Tips for Crediting Photos on Web Sites

Example 1: Place credits adjacent to photos.
Example 2: Include photo credits at the bottom of the Web page.
Example 3: Use a “mouse-over” to credit photos.
Example 4: Create a Web page dedicated to photo credits.
Website Example 3: Place credits adjacent to photos.

Photoshare image

caption and credit appear directly below image

Screen shot courtesy of Population Media Center (www.populationmedia.org)
Website Example 2: Include photo credits at the bottom of the Web page.
Website Example 1: Use a “mouse-over” to credit photos.

The caption and credit appear in a yellow box that appears when a viewer moves a mouse over the image. For this method, use the “alt” attribute of the image tag.

Sample Code:
<img src="/images/3758-29.jpg" alt="Photographer, Courtesy of Photoshare">
Website Example 4: Create a Web page dedicated to photo credits.

Screen shot courtesy of World Health Organization (www.who.int/reproductive-health/gender/index.html)
Frequently Asked Questions

Q: What should I do if I confuse or lose information about photo credits?
A: Contact Photoshare staff at 410-659-6280 or photoshare@infoforhealth.org and send a copy of your draft and/or a copy of the image(s), and we will look up the photo credits for you.

Q: Can I change or abbreviate photo credits?
A: The only element you may remove from a photo credit is the date. For example,
© 2009 May Jones, Courtesy of Photoshare → © May Jones, Courtesy of Photoshare

Q: How should I credit photos for CD-ROM, video, and other media?
A: Feel free to adapt these guidelines, or consult Photoshare staff for additional tips.

Q: Do I need to credit a photo that appears on my web site as part of a collage, header, or background template?
A: Yes, all photos must be properly credited, no exceptions. For photos that appear on multiple web pages as part of a template, we ask that you include photo credits somewhere in the template, such as the footer.

Q: May I omit or place photo credits in an obscure, hard-to-find place, for the benefit of design?
A: All photos must be properly credited, no exceptions. Any reader/viewer should be able to reasonably locate photo credits.
The End

Questions? Contact Photoshare staff at:

- Phone: 410-659-6280
- Email: photoshare@infoforhealth.org
- Fax: 410-659-6266
- Address: Photoshare, 111 Market Place, Suite 310, Baltimore, MD 21211 USA