

USING FOTOLIA IMAGES

INTRODUCTION

Images can be a powerful resource for promoting learning in an online course. No doubt you're aware of some possible disadvantages: the potential for increased download time, accessibility issues, and distraction. But appealing and relevant images can be a compelling component of sound instructional design. Sometimes a picture really is worth a thousand words. For example, images that relate to course objectives and content can:

- Motivate your students
- Illustrate a concept
- Illuminate distinctions
- Add some humor
- Break up text-heavy pages.
- Be the focal point of an activity



Figure 1. This picture is from a French language course and was used to motivate students and expand their knowledge of the Francophone world.

A CLOSER LOOK

As the subject matter expert, you are the person best equipped to search for images. If you wish to use Public Domain and Creative Commons-licensed images, Wikimedia Commons and Wikipedia are excellent resources for both. Creative Commons-licensed images are also easily searched on both Google Images and Flickr. Importantly, because you are working with UW Extended Campus's instructional designers and media team, you have an additional resource available to you: Fotolia, a huge database of stock photos and graphics (currently over 20 million).

Advantages of Using Fotolia

When you select images from Fotolia, you derive considerable benefits:

- Concerns about fair use and copyright issues or violations are eliminated!
- Source attribution and captions are not required
- You have the freedom to create your own captions
- Images can be selected to present a unified, cohesive group or consistent look and feel or even a series of like images.

Keep in mind:

- The images will have better resolution and will not show the Fotolia watermark.
- Be persistent in your search!

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How to Search Fotolia & Send Selections

1. Go to the Fotolia website, www.fotolia.com (you do not need to log in), and search using the
2. Search box. (Fig.2)
3. On the page of thumbnails that will appear, mouse over a thumbnail for larger image and photographer's name. (Fig.3).
4. From the page of thumbnails, use the Order by box to sort by relevance, popularity, or newest. (Fig.3)
5. Click on a thumbnail to see the identification number, source, and other info. (Fig.4)
6. When you find a picture you like, copy and paste its identification number (the preferred way so that you're sure to get the correct number).
7. Send the identification numbers to your instructional designer for downloading and placement in the course.

Additional Tips for Searches

- Find info on ways to search by clicking the question icon to the right of the search box. (Fig.2)
- Use the drop-down menu in the search bar to show only one type: photos, illustrations, vectors, or videos. (Fig.2)
- Consider using Fotolia's clickable and searchable Categories and Concepts. (Fig.2)
- Note: You can drill down through subcategories and subconcepts.
- If you find something you like and want to find more (Fig.4)
 - Click the Information tab (at right of the image) for info (e.g., keywords) that might lead to additional successful searches.
 - Check out the photographer's portfolio (using link above image).
 - Check out images in the same series (using link below image).

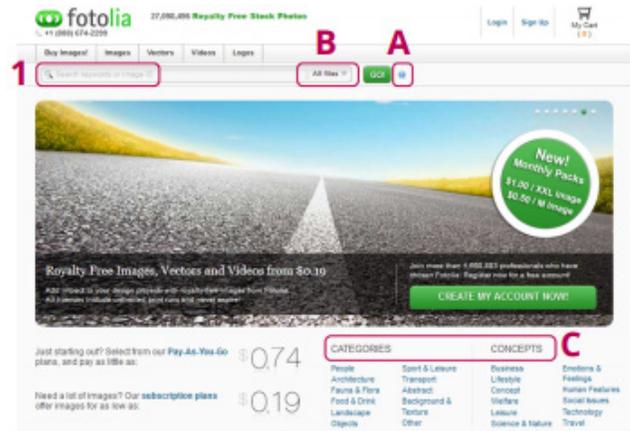


Figure 2. Fotolia home page



Figure 3. Thumbnails

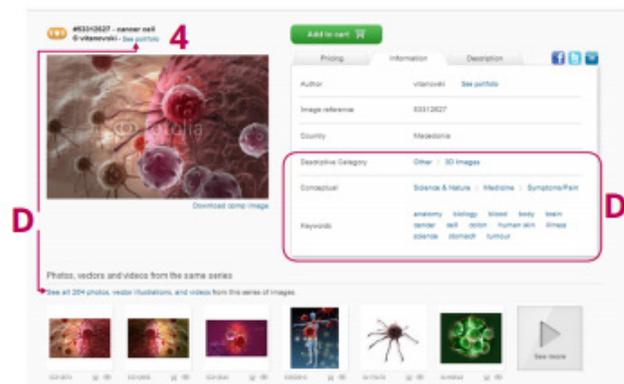


Figure 4. Single photo