Finding and Citing Images

For Intro to Fashion Studies Image Collection Assignment

Molly Beestrum
Library Instruction Coordinator
Columbia College Chicago
CARLI Instruction Showcase Webinar, June 2017

College Background

Arts & Media College

8,000 FTE

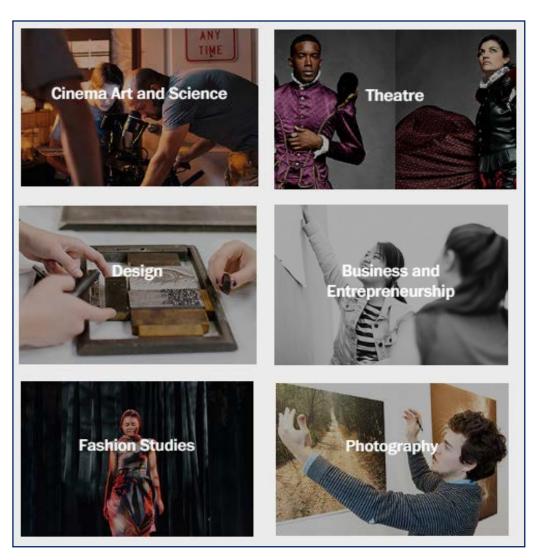Popular Majors:

- Cinema Art and Science: 1,547 enrolled
- Theatre: 898 enrolled
- Business & Entrepreneurship: 778 enrolled
- Design: 677 enrolled
- **Fashion Studies: 600 enrolled**
- Photography: 288 enrolled

Photos courtesy of Columbia College Chicago

Course Background

Intro to Fashion Studies Course

Required Introductory Course for:

- Fashion Business, BA
- Fashion Design, BA
- Fashion Design, BFA
- Fashion Business Minor

About 9 sections offered per year (mostly Fall semester, fewer in Spring)

Average enrollment per section: 35 students

Photos courtesy of Columbia College Chicago

Course Assignments

Trend Identification & Analysis Assignment

Media Reports (multiple assignments)

Image Collection Project - three part project including:

- Fashion History
- Visual Merchandising
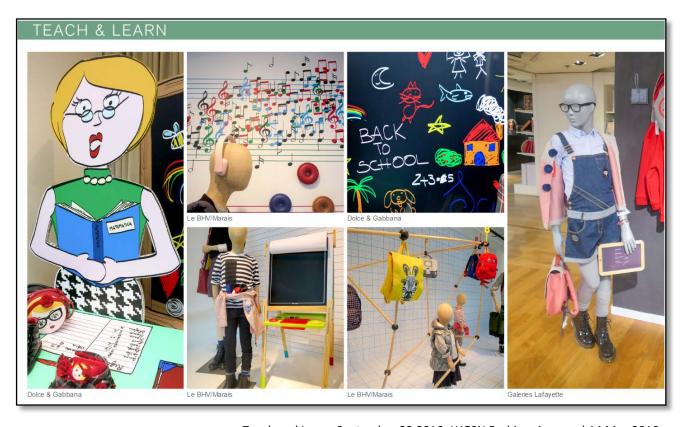- Trend Forecasting & Concept Board

All assignments require images with citations.

Gucci. *Paris Window Display*. March 2017. *WGSN Fashion*. Accessed 14 May 2016.

Library Instruction Session

Basic Outline

- Worksheet Overview of Fashion Studies resources
  - WGSN Fashion*
  - Women's Wear Daily
  - Vogue Archive
  - Berg Fashion Library
- **Discussion and activity/worksheet on finding images online**
- **Discussion and activity/worksheet on citing images***
- Overview of business resources for Fashion Studies
  - Mintel *
  - MRI University Reporter *

*Online Supplements

Teach and Learn. September 22 2016. *WGSN Fashion*. Accessed 14 May 2016.

Library Instruction Session
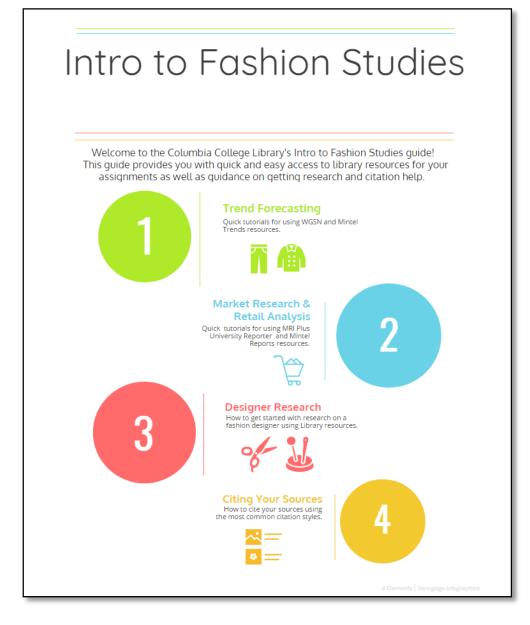
Online Supplements

http://libguides.colum.edu/introtofashionstudies

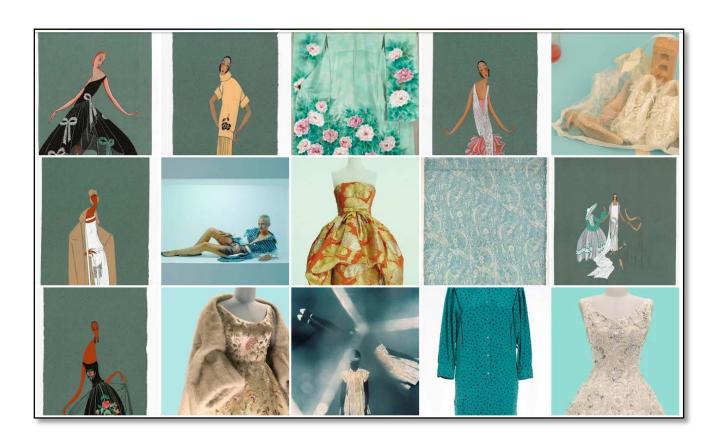Libguide created for Intro to Fashion Studies class with sections designed around assignments

- Online tutorials for WGSN, Mintel and MRI databases (tied to assignments)

- Designer research suggestions for catalog and databases

- Citing Your Sources – similar content to in-class activities

Intro to Fashion Studies

Welcome to the Columbia College Library's Intro to Fashion Studies guide! This guide provides you with quick and easy access to library resources for your assignments as well as guidance on getting research and citation help.

1 Trend Forecasting
Quick tutorials for using WGSN and Mintel Trends resources.

2 Market Research & Retail Analysis
Quick tutorials for using MRI Plus University Reporter and Mintel Reports resources.

3 Designer Research
How to get started with research on a fashion designer using Library resources.

4 Citing Your Sources
How to cite your sources using the most common citation styles.

4 Elements | Venngage Infographics

Beestrum, Molly. *Intro to Fashion Studies Libguide.* August 2016. *Columbia College Chicago Library.* Accessed 12 June 2017.

Library Instruction Session

Objectives:

- Students will be able to identify a variety of sources for images, including web and social media and library databases.

- Students will be able to understand the complexity of access to information, including copyright and economic value of information.

- Students will be able to legally and ethically incorporate images into their own work by identifying the key components of an image citation.

Color: We Wear Culture. Google Arts & Culture. Accessed 12 June 2016.

Library Instruction Session

ACRL Information Literacy Framework:

Information Has Value

Knowledge Practice 1: give credit to the original idea of others through proper attribution and citation;

Knowledge Practice 5: recognize issues of access or lack of access to information sources;

Disposition 1: respect the original ideas of others;

Disposition 2: value the skills, times, and effort needed to produce knowledge.

Research as Inquiry

Knowledge Practice 1: formulate questions for research based on information gaps or on reexamination of existing, possibly conflicting information;

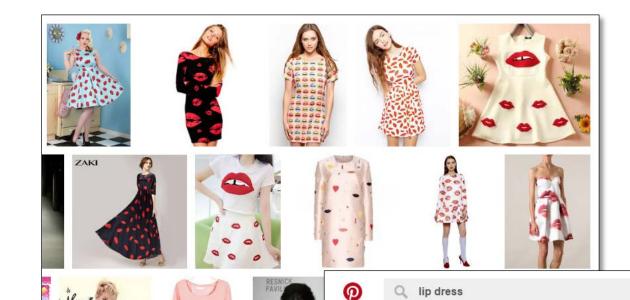Knowledge Practice 6: organize information in meaningful ways.

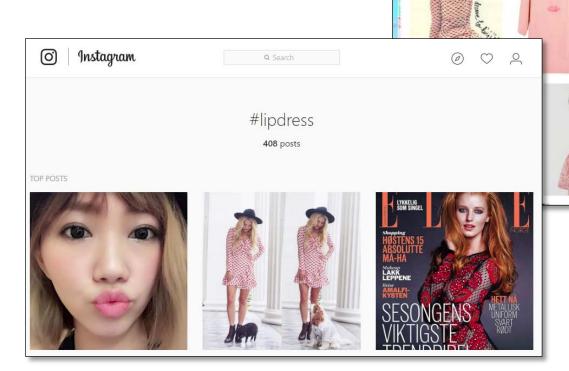Disposition 8: follow ethical and legal guidelines in gathering and using information.

Inspiring Beauty: 50 Years of Ebony Fashion Fair. November 18, 2014. *Museum of Design Atlanta*. Accessed 12 June 2017.

How do you find images online?
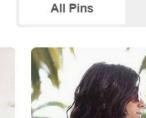
- Google image search

- Instagram

- Pinterest

- Flickr

Tracking Down an Image

Designer
- Valentino
- Alexander McQueen
- Vivienne Westwood
- Versace
- Stella McCartney

Image Source
- Google images
- Pinterest
- Instagram
- WGSN
- Women's Wear Daily

Trend
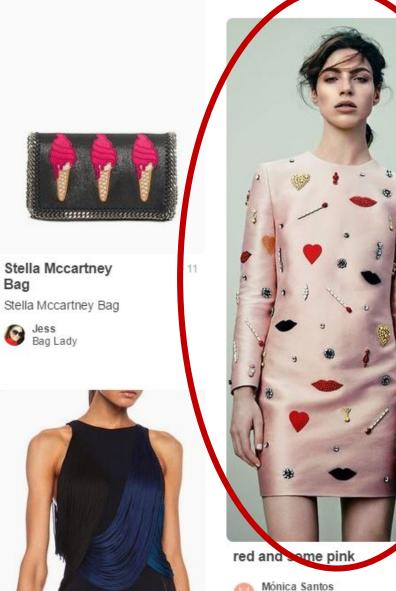- Lip graphics
- Tie-dye
- Fringe
- 90s inspired

Tracking Down an Image

Takes me to a random website: chic muse:
http://chicmuse.com/pre-december-inspiration/

No image credit
No designer credit

Stella Mccartney Bag

Stella Mccartney Bag

Jess
Bag Lady

11

red and some pink   ⚲ 1.2k

Mónica Santos
style

Paris Fashion Week: Cara Delevingne and Miranda Kerr for...   ⚲ 3.6k

Stella McCartney SS14

Alexandra N
Fashion

© AP

Seam
Plung
Wirel

Tracking Down an Image - Citation Activity

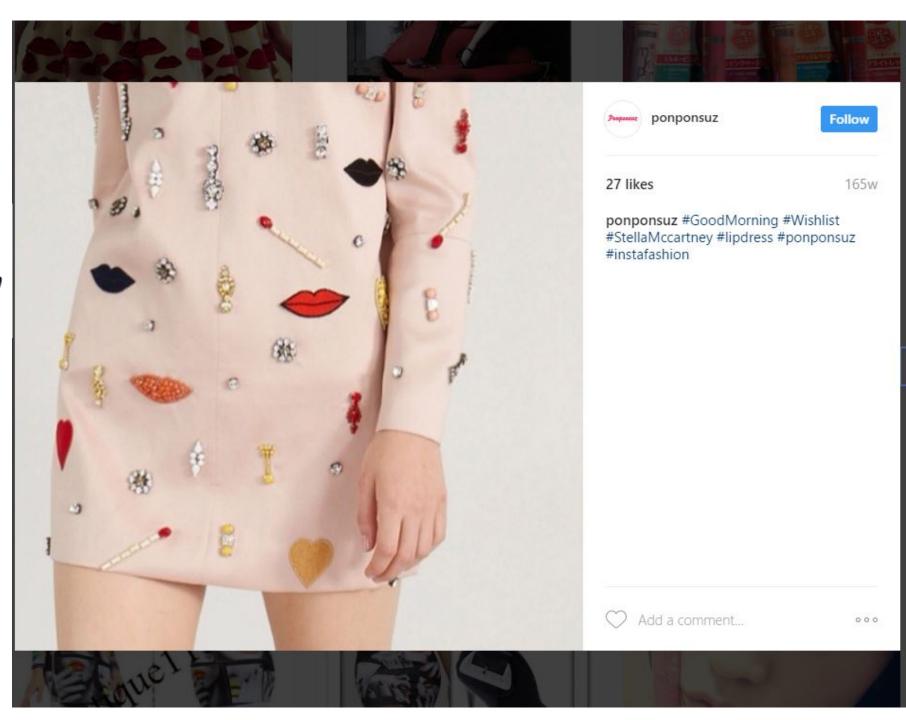| Citing Images	Information Available
• **Creator's name:**	Stella McCartney?
• **Titles of the work, as given:**	??
• **Location of the work:**	Pinterest?
• **Date:**	??
• **Database collection, if known:**	??
• **Rights information, if known:**	??

- Try also creating the citation in MLA format using the examples provided:
- **Creator.** *Title of the Work*. **Date.** *Database Collection or URL*. **Date accessed.**

Tracking Down an Image

Instagram

Same dress on Instagram, with designer credit for Stella McCartney, but no season and no image credit.

ponponsuz

Follow

27 likes   165w

ponponsuz #GoodMorning #Wishlist #StellaMccartney #lipdress #ponponsuz #instafashion

♡ Add a comment...   ○ ○ ○

[Photo Credit: Jennifer Graylock/INFphoto.com, style.com]

Stella McCartney Resort 2014 Collection/Model: Zlata Mangafic

Tracking Down an Image

- Google Images search

- Fashion Blog: tomandlorenzo.com

- Now at least we have the collection and year, and there's a photo credit but for the Kerry Washington image, not the runway show.

Tracking Down an Image

- Fashion Databases: Try WGSN or WWD

- Still no image credit.

Citation Activity

Citing Images | Information Available

Creator's name: Stella McCartney

Titles of the work, as given: Pre-Summer 2014, look 31

Location of the work: New York

Date: 2014

Database collection, if known: WGSN Fashion

Rights information, if known: Unknown

Try also creating the citation in MLA format using the examples provided:

Creator. *Title of the Work*. Date. *Database Collection or URL*. Date accessed.

Stella McCartney. *Pre-Summer 2014, look 31*. 2014. *WGSN Fashion*. 14 May 2016.

Citation Activity

Citing Images

Information Available

Creator's name:	Unknown
Titles of the work, as given:	Stella McCartney Pre-Summer 2014, look 31
Location of the work:	New York
Date:	2014
Database collection, if known:	WGSN Fashion
Rights information, if known:	Unknown

Try also creating the citation in MLA format using the examples provided:

Creator. *Title of the Work*. Date. *Database Collection or URL*. Date accessed.

Stella McCartney Pre-Summer 2014, look 31. 2014. *WGSN Fashion*. 14 May 2016.

Tracking Down an Image – Fashion Studies

Designer
- Valentino
- Alexander McQueen
- Vivienne Westwood
- Versace
- Stella McCartney

Image Source
- Google images
- Pinterest
- Instagram
- WGSN
- Women's Wear Daily

Trend
- Lip graphics
- Tie-dye
- Fringe
- 90s inspired

Choose one option from each column and search for an image to use in a presentation on the selected trend.

Tracking Down an Image – Photography

Photographer
- Richard Avedon
- Diane Arbus
- Richard Misrach
- David Levanthal
- Hannah Starkey

Image Source
- Google images
- Flickr
- ArtStor

Style
- Portrait
- Documentary
- Fashion
- Landscape

Choose either a photographer or a style of photography and search one of the image sources

Citation Activity

Citing Images

Creator's name:

Titles of the work, as given:

Location of the work:

Date:

Database collection, if known:

Rights information, if known:

Information Available

_____

_____

_____

_____

_____

_____

Try also creating the citation in MLA format using the examples provided:

Creator. *Title of the Work*. Date. *Database Collection or URL*. Date accessed.

_____

Thank you!

Molly Beestrum

mbeestrum@colum.edu