ENGINEERING IMAGE LIBRARY

THIS IS ENGINEERING

A free public photo library

The Royal Academy of Engineering is working to put together a free image library to demonstrate the diversity of the engineering profession.
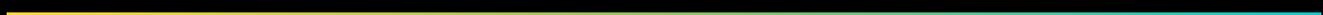
Specifically, the images will depict engineers (particularly those from underrepresented groups) at work – whether that's in a lab, on a filmset, in the music studio, testing materials, playing with a robot or tinkering with bikes in a velodrome. Above all, these new images will challenge the stereotype, visually presenting engineers and engineering in a way that will surprise and delight the public.

We are populating the library with our own imagery, but are also inviting the engineering community to contribute images they have that bring to life the breadth and excitement of engineering, and diversity of engineers.

What sort of images will be included?

Images that:

- show diverse engineers in a range of working environments
- show areas of engineering that are new, unusual or less well known and therefore illustrate diversity and breadth, and counter the more stereotypical images of engineering
- convey teamwork, problem-solving or creativity
- depict positive, but natural, facial expressions
- suggest technological innovation
- feature products of engineering that are relevant to the wider public
- convey how engineering can help people and make a difference.

Research has indicated that the following would be less engaging, and therefore this type of imagery will not be included in the library:
- images that seem to support stereotypical ideas about engineering
- images that reinforce assumptions that engineering is only for those very interested in science and maths
- images that show a person working with machinery/technology but isolated from others
- life-stage specific everyday products, such as car seats and buggies, which in isolation would not inspire.

Image requirements
- For digital-only images: 72dpi (low resolution). Colour should be RGB.
- For print-ready images: at least 300dpi (high resolution) and A4 in size. Colour should be CMYK.
- The overall size of your images should not be much larger than you actually need it to be (ie. the width of your web page or blog post).
- The image should not have a watermark or logo.

If you are unsure if your image fits these requirements, please right click on the file and select 'properties', where you should find this information under the 'details' tab.

How do I share my images?
Please send us images directly or through a cloud-based computer file transfer service like We Transfer to photos@raeng.org.uk or by emailing a link to your image library location.

For each image, please provide the following details:
- **Title of image**
- **Basic details**, such as where image was taken and the activity taking place
- **Ownership of the image** (who needs to be credited – ie. organisation, photographer)
- **Any usage restrictions**. Please bear in mind that the objective is to encourage free usage of any image you supply under the terms of the Creative Commons licence
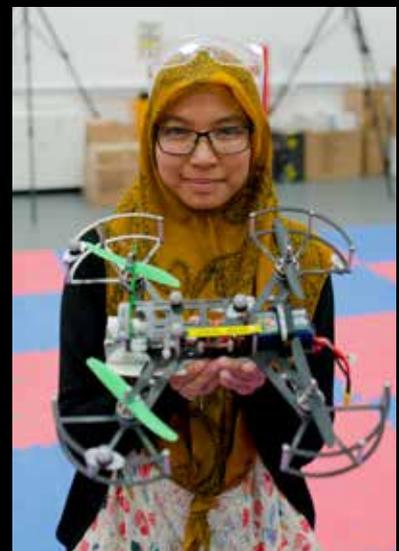
Once we receive the images, we will make a selection and upload them to the *This Is Engineering* Flickr library.

Every image will be attributed to the organisation that provided it and users will be asked to credit the organisation when using images from the library. To that end, each image will be governed by a Creative Commons licence that allows users to copy and redistribute the photos in their original format, unchanged and appropriately credited. The full details of this Creative Commons licence can be found [here](#).

GDPR and permissions

When sending the images, please make sure that you have the appropriate consent from the individuals featured. We will not be able to use the image/images unless appropriate GDPR-compliant permission has been granted.

To that end, please complete a release form (a sample one is included below) confirming that you both own the copyright to the images you share with us and have secured the appropriate usage consent from any identifiable individuals in the photos.

ENGINEERING IMAGE LIBRARY

Sample release form

Contributor photography usage consent form
Date:

This consent form gives the Royal Academy of Engineering the right to use the whole or some of the photographs submitted to us by you, the contributor, for the purpose outlined below. In giving your consent, you will be helping the Royal Academy of Engineering's *This is Engineering* campaign to change the public perception of engineering.

To bring about that ambition, the Royal Academy of Engineering is creating a free public photo library of images that will showcase the breadth of roles and people involved to demonstrate to future engineers and their parents what an exciting and varied profession engineering is today.

Hosted on image hosting service, Flickr, the *This Is Engineering Image Library* will be free for the public to use for editorial but not commercial purposes. Every image will be governed by a Creative Commons licence that allows users to copy and redistribute the photos in its original format, unchanged and appropriately credited. Under the licence, users are not permitted to remix, transform or build up the material. The full details of this Creative Commons licence can be found here.

Please complete the following to enable us to use the photos you have provided. Please note that we will not be able to use the images unless all three boxes are ticked.

You can withdraw consent for this at any time by emailing photos@raeng.org.uk if you change your mind. Note: this will not apply to material already published. The Royal Academy of Engineering cannot control or recall already published material.

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Sample release form

Contributor photography usage consent form
Date:

☐ I declare that the contributor owns the copyright to the images provided.

☐ I declare on behalf of the company that we have secured the appropriate usage consents from any and all identifiable individuals in the photos provided.

☐ I give consent to the Royal Academy of Engineering to use the images provided for the intent outlined in this document.

Company name and address: ……

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Full name: ……

Job title: ……........

Contact details (email and telephone): …………………………………………………………………………………………

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Signature: ………........

Date (DD/MM/YY): ……….....