

Image Guidelines for CoursePlus Lectures

Purpose

These guidelines provide essential best practices for faculty in terms of finding, citing, and preparing images for online PowerPoint (PPT) presentations in CoursePlus. For comprehensive resources, please review the Johns Hopkins Sheridan Libraries' excellent guides on [Copyright](#) and [Citing Sources](#)—as well as [Digital Accessibility at JHU](#).

1. Cite *all* Images in your Presentation

Images generally fall into three categories:

- **Images that are owned by another party and are protected by copyright.** You may be able to use copyright-protected images for educational purposes in the classroom and on our password-protected CoursePlus course management platform for matriculated students for a set period of teaching time under the principles of [Fair Use](#).
- **Images that are openly licensed.** CTL encourages you to search for and use openly licensed images because they are meant to be shared and used. One example of an open license is Creative Commons. Our Teaching Toolkit provides [Open Image Resources](#) and a [Curated Collection of Online Image Repositories Considering Diversity](#).
- **Images that are in the public domain.** In general, these images have no sharing and usage restrictions. Best practice is to cite the image source and note that it is in the public domain.

No matter which type of image you're using, you must provide a citation for it:

- The Bloomberg School uses the *American Psychological Association* ([APA](#)) style for citations. If you're using images from a journal, be sure to include the article's digital object identifier ([DOI](#)), which allows students to access and learn about the image in the context of its original source.
- It's okay to use Google as a tool to find images, but do not cite Google or only provide a URL as the "citation." Write a full APA citation with the author, artist, website, organization, or publication, etc., that created the image. It's also helpful to include a retrieval date if you're citing a website that gets reorganized and updated often.
- If you create your own image, should cite yourself as the source. This way, editors do not have to come back and ask for the source. When you modify or recreate an image from another source, cite as "adapted from" and briefly describe what was changed.
- You can check an image's status (copyright-protected, open, or public domain) by carefully reading the legal/permission section of the website in consideration.

2. Write Alternative Text for all Images in your Presentation

Every image in your presentation must contain alternative text (or be marked as decorative if that is the case). This is a rule of digital accessibility. To add alt text, simply right-click on the image in your PPT file and

select *View Alt Text*. You can either mark the image as decorative or write a short description of the image. For a detailed lesson on how to write alt text, please review WebAIM's [Alternative Text](#).

3. Place Images in a Placeholder via a Master Layout in the CTL Template

Every image needs to reside in a placeholder from a PPT master layout in the CTL template. The master layout is set in a specific reading order, which is important because it tells assistive technology, such as screen reader, in which order it must read the slide's information to a student. If an image is not contained in a placeholder, the correct slide reading order may be compromised. In short: do not drag and drop images onto a blank slide. If you need training on this task, please reach out to your CTL instructional designer.

4. Avoid Microsoft SmartArt

Unfortunately, it is not digitally accessible in assistive technology.

5. Set Equations Using the PowerPoint Equation Editor Tool

Make sure you are using an updated version of PPT software—for example, a Microsoft 365 subscription. Older versions of PPT's Equation Editor output equations as images, meaning that assistive technology can only read alt text for the equation image, not the complete equation. Creating equations via PPT Equation Editor is the best way to set equations for digital accessibility. If you need training on this task, please reach out to your CTL instructional designer.

6. Be Aware of Privacy Concerns and Personal Health Information

- Understand that Fair Use does not apply to personal health information.
- Respect and adhere to privacy laws concerning photos or data of patients and minors. You should request explicit permission to publish photos of patients or people who have a particular disease or condition. If permission is unclear, identifying information may need to be blocked or blurred.
- List parental permission or evidence of a previously published photo (in a journal citation, for example) if you include photos of children. (The journal will have reached out to parents or patients to have them sign a written release for permission to publish.)

7. Ask for Help from our Illustration Team

Our illustration team can create a custom image (for example, a flow chart, graph, or infographic) to explain a critical teaching point. Contact your instructional designer or audio producer if you'd like to work with our illustrators.