

# References and copyright permissions: does my book need them and why does it matter?

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A comprehensive guide to all things references and how to make sure you're not breaking common copyright law.

You've written your book (or perhaps you're in the middle of it) and you're at the self-editing stage. Obviously, you're going to be sending this to an editor (you'd be a fool not to), but before you do, there are some comprehensive checks you need to do.

Having worked with many authors, both seasoned and new, one thing we've noticed is that most of them don't understand the legalities around referencing in their work or – and more commonly – they use images or photos within their book without getting copyright permission or understanding why this is important.

So, in this article, we're going to explain what the various referencing rules are, when and where you need to use them, the differences between them, where references are listed, and how to format them. We'll also be looking at quotes, song lyrics, and the various laws regarding image copyright when it comes to merchandise and selling products using imagery.

## Why does correct referencing matter?

Referencing your work correctly is important in two ways:

1. Legalities
2. Professionalism

Let's look at these two reasons in more detail.

**Legalities:** Firstly, if you use someone else's ideas or work, the original author or creator needs to be properly recognised for their contribution. You can't use someone else's work and pass it off as your own, as that's classed as plagiarism, and you're breaking copyright law.

If you're using any material that has been printed, either on paper or in digital form, this is automatically protected by copyright law. Unfortunately, the rise of social media and platforms such as Instagram – where pictures are shared on a whim – have led to the lines blurring, and these small rules have been thrown out of the window.

The rule is this: if you use someone else's work – be it a quote, an idea, or a discussion of book or paper – it needs to be referenced somehow. If you use someone else's image or take a photo of someone else's work, you need to get copyright permission to use it, and then state you have that permission. Without it, you could be breaking copyright law and get yourself in a heap of trouble.

**Professionalism:** Just because the law states the aforementioned is true, it doesn't mean all authors, writers and creators abide by it. However, if you want your book to look professional (and more importantly, not to be breaking copyright law), then using referencing in your work is a must.

There are myriad ways of doing this, so let's look at each type, then you'll know what it is you need for your publication.



## When you need a reference

Now you know why you need to include references in your work, let's look at what it is exactly that you need to include references for.

The general rule is this: if you make reference to, discuss or use something that someone else has already published elsewhere (see the following box out) in some form, then you'll need to cite (identify the original source for the idea, information or image that's being referred to) and reference this material. You can't just discuss someone else's idea, etc. without giving further information on where this has come from. Here's a list of some examples of the types of things you'll need to reference correctly (this isn't an exhaustive list):

- » **Quotes** – Where you've quoted something someone else has said/written word for word (See section What about citing quotes later in this article).
- » **Research results** – This includes research findings, theories, statistics, etc. that are taken from a study of some sort (academic or otherwise) that someone else has done.
- » **New facts** – Where you're discussing a new fact that's first given in a particular publication, which you'll need to cite and reference. For example, if you're writing about a new fact about the universe that Professor Brian Cox has documented in his latest book.
- » **Ideas/opinions** – These are someone else's conclusions and thoughts on a given topic, including where that comes from their own lived experience.

Let's expand a little on what's meant when we say something that has been published elsewhere. Although this, of course, includes items that have been physically printed (such as books, news stories, journal articles and even company marketing materials), it also includes things that have been published electronically (such as e-books, online news stories, blogs and company websites) and audio-visual items (such as podcasts, movies, TV shows, TED talks and YouTube videos). All of these need to have the source material correctly credited.

## When you don't need to use a reference

It's also worth bearing in mind that there are some instances where you're talking about something that originated somewhere else and you don't need to include a reference. This is commonly where the information is in what's called the 'public domain', which means it's widely available, long established and not under copyright (see box out on How to find out if something is in the public domain). Here's some examples where references aren't needed:

- » **Well-established facts** – If a fact is something that's generally known and has long been established to be true, you don't need to reference the source of that fact itself. For example, the start and end dates of World War II.
- » **Well-established theories** – If you're discussing your own take on a well-established theory, you don't need to reference the original source of that theory if it's already available from and discussed in many different sources. For example, if you're discussing the basic principles of Maslow's hierarchy of needs. However, you do need to provide a reference if you're discussing someone else's published take on that theory.

- » **Mentions of published sources that aren't discussing them in detail** – If, for example, you mention a book, article, song, etc. in passing but don't really discuss its contents (for example, writing 'There's a great book by Fred Bloggs about his success story, called How I Made My Millions, that you may wish to read for more information.'), then you don't need to cite and reference that fully. However, it can still be useful to do so, to help your readers track that book down. As an aside, if your book mentions several books that you're not referencing for the aforementioned reasons, then having a list of those books at the back of your book could be useful.

If you have any doubts about whether you should reference something or not, it's better to err on the side of caution and include a reference, rather than opening yourself up to claims of plagiarism. **Or if you use us for your editing, then we'll be able to advise you accordingly – [www.thebookrefinery.com/referencing-service](http://www.thebookrefinery.com/referencing-service)**

Remember, if it wasn't your original idea, finding, research results, etc., make sure you credit the person/organisation it came from by citing and referencing the published source.

## Key terms to get yourself familiar with

When it comes to referencing, there are some key terms and phrases that it's good to get yourself familiar with before we get to the nitty-gritty of how to reference others' published works. You may have already spotted some of them in this article and be wondering what they mean. Let's explain them:

There's a visual diagram of these at the end of the PDF.

- » **Reference** – This is the full details of the published source that a piece of information, opinion, etc. was taken from. It includes enough information for the readers to be able to track down the source and check it for themselves. There are many different referencing styles, not only in terms of how it's displayed but also what information is given (see section Different referencing styles).
- » **Referencing style** – This relates to the way your references are given in terms of the information provided, the order of that information and the way that information is formatted. There are many styles of referencing, such as Harvard and American Psychological Association (APA) (see section Different referencing styles).
- » **Cite** – This is indicating that what you're writing about has been published somewhere else. The tag that is used to show you're citing something is called a 'citation' (see the following definition).
- » **Citation** – This is a short indication that the information being described was taken from another published source, and it points the reader to the full reference information that will allow them to identify the source. There's more than one way in which this citation can be given, but it's usually the author surname and date of publication, or it's a superscript number and a footnote/endnote (see section Citation styles).
- » **Endnote** – These are similar to footnotes and appear at the back of the book, rather than at the bottom of the page. For clarity, the list doesn't have a title, they just are! Endnotes are in used in Chicago style as either a short or long citation alongside a separate references list, for clarity, this is titled as such. (We think this system is overly complex and it's why we've adapted the style to a much simpler one. However, if you're writing an academic paper or thesis, then you need to follow the proper guidelines.) If the only place you're giving the full information for a source is an 'endnote' then your endnote list is effectively your references list.

- » **References list** – This is the list in which all of the references in a book (or other published source) are given. This is placed at the end of the book (but before any appendices, etc.). It will either be given in the chronological order in which the sources are cited in the book or ordered by author name and date of publication, depending on the chosen referencing style. This section should be named ‘References’.
- » **Bibliography** – This is similar to a references list in that it contains the full details of the sources that are cited within the book; however, it also contains details of other sources the author may have read but not specifically cited or any sources they’ve recommended that the reader should also read. This is generally given in alphabetical order.
- » **Further reading list** – This is purely a list of any other sources that the author is recommending to their readers. We recommend giving a full reference for these suggestions, which will be consistent if you have a specific references list. This list can be used in conjunction with a references list, if you wish to distinguish between the two lists of sources.
- » **Copyright** – This is where the legal right to use something belongs to a specific person or organisation, and that item can’t be reproduced without permission from the copyright holder. When it comes to published material, there’s an exception that allows a portion of that material to be quoted or summarised, providing that the original source of that material is correctly referenced. Please note that this is intended for the quotation of small portions of the text only (no more than a few paragraphs); you couldn’t legally quote the whole of a book in this way! The copyright around images and songs is much stricter, but more on this later (see sections What about images? and What about song lyrics?).
- » **Public domain** – This is where something is available for use by the public without being under any copyright or other legal restrictions for its use, and you don’t need to cite or reference this material.

**How to find out quickly if something is in the public domain:** As stated previously, if something is commonly known (such as well-established facts or theories) or if the publication being discussed is out of copyright, then it’s in the public domain. You can usually find that out by doing a proper internet search and seeing what results are given.

## Different referencing styles

As mentioned earlier, there are various referencing styles you can use. Most of these referencing styles originated in academia, not just for use by students in essays, dissertations and theses, but also for academic research papers and journal articles. If you’re writing such a piece, then these referencing styles must be followed to the letter.

However, if you’re writing a non-fiction book these rules can be relaxed. As long as you’re following copyright law, and citing and referencing other people’s work, then how you do it can be simplified. We’ve come up with our own system which includes all of the relevant info and we share this below (see Our recommended style for books).

In the meantime, it would be remiss of us not to give a brief overview of the most common styles. You’ll note that the style is dependent on the subject matter and all of them were developed in the States.

### The most common referencing styles:

- » Harvard – This style is widely used across a range of academic subjects.
- » APA – This style is most often used in education, psychology and sciences.
- » MLA (Modern language Association) – This style is frequently used in the humanities.

- » Chicago/Turabian – This style is generally used by business, history and the fine arts.
- » IEEE - (Institute of Electrical and Electronics Engineers) – This style is generally used in electrical and electronic engineering, computer science and other technical subjects.

Each of these styles uses a specific format in which to list the information in a reference and the citation. If you're writing an academic paper, then it's important to use an appropriate style, and to be consistent throughout. You can't mix and match. Even within these styles, there can be some differences in how various organisations/institutions use them, with differences in punctuation, quotes used around titles, capitalisation and so on, which is why it's good to choose a specific guide to follow.

## Citation styles

As we've mentioned earlier, to indicate you're referencing something, you have to give a citation (indication) to alert the reader that a reference is available. There are traditionally three different styles used:

- » **Parenthetical** – This is where the citation in the text is placed within brackets (also known as parentheses). Two styles are commonly used: author-date (for example, in Harvard and APA) and author-page (for example, in MLA). Then the full reference is given in the list at the end of the book. Here are some examples:

- **Author-date** (“(author surname, year of publication)” or “author surname (year of publication)”):

By mid-March, around 50% of the population of Israel had been vaccinated (Aschwanden, 2021).

Or,

Aschwanden (2021) explains that, by mid-March, around 50% of the population of Israel had been vaccinated.

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### References

Aschwanden, Christie. (2021). “Five reasons why COVID herd immunity is probably impossible.” *Nature*, 591: pp. 520–522. Accessed 29/08/2021. <https://www.nature.com/articles/d41586-021-00728-2>.

- **Author-page** (“(author surname page number)” or “author surname (page number)”):

By mid-March, around 50% of the population of Israel had been vaccinated (Aschwanden 521).

Or,

Aschwanden (521) explains that, by mid-March, around 50% of the population of Israel had been vaccinated.

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### References

Aschwanden, Christie. (2021). “Five reasons why COVID herd immunity is probably impossible.” *Nature*, 591: pp. 520–522. Accessed 29/08/2021. <https://www.nature.com/articles/d41586-021-00728-2>.

- » **Footnote/endnote-references** – This is where a superscript number is placed alongside the text to indicate that information has come from another source, the citation itself is placed in the corresponding footnote (or endnote), and then the full reference is placed in a references list (for example, Chicago).

Here’s an example (the part below the line is the footnote and the part below the heading ‘References’ is the full reference at the end of the book):

By mid-March, around 50% of the population of Israel had been vaccinated.<sup>11</sup>

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<sup>11</sup>Aschwanden, “Five reasons”, 521.

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**References**

Aschwanden, Christie. (2021). “Five reasons why COVID herd immunity is probably impossible.” *Nature*, 591: pp. 520–522. Accessed 29/08/2021. <https://www.nature.com/articles/d41586-021-00728-2>.

This example uses the short-form citation in Chicago; there’s also a long-form citation that’s pretty much the full reference, but with the information in a different order. (You see, we did warn you it’s complicated!)

A footnote appears on the same page as where the reference is listed, and an endnote is at the end of the publication.

A common error when using this style is that some authors list the endnotes at the end of each chapter, rather than having a full collation at the back of the book. Referencing your book like this isn’t really standard practice, and we suggest you avoid it. However, if you do prefer to go down this route, you’ll need to number your citations as a continuation and not start again at one for each chapter.

- » **Numerical** – This is where the citation is simply a number in square brackets and that number is then given at the beginning of the corresponding reference in the references list at the back of the book (for example, IEEE referencing). This system is probably the least common style. Here’s an example:

Viruses need a living host cell to replicate.[3]

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**References**

[3] D.H. Crawford. *Viruses: A very short introduction*. Oxford: Oxford University Press, 2018.

## Latin terms used in citations

There are a couple of Latin terms that are sometimes used in citations that you need to be aware of, so here's a quick explanation of them.

- » **et al.** – This is often used in referencing with author-date style citations, and it comes in handy when the source you're citing has a long list of authors. When this happens, although you generally need to list all authors in the reference, the citation is much more simply given as the surname of the first author, followed by 'et al.' and then the publication date.

For example, instead of 'Smith, Roland, Green and Charles (2020) explain that...' You would use 'Smith et al. (2020) explain that...'

- » **Ibid** – This is usually used in footnote/endnote-bibliography type citations. If you've cited something and you repeat that citation sequentially, then you can use the term 'ibid' to indicate that. Ibid is short for the Latin term 'ibidem' which means 'in the same place'.

## Our recommended style for books

As we've mentioned earlier, the most common referencing styles were really developed for use in academic papers, not necessarily for books. At The Book Refinery, we like to keep things as simple as possible, whilst still providing the required information to reference sources properly.

That being the case, we have a couple of styles we usually recommend to our authors. (Of course, if you've already chosen a different style before you come to work with us, that's fine too; just let us know which style you've used – particularly if you're having your book copy-edited and/or proofread.)

The first style we recommend (which is the one we use the most often) is a simpler version of the endnote-references style but with APA style references. This means that there's the least disruption to the flow of text within your book whilst still providing all of the information needed for your readers to track down the source, should they wish to.

Here's an example (the part below the line is the endnote/reference that appears at the back of the book):

The Covid-19 pandemic has been described by Bambra, Lynch and Smith<sup>12</sup> as unequally impacting vulnerable groups in the population.

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### Reference

<sup>12</sup> Bambra, C., Lynch, J., and Smith K.E. (2021). *The unequal pandemic: COVID-19 and health inequalities*. Bristol: Bristol University Press.

The citation number is usually included at the point of reference (as in the example just given).

We recommend the endnote style partly because we like to use footnotes to give additional information that will aid the reader understand the text better. This is where we've kind of mixed and matched the 'official' referencing system as we only use the footnotes to give extra info, not the citation itself. So for the following example, we used footnotes where we needed to expand on information (in this case, the meaning of machir) whilst still using endnotes for anything that needed a proper reference. To distinguish between the two, we used roman numerals for the footnotes and normal numbers for the references.

Here's an example of a footnote used in this way (the part below the line is the footnote):

We played a lot of cricket on the *machir*<sup>iii</sup> that summer.

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<sup>iii</sup> This is the Gaelic word for a low-lying grassy plain that's only found on the western coasts of Scotland and Ireland.

However, if you're only citing a few sources, but many of them are being cited three or more times, you may find it better to use Harvard referencing, with author-date citations and a references list or bibliography at the back of your book.

Here's an example (there are two different ways to give the citation here):

In this report (Rossman, 2020), the Covid-19 R0 was estimated to be 2.3 percent.

Or,

According to a report by Rossman (2020), the estimated R0 for Covid-19 was 2.3 percent.

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### References

Rossman, J. (2020). Coronavirus: Can herd immunity really protect us? *The Conversation*. Available at: <https://theconversation.com/coronavirus-can-herd-immunity-really-protect-us-133583>. Accessed: 03/09/2021.

(The source in this example is an online news article.)

If you want to find out more about the different styles, this website is a really useful resource: [www.citethisforme.com/citation-generator](http://www.citethisforme.com/citation-generator).

As you can see, referencing is a complicated exercise, but it's important to include references in your book where needed. If you're using us for your editing or proofreading, then we'll make sure you've done it correctly. If you haven't used us for this, you'll need to make sure your work is referenced sufficiently. Double-check with your editor as it is important – or get in touch with us (email Alexa at [alexa@thebookrefinery.com](mailto:alexa@thebookrefinery.com)), and we'll see if we can help. We've rescued a fair number of books that were 'professionally edited', but this part was not done adequately (or at all) and just made the author look amateurish.

If you feel you need some extra help with your references, then we may be able to help. Check out the following page and get in touch. Once we've looked at your project, we can then advise accordingly. [www.thebookrefinery.com/referencing-service/](http://www.thebookrefinery.com/referencing-service/)



## What about citing quotes?

As mentioned earlier, you'll need to correctly cite and reference any quotes that you've taken from a published source, so let's take a look at how you should do this specifically.

### How to format quotes

There are two types of quotes to consider:

1. Quotes from one published source
2. Well-known quotes that are widely available

**Quotes from one published source:** If you've taken quotes from a specific published source (such as a book), then they'll need to be cited and referenced in line with your chosen style (author-date or endnote-references). The citation itself should be placed directly after the quoted text, and if possible, you should also include the page number the quote comes from (if relevant). This goes in the citation if you're using author-date style (for example, "(Smith, 2017, p.23)") or if you're using our endnote-references style, it goes in the reference instead.

Here are two examples:\*

- **Author-date:**

WHO Director-General Tedros Adhanom Ghebreyesus has stated "Never in the history of public health has herd immunity been used as a strategy for responding to an outbreak, let alone a pandemic" (WHO, 2020l).

- **Endnote:**

WHO Director-General Tedros Adhanom Ghebreyesus has stated "Never in the history of public health has herd immunity been used as a strategy for responding to an outbreak, let alone a pandemic."<sup>23</sup>

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<sup>23</sup> World Health Organization (2020l). *WHO Director-General's opening remarks at the media briefing on COVID-19 – 12 October 2020*. Available at: <https://www.who.int/director-general/speeches/detail/who-director-general-s-opening-remarks-at-the-media-briefing-on-COVID-19---12-october-2020>. Accessed: 05/09/2021.

Please note: although you're legally allowed to quote small portions of text from other sources without needing copyright permission (if they're correctly cited and referenced), there are limits on this – you can't quote a whole book! That would definitely need copyright permission.

- **Well-known quotes:** If the quote you're using is something that's widely available (from many sources) and well-known (for example, an inspirational quote by Winston Churchill), then you won't need a citation and full reference, but you'll still need to acknowledge who said it. Here's an example:

*"There is something about the outside of a horse that is good for the inside of a man."* – Winston Churchill

\* There are diagrams of each of these at the end of the article.

Here's a final useful hint when it comes to quotes. When you include a quote in your book that's part of the main text, if that quote is *40 words or fewer*, it should just be placed in line of text (that is, not separate to the rest of the paragraph) within quote marks. If it's *more than 40 words*, make it a separate paragraph, indent the paragraph more than the surrounding text, place the text (but not the author's name) in italics, and don't use quote marks around the quote.

Here's an example of this formatting:

The main text will be here, and perhaps you're talking about something specific about the quote you're about to share. If it's longer than 40 words then you format it as such.

*If you're not doing something with your life, then it doesn't matter how long you live. If you're doing something with your life, then it doesn't matter how short your life may be. A life is not measured by years lived, but by its usefulness. If you are giving, loving, serving, helping, encouraging, and adding value to others, then you're living a life that counts! – John C. Maxwell*

## What about images?

Now images are a whole different kettle of fish.

It's also one of the most misunderstood areas in terms of when you need permission to use them.

**One quick note:** if you take a picture of something that's someone else's copyright, and you're using it in a publication, then you need to get permission to use the image. This includes screen grabs or pictures off the internet. Some images might require a simple source listing, but others might need specific permission. *Just because you took the photo it doesn't then mean you have the copyright of the material used.* Yes, the photo is yours, but the source material isn't.

Let's look at an example where you've taken a photo of printed work, such as an extract from a book or a listing in a magazine. Before you use this picture, you'll need to get specific permission to use it. You get this by contacting the original author or publication that published it.

This photo was used in a book, and the author gained permission from *The Sunday Times* to use it. This is a classic example of where people think that because they took the picture, they don't need any permissions to use it. We've also shared the caption that goes with the picture. (For this example, we have kindly been given permission to use it by Douglas Anderson, who took the picture!)



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Stock photography companies such as iStock and Getty Images allow you to purchase images, and these have specific copyright licenses, which come with details of how to list them in your work.

There is also a plethora of free image-source sites, such as Freepik and Wikimedia Commons, from which you can use the images without purchasing a license, but you may be required to state the source. You'll need to read the terms of use when you obtain the image. Generally, these are allowed to be reproduced under what's called a Creative Commons (CC) licence, and you'll usually need to state which CC licence applies.

So how do you indicate in your book that you've got copyright permission for the images you've used? If all of the images are from a single source (whether you've created them yourself, commissioned someone to do it for you or purchased them from a single source), you can add a blanket image-copyright statement to the title verso page of your book (that is, the one on the reverse of the title page with all the copyright info on it).

Here's an example (this is on the title verso):

All images in this book are © Fred Smith.

If the majority of your images are your own or purchased from another source, such as iStock, then you can have a simple statement on the title verso page that says this, but you'll then need to state where the other images have come from. You can include extra information if this is needed.

Here's an example (this is on the title verso):

All images are author's own / purchased from iStock unless other copyright information is given.

And then under a specific image, you include the copyright permission info after the image title (for example):

© The Sunday Times Culture / News Licensing; reproduced with its permission.

If you've got a real mixture of image sources, you'll need to credit the copyright holder where each image is used, and it can also be helpful to have a list at the back of your book that includes all of the copyright info.

For the text given under the image, this is the kind of information you need, including some examples:

**If the image is your own:**

Under-image info: Image title (image author's own)

Example – *Photo of me and my family in 2020 (image author's own)*

**Image you've purchased:**

Under-image info: Image title (copyright holder name, year of publication)

Example – *Aerial view of a flooded city, a consequence of climate change (Aranga87, 2022)*

**Image under CC licence:**

Under-image info: Image title (copyright owner name, year of publication). CC licence number.

Example – *Some foods that are rich in iron (Harvard School of Public Health, 2021). CC BY-SA 4.0.*

**Image with copyright permission:**

Under-image info: Image title (copyright holder name, year of publication). Image reproduced with the permission of [copyright holder name].

Example - *Drought in East Africa, 2022 (ActionAid, 2022). Image reproduced with the permission of Action Aid.*

For the text given in the copyright information section at the back of your book (which should be given in alphabetical order), this is the kind of information you need, including some examples:

Copyright holder name (year of publication). Image title. [Image source if applicable]. [Available at: URL (where you purchased it from, if applicable)]. Terms under which it has been included.

For example:

Aranga87 (2022). *Aerial view of a flooded city. Consequence of climate change*. iStock. Available at: <https://www.istockphoto.com/photo/aerial-view-of-a-flooded-city-consequence-of-climate-change-gm1398333345-452508063>. Licence purchased.

ASU Ask a Biologist (2021). *Viral attack*. Available at: <https://askabiologist.asu.edu/b-cell>. CC BY-SA 4.0.

ActionAid (2022). *Drought*. Available at: <https://www.actionaid.org.uk/our-work/emergencies-disasters-humanitarian-response/drought>. Image reproduced with the permission of ActionAid.

**Important:** Using images within your book, without proper copyright is probably the biggest mistake we see. Just because you took a photo of something, it doesn't then mean that the subject isn't under copyright. Even using a screen grab or picture of a website will need permission too. Not having the correct permission will get you into trouble, including a possible fine, so if in doubt, take it out or seek permission.

## What about song lyrics?

It would be remiss of us not to mention song lyrics when discussing all things copyright, and it's another potentially problematic issue that we often come across.

Most authors don't realise that they need to get permission to quote song lyrics within a book. In fact, song lyrics are probably one of the most protected areas when it comes to copyright. If a song is still within copyright (which lasts for 70 years after the end of year in which the songwriter/composer died), you can't legally reproduce those lyrics without copyright permission, so you'd need to get permission from the copyright holder, and often pay a fee for the privilege!

We strongly recommend you don't use lyrics in your book. It is, however, absolutely fine to refer to songs by title.

## Other things to be mindful of

### Products and merchandise

Although this isn't strictly book related, it's still copyright related, and you may find this useful.

If you're a crafter and want to make products or merchandise for profit using someone else's characters you'll need permission from the originator to do this.

One popular example is the use of Disney characters. Unless you have specific permission from Disney to use their image for your items, then you're breaking copyright law by producing copies. This goes for any type of product.

Of course, you'll find lots of people doing this, but just because they are, it doesn't mean you should. Ignorance of this law doesn't protect you either. If you're selling any item that breaches this law, then you can be prosecuted.

If you're creating something for personal use – for example, if you're creating some stickers for a journal that's just for you – then you don't require permission.

As social media platforms are growing, and with sites such as Instagram being heavily visual, the lines have become blurred with what's actually allowed in terms of reproducing images.

Artisans and makers mustn't get complacent with copyright law and what they are and aren't allowed to create when using other people's images. The rule is simple: if you've created the image, then the copyright belongs to you. If you use someone else's image for monetary gain, then you must get permission from the original creator.

Here's a case in point: An artist in Portsmouth created some beautiful murals around the city. Volkswagen (VW) decided to use one of his images as a backdrop for a commercial. The mural was a big part of the 'eye-grabbing piece', but VW didn't obtain permission from the artist, My Dog Sighs, to use it in the shoot (and, even worse, VW didn't credit the source). As this ad campaign went viral – mainly because of the mural – My Dog Sighs then took legal action against VW. (And to be fair, My Dog Sighs has since said that if the company had asked him, he wouldn't have taken any fee; he would just have wanted proper credit for his work.) But in this example, VW were completely in violation of My Dog Sighs copyright, and the case continues.

So, to conclude this last section, remember this: ignorance of the law is no defence, and just because other creatives are breaking copyright law, it doesn't mean you can. The rules are getting stricter, and large companies are clamping down on infringement of copyright law. Don't think that just because you're selling a few items here and there, you're exempt. Lead by example and don't fall foul of the law.

There has been a lot to take in from this article, so bookmark it for handy reference.

**Remember this simple rule:** if you discuss, quote or otherwise use anyone else's work within your book or project, make sure you get permission (when appropriate) and reference the source.

If in doubt, ask. With images, if in doubt, take it out. And if you're a maker or artist, don't use licensed images within your product range, unless you have permission.

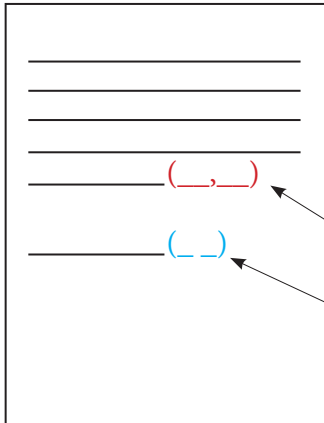
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There is also a handy [Publishing Terms Explained](#) link here as well in case there are terms used you're not familiar with.

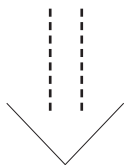
# Different referencing styles

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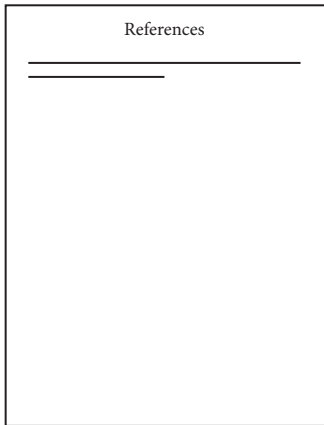
Main text



Citation style:  
Author-date  
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Author-page



End of book



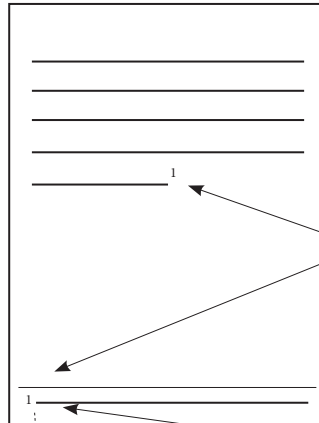
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*Full reference using the specific reference style*

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## Footnote/endnote

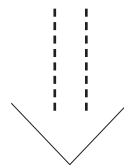
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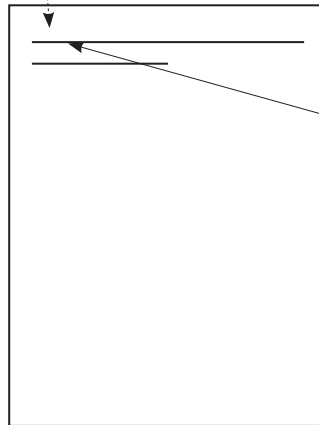
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endnote

Footnote

*Citation (short or long)*

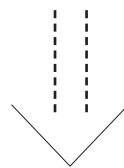


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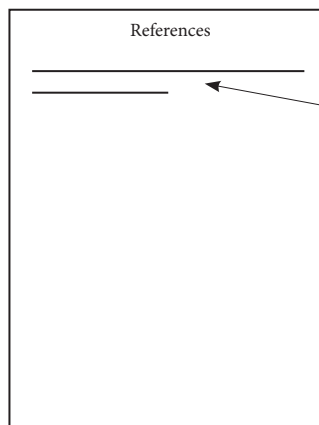


**Endnote section**

*Citation (short or long)*



Also include



**References section**

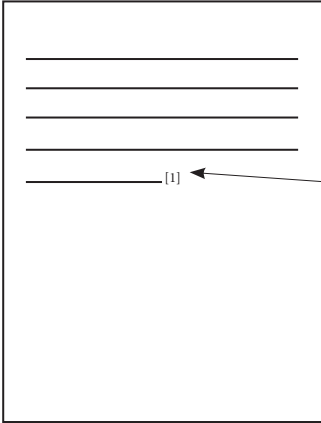
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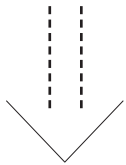
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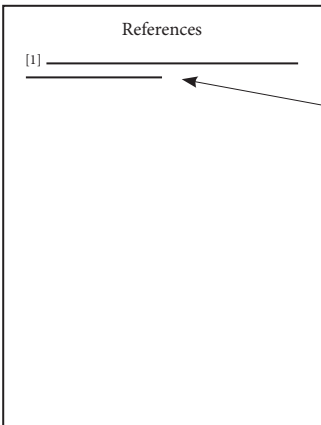
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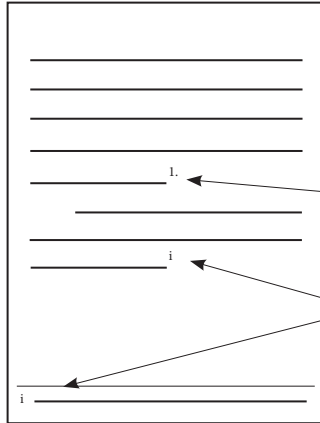
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specific reference style

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IEEE

## Our system

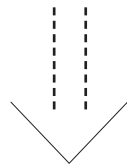
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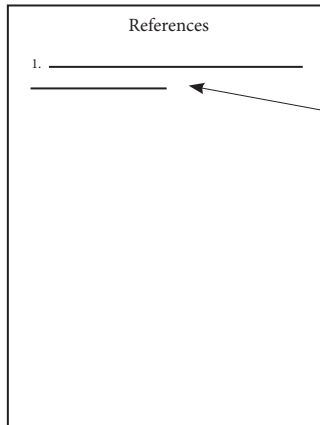
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Superscript (number)

Footnote for extra info  
(Roman numeral)

Footnote  
(for extra info)



End of book



Reference section

Full reference using the specific  
reference style  
(APA is recommended for this)

Reference style:  
Corten/Whitten