

## COPYRIGHT ISSUES

Information on copyright is available online at: [www.loc.gov/copyright](http://www.loc.gov/copyright)

A compilation of sources can be found at: <http://sunsite.berkeley.edu/copyright>

### Photographs:

SUNY New Paltz hires professional photographers and uses their photographs extensively in print and electronic publications. Proper credit must always be given to the photographer, and permission must be asked of the Publications office for use.

### SUNY Policy on Intellectual Property (Subsection 2):

Generally the members of the staff of the university shall retain all rights to copyright and publish written works produced by them. However, in cases where persons are employed or directed within the scope of their employment to produce specific works subject to copyright the university shall have the right to publish such work without copyright or to copyright in its own name. The copyright will also be subject to any contractual arrangements by the university for work in the course of which the writing was done. Staff members will be expected not to allow the privilege to write and retain the right to their work to interfere with their university duties. In those cases where an author desires the help of university facilities, arrangements should be made through the administrative staff of the author's institution in advance with respect to the assistance which may be appropriately given and the equity of the university in the finished work.

The UUP contract provides the reference for SUNYs Policy on Intellectual Property in Appendix A-23 of the current contract (1999-2003).

### Fair Use of Copyrighted Works

A publication produced jointly by California State University, State University of New York, and City University of New York is available electronically at <http://www.cetus.org>. This site also provides links to fair use guidelines and other resources which are intended to promote a fuller understanding and appreciation of copyright laws.

### Web sites containing copyright and intellectual property law content pertinent to Web site design issues:

- ◆ Copyright  
<http://www.cybersquirrel.com/clc/ip/copyright.html>
- ◆ About e-books e pubbing  
<http://www.edu-cyberpg.com/Literacy/ebooks.html>
- ◆ Online Copyright Resources from Cyber Crew  
<http://www.cyber-crew.com/copyright/resources.html>
- ◆ Visit Intellectual Property Web Sites  
[www.excite.com/guide/business/law/branches\\_of\\_law/entertainment/intellectual\\_property](http://www.excite.com/guide/business/law/branches_of_law/entertainment/intellectual_property)

- ◆ Links to Articles on Copyright and Legal Issues  
<http://designwise.net/Webdesigner/links.htm>
- ◆ Copyright and Copyleft  
<http://www.edu-cyberpg.com/Internet/copyrightleft.html>
- ◆ Copyright Resources  
<http://www.edu-cyberpg.com/ringleaders/ddcopyright.html>
- ◆ Copyright – Public Domain Research  
<http://www.edu-cyberpg.com/Music/Rowell.html>
- ◆ The Law  
[http://www.edu-cyberpg.com/Technology/THE\\_LAW.html](http://www.edu-cyberpg.com/Technology/THE_LAW.html)
- ◆ A Guide to the Use of Copyrighted Materials on Instructional Web Sites  
[http://Webdesign.sims.berkeley.edu/resources/SIMS\\_Student\\_Reports/using\\_copyrighted\\_materials.htm](http://Webdesign.sims.berkeley.edu/resources/SIMS_Student_Reports/using_copyrighted_materials.htm)
- ◆ Domain & Trademark issues for lawyers, consumers & Web  
<http://www.iplawus.com>
- ◆ Legal Information & Advice on the Web  
<http://www.wiredlaw.com/links.html>
- ◆ Copyright laws  
<http://lcWeb.loc.gov/copyright>
- ◆ Intellectual Property Rights  
<http://www.cetus.org/fairindex.html>

## FILE RESOLUTION

### Resolution

Resolution pertains to how sharp and clean an image looks, and how much detail you can see. In low resolution fine lines may look coarse, and curves are jaggedy. The higher the resolution, the less coarse and jaggedy the image will appear.

### What is File Resolution?

When an image is digitized (usually by a scanner or digital camera), it is done at a specific resolution. The building blocks that make up a graphics file are called pixels, just as an image on a monitor is made up of monitor pixels. The resolution of an image file is measured in spi (samples per inch), although “dpi” (dots per inch) is very often used in place of “spi.”

### On screen

How clearly an image is “resolved” on a screen depends on how easily the computer can fool our eyes. When there are many shades or levels of gray, or numbers of colors, our eyes can’t tell very easily where one blends into the next. The image appears more resolved than it would be if it were made of only black and white pixels.

### For paper

To get a printable scan with rich detail, or create a richly detailed image from scratch, you need a lot of pixels to work with. Saving an image at low resolution (say, 72 dpi) will not produce acceptable results when the image is sent to an imagesetter for output on film for printing. Usually, images that are scanned for output on paper are saved at a resolution of at least 300 dpi.

### For Web

A typical screen resolution is 72 dpi and a high-resolution image is often 300+ dpi. You should always work at “screen resolution” when authoring images for the Web (or any screen-based medium such as television or interactive multimedia). The accepted measurement of “screen resolution” is 72 dpi, or 72 dots per inch. This is because most standard computer monitors use 72 pixels for every inch of screen space.

---

### References:

Webster, Timothy. *Web Designer’s Guide to Graphics PNG, GIF & JPEG*. Indianapolis, IN: Hayden Books, 1997.

Weinman, Lynda. *designing web graphics 2: How to Prepare Images and Media for the Web* 2nd edition. Indianapolis, IN: New Riders Publishing, 1996.

Williams, Robin with Steve Cummings. *Jargon, An Informal Dictionary of Computer Terms*. Berkeley, CA: Peachpit Press

## GRAPHIC FILE FORMATS

### EPS

#### *Encapsulated PostScript*

EPS is a graphic file format especially created for graphics that will be imported into other applications. An EPS file puts all the elements that make up the image into one package, or capsule. EPS files are made up of a code that a PostScript printer can interpret and print at the highest resolution it is capable of, plus a bitmapped PICT image that the application can read and display on the screen.

EPS files will print at whatever resolution the PostScript printer happens to be. For example, the same graphic will print at 300 dpi on a laser printer, or at 1270 dpi on an imagesetter.

A non-PostScript printer will only be able to reproduce an EPS graphic as the low-resolution PICT image.

### GIF

#### *Graphics Interchange Format (pronounced "jiff")*

This file format, developed by CompuServe and H&R Block, is used to compress and store graphics that get uploaded (sent) onto online services. When online you can download (get) the GIF file. The GIF format is compressed (taking up less space and memory), and not tied to any particular computer or operating system or screen resolution. Because many software programs do not recognize GIF, the image may have to be converted into another form.

### JPEG

#### *Joint Photographic Experts Group (pronounced "jay peg")*

JPEG is a graphic file format that works in connection with the QuickTime extension, and is used for compressing large, color image files (to about 1/20th their original size). It does this by coding the information, so when uncompressed, some graphic information may get lost (depending in how much compression, the image itself, and how many times you have compressed the file).

### TIFF

#### *Tagged Image file format (pronounced "tif")*

TIFF is a graphic file format developed by Aldus and Microsoft, in combination with leading scanner vendors, specifically for capturing scanned images. A TIFF is a bitmapped graphic (also called raster graphic) that can be any resolution and is platform-independent.

---

#### **Reference:**

Williams, Robin with Steve Cummings. *Jargon, An Informal Dictionary of Computer Terms*. Berkeley, CA: Peachpit Press