

# Providing Attribution

## How to Incorporate Other People's Work Into Your Projects

### What is Attribution?

If you want to incorporate media, music, images, photos, or other creative works into a project, it is important to credit the creator of those works by providing attribution.

### Attribution vs Citation

Attribution is different than citation. Citations serve an academic purpose and attributions serve a legal purpose. Attribution is required when you are incorporating someone else's creation into your own project.

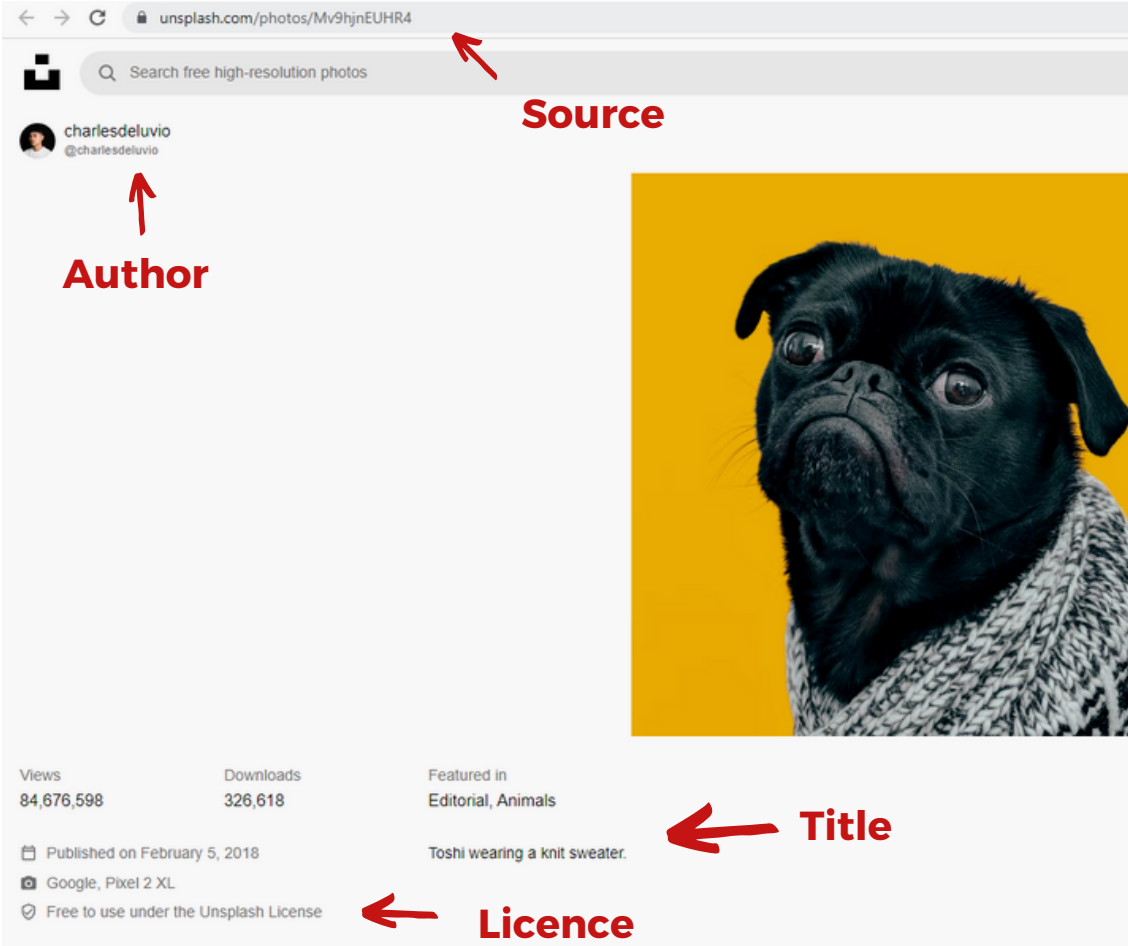
### Creating Attribution Statements

Create attribution statements for each work you are using with the [TASL](#) method (title, author, source, and licence). Each statement should include:

- Title** The title of the item. If a title is unavailable, you could use a description that has been provided by the author or even a file name. If none of these are available you might consider describing the item yourself in square brackets (e.g. [picture of a dog]) so people know which item the attribution statement refers to.
- Author** The author's name as written (or username/handle if a real name is unavailable). Here "author" could mean musician, photographer, etc.. In some cases you may be using a photo of a piece of art, in this case you should attribute the creator of the photo, not the creator of the artwork depicted in the photo.
- Source** The website where the item was found. This should be a direct link to the specific item not the website homepage. You should also provide links to the licence and author whenever possible. Links will obviously not work in a video format, but can be included elsewhere (in the description section of a YouTube video, for example). You can apply the link to the source to the title in the attribution statement or write the whole website.
- Licence** The permissions associated with the item. This could be a Creative Commons licence (CC-BY, CC-ND, etc.), website licence, or a statement such as "Image used with permission of author." If something is in the public domain and there are no restrictions on its use, you can write "Public Domain" or "PD."

## Find the Attribution Information

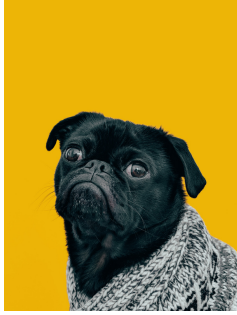
The title, author, licence, and source for a work are not always obvious and you may need to explore the website to gather all the information you need. If you cannot find the author, source, or licence you should consider finding a different work.



The image shows a screenshot of a web browser displaying a photo on the Unsplash website. The browser's address bar shows the URL `unsplash.com/photos/Mv9hjnEUHR4`. The page features a search bar at the top with the text "Search free high-resolution photos". Below the search bar, the author's profile is visible, showing a profile picture and the name "charlesdeluvio" with the handle "@charlesdeluvio". To the right of the author information is a large photograph of a black pug dog wearing a grey and white knit sweater, set against a yellow background. Below the photo, there are statistics: "Views: 84,676,598" and "Downloads: 326,618". To the right of these statistics, it says "Featured in Editorial, Animals". Below the statistics, there is a date "Published on February 5, 2018" and a camera icon with the text "Google, Pixel 2 XL". At the bottom left, there is a license icon and the text "Free to use under the Unsplash License". Red arrows point to various parts of the page: one points to the address bar (labeled "Source"), one points to the author's name (labeled "Author"), one points to the photo's title "Toshi wearing a knit sweater." (labeled "Title"), and one points to the license information (labeled "Licence").

## Where to Put Attribution Statements

You can include attribution information throughout your project (e.g. on each of your slides) or at the end in a credits section. If you include the attribution statements in the credits you should put them in a different section than your citations (e.g. "Image and Sound Credits"). You may also want to list them in the order they appear in the project rather than alphabetically, so that viewers can figure out which attribution statement goes with which item. For non-visual projects like podcasts, you can credit the creators in show notes or descriptions so that you can provide links to the works you have used. A hybrid option could be possible, where you name the musician at the end of the podcast or video (e.g. "This episodes music is by...") and then include the full attribution statements (including links) in the description or notes.



“Toshi wearing a knit sweater” by charlesdeluvio. Unsplash License

or

Image Credits  
(in order of appearance)

“Toshi wearing a knit sweater” by charlesdeluvio. Unsplash License

## Attribution Statement Examples

### Audio

“piano background 4.wav” by Nick\_Simon-Adams.  
[https://freesound.org/people/Nick\\_Simon-Adams/sounds/515089/](https://freesound.org/people/Nick_Simon-Adams/sounds/515089/). CC0.

### Video Clip with No Title

[video of water near mountains] by OsaweinGuptaOJG. <https://pixabay.com/videos/river-mountains-bridge-nature-14205/>. Pixabay License.

### Photo of Another Work

“Statue of the Greek God Jupiter” by Engin Akyurt. Pexels License.

## Where to Look for Works You Can Use

- [unsplash.com/images](https://unsplash.com/images)
- [pixabay.com](https://pixabay.com)
- [pexels.com/](https://pexels.com/)
- [commons.wikimedia.org](https://commons.wikimedia.org)
- [commons.wikimedia.org](https://commons.wikimedia.org)
- [commons.wikimedia.org](https://commons.wikimedia.org)
- [commons.wikimedia.org](https://commons.wikimedia.org)

## Attribution Resources

- CC Wiki Best Practices for Attribution:  
[https://wiki.creativecommons.org/wiki/best\\_practices\\_for\\_attribution](https://wiki.creativecommons.org/wiki/best_practices_for_attribution)
- Attribution Builder: <https://www.openwa.org/attrib-builder/>
- About Creative Commons Licences: <https://creativecommons.org/about/cclicenses/>