is

appreciated

- [terms](#)

---

## image finders

Image finders are engines which collate your search results from a number of sources

☆☆ [wyllo](#) membership is a requirement but it is free.

It uses the Flickr API (applications programming interface) to return searches but is not endorsed or certified by Flickr. Because it is pulling images from many libraries, be sure to check attribution requirements before using images you find using this engine.

---

## ☆☆☆ Compfight

---

☆☆☆ As the name says [AllTheFreeStock](#) boasts being a single place where you can get free stock images, videos & icons all in a single location. The images are all ☆ CC0 so you can use them in commercial projects, however the videos, sound effects & icons are various licenses so check before you use them. One of the things I love about this site is they have links to free mock-ups - great for showcasing your designs.

---



# stock images: you get what you pay for

*Jinny Coyle*



Visual content is the buzz word of the day especially if you're into content marketing or social media! Unless you're a brilliant artist or designer, you're going to need a lot of photos. I know, I know, I can just hear you moaning 'not another article about images!' But wait, give me a chance, I promise I'm taking a different approach! I have a number of stock libraries which I subscribe to annually & yesterday my favorite one expired! I always like to make sure I'm getting the best value, so I decided to do a comparison of the biggest stock libraries.

Firstly, there are loads of places you can download [free images](#) but

- it can be time consuming finding the perfect image
- the quality is variable
- you need to ensure you are complying with a whole string of different [copyrights & permissions](#)
- your image could be on [every man & his dogs site](#)

So, assuming you are happy to pay for your images ie not go down the [freebie](#) route, you will need to decide what sort of photos will fit your brand, how they will be used & how many you will want over a year.

## You need images regularly throughout the year...

**THE 99club ♥**: is a fairly new kid on the block so at the moment it has a super special deal (until sold out). It offers a subscription of \$99USD pa which entitles you to download 200 images through out your year. Need more? No problem, further downloads will cost you 99c each. It's key features are

- members have a choice of small, medium & XXX photos at no extra charge
- all images are fully royalty free with the relevant model and property releases
- once you join you'll be able to keep your membership for a long as you wish

**The 99club ♥** uses the [ingImage ♥](#) back-end so you have access a bank of over 3,000,000 high quality images. Now I reckon this is a pretty good deal. Some years ago I got in on a special deal with IngImage for 50 downloads a month. As a graphic designer this is great for me because I can offer this as part of my service to my '[done for you](#)' clients but for the average business it is over the top. From my point of view the pros are ...

- the images are of a high quality & there is a good variety
- you can download 'comps' to see if the image works in context
- search filtering is fairly good
- you can search for similar images or more from that artist
- you can download the same image as many times as you want

the cons ...

- you can only access images while you are a current subscriber (that's fine,

you just need to keep an off-line back-up)

- there is no ability to show you if you have downloaded an image previously (means you have to be careful not to double up)

**COST:** your first 200 images work out to be 50c each after that 99c. That's not bad!

hmm, pretty wacky search results for photos of dogs!?!?! shows format, size & dimensions, whether you have previously downloaded it, dominant colours & how many times it has been downloaded (this is good if you want a unique image!) Under your account you can view icons of all the images you have downloaded along with their file type, the date you downloaded them & an option to put them in a folder (this is a new feature I quite like!)

---

**GRAPHIC STOCK ♥:** I have had a yearly subscription with these guys for years, in fact it was one of the first libraries I subscribed to.

From my point of view the pros...

- All images come with the right to use them royalty free in all types of projects.
- There are absolutely no additional fees beyond the subscription cost
- ability to download to dropbox or folder
- tells you if you have already downloaded an image

the cons ...

- well as the saying goes, you get what you pay for as there is some real garbage so you need to have a keen eye
- search filter is pretty useless... my search for photos of dogs brought up a whole lot of hotdog images

**COST:** USD\$99pa unlimited downloads (if you use my **GRAPHIC STOCK ♥** friend link)

When I first subscribed to **Stock-Graphics ♥** they were offering unlimited lifetime access to their image library for \$39USD. Well, hey, how could I resist a deal like that?

There are a lot of images in this library I haven't seen else where. The search filter is as much as useless but if I go into the categories there are some interesting shots. There are a number of sequence studio shots which would be really useful if you specialised in doing .gif or slow-mo animations.

Personally I think there are other sites who offer better value for you dollar but I have included this one because it may just be the perfect choice for niche market.

the pros ...

- Unlimited Downloads
- No download limits
- Continuously Updated
- Keep the files forever

the cons ...

- terrible search tool

**COST:** they are no longer offering that package I bought in at & now have only one plan @ USD\$390pa. OUCH.

---

\*\*\* Little side notes to keep in mind

- This article focuses on photos (not vector or video files - that's for another time)

- Calculations are based on today's currency rate (November 13, 2015) & prices advertised today.
  - I'm Australian so I do all my calculations in the Aussie dollar. When making a decision to purchase, remember to convert to your currencies. For your convenience there is a currency converter in the footer of [my website](#).
  - If you find any info on this page is wildly incorrect, like a plan I've discussed is no longer available [please let me know](#) so I can correct it.
-

# understanding copyright

*Jinny Coyle*



It's on the internet so I can use it! **WRONG!**

Everything on the internet is free! **WRONG!**

I found this great meme on social media so I can use it! **WRONG!**

Copyright is complicated, free is not necessarily free! It's important you have a basic understanding of Creative Commons licensing.

Creative Commons is a recognised set of licenses, each granting different rights to use materials licensed under them. All of these licenses offer varying degrees of additional permissions than "all rights reserved."

- **CC0 Public Domain Dedication**: means the owner has waived their copyrights. You can copy, modify, distribute and perform the work, even for commercial purposes, all without asking permission.
- Free Cultural Works is the most permissive of all CC licenses. They are the ones that can be most readily used, shared, and remixed by others, and go furthest toward creating a commons of freely reusable materials.
- **Best Practices for attribution**: One condition off all CC is attribution. Here are **some good & bad examples** of attribution.

*Ref: <http://creativecommons.org>*

The simplest way to stay out of trouble is to only use original content but if you want to be informed there are some great articles you can read up on. Here are just a few ...

- Laws change slightly in different countries. Australians can read up on Aussie copyright law at the **Australian Copyright Council** site.
- There's also a great article on wiki which is all about how to **avoid infringing copyright** or read Erica Napoletano's interview with Cloudigy Law where she learns the **5 most common copyright myths**.

Just this once ... No-one will notice ... **WRONG!** before you have any further illusions of invisibility, check out our article on **reverse image lookup**.

---

As a new business owner, you need to ensure that your legal policies are up-to-date & compliant, but for most of us, adding hefty legal fees into our budget is scary stuff. EbD has partnered with LawPath to make this process easier for our tribe.

[MyLawPath](#) ♥ offers a monthly subscription service which provides you with the essential solutions every business needs, including:

- Unlimited access 200+ professionally-drafted legal documents
- Free consultations from LawPath's 600+ lawyer network
- Expert legal guides for every stage of your business

And here's the best bit, we've secured all our clients a **free document** to get started, so what are you waiting for? Protect your business now...

[GET YOUR LEGALS DONE ...](#)

---



# who else is using that image?

*Jinny Coyle*



There are lots of reasons you may want to find the same or similar images on the internet. Believe it or not there is such a thing as REVERSE IMAGE LOOKUP.

- Business peeps who have crowd-sourced their imaging & want to check if it is based on a templated design
- Photographers & designers find reverse image lookup handy to find copyright or licensing infringements
- Bloggers use it to search for commonly used images prior to purchasing them
- Users check to see if their personal images have been used online

- Clients may have even found a product on pinterest & instagram & want to find more out!
- SEO specialists & digital marketers look for websites using their images to ensure image credit & backlinks
- Anyone who wants to find the original source of an image

I often use it to check if a clients logo is truly original, often crowd-sourced designers use templates so their identity will not be truly unique.

Reverse image lookup allows you to search using an image rather than words. Your results will show similar images, sites that include the image as well as other sizes of the same image. The tool works best for images which will be common on the internet for instance if you loaded a photo of you family having celebratory dinner you would not get as many results as if you uploaded an image of your family having a picnic in front of the Sydney Opera House.

There are a number of ways you can do this:

It's one of my favorites, I've used it on my [FLUX](#) website so I know it should come up. either use <https://images.google.com/> or if you have a google account use the images link in the top right corner Just as I expected, my site has come up! using the sub tool bar.

GOOGLE:

1. Either type <https://images.google.com/> in your address bar, or if you use google mail click the images link in the top right corner of the browser (desktop).
2. You can either paste a URL or drag an image into the search bar.
3. The search will initially show pages which use that image but scroll down & you will be able to see similar images.
4. You have a number of deeper search options, one I particularly like is the 6th option across where you can search my licensing restrictions.

this could be handy...

TINEYE:

Using <https://www.tineye.com/> is pretty well the same as google but in my test I found the results quite different. The initial search brought up 12 results - 7 belonged to image collections - just shows often images are shared between stock libraries!

TinEye is free to use for non-commercial purposes. You can create an account & save your searches which may be handy for some folk!

cluttered interface

[ImageRaider](#) uses Google, Bing and Yandex to find websites using up to 20 of your photos.

Professional photographers may find it useful to register their images for regular scheduled checks (300 credits for £1 on subscription, 1 credit per photo check). It could get expensive if you have a lot of images irregular uses [can buy 50 credits](#) for a tweet.

Although ImageRaider is not my favorite, I have found results which other engines haven't picked up. Worth familiarising yourself with it.

---

