

UNC PRESS GUIDELINES FOR ART AND PERMISSIONS

I. Overview

As an author, or as editor of a collective work, your contract with UNC Press places responsibility on you for obtaining the necessary permissions for publication. You may need to seek permission for use of any material in your book to which you do not hold the rights and that is protected under copyright law.

Such material falls into two general categories: images and text.

This guide is meant to help you understand when you may need to obtain permission for images or text, and when you may not need to obtain such permission. UNC Press encourages you to consider your options for **fair use**, and to understand the terms of **public domain**, before embarking on the permissions process.

By ensuring that you have the proper permissions in place and maintaining clear documentation of your process, you help protect yourself and UNC Press from facing legal action for copyright infringement.

The permissions process can take some time, especially if you are planning to include a lot of artwork in your book, or if your book anthologizes previously published works. Because **all rights information must be checked by Press staff before copyediting can begin, any necessary permissions paperwork must be submitted with your final manuscript**. We encourage you to start the process early to avoid causing delays to your book's publication schedule.

Please read the "Definitions" section carefully and contact your editor early and often with any questions.

II. Definitions

Before we get into how to find images and obtain permission, it's important to understand a few key terms:

- public domain
- fair use
- copyright holder
- licensing agreements for high-resolution files

You'll want to consider whether an image or text is in the public domain or falls under fair use before starting to seek permission.

- **Public domain.** Works in the public domain are not protected by copyright, generally either because the work was never under copyright in the first place (i.e., works produced by the U.S. government) or where the copyright period has expired. You may reproduce works in the public domain without permission (although you should give full citation to your source). **All materials published in the United States before January 1, 1923, are in the public domain.** For more information, please see <https://copyright.cornell.edu/publicdomain>
- **Fair use.** Fair use is a set of exemptions built into U.S. copyright law meant to safeguard the right to use copyright-protected materials for the purposes of criticism, commentary, news reporting, and scholarship. There is no single litmus test for determining whether something does or does not qualify as fair use. Rather, fair use entails a complex of legal guidelines and precedents that needs to be actively exercised and defended to remain intact.

For an overview of fair use and the “four factors” that are considered in a fair use analysis, see <https://copyright.cornell.edu/fairuse>. Should you claim fair use for a copyrighted image or text extract, we ask that you write up and submit a brief statement with your rationale. Many of our authors have found the language in the [Cornell Fair Use Checklist](#) helpful in articulating their rationale.

UNC Press strongly supports fair use doctrine and encourages its authors to assert fair use of materials where appropriate. That said, Press staff cannot offer legal advice or guidance on the merits of fair use claims. Ultimately the responsibility to make a claim rests with the author, and you should seek advice from legal experts or campus copyright officers if necessary.

- **Copyright holder.** If an image or text extract does not fall under fair use or public domain, you'll need to contact the copyright holder and ask for permission. A copyright holder owns the rights to such material, and it is not uncommon for a copyright holder to charge a fee for use.

Note: Such a fee for permission may be separate from the cost of providing a reproduction of an image for use by the Press in producing your book. If the copyright holder cannot provide a high-resolution reproduction of an illustration for the Press's use, you may need to secure a separate licensing agreement from the party providing the reproduction. See the next definition for more about this.

- **A licensing agreement for a high-resolution file** allows you to obtain and use a digital, high-quality version of an illustration. For most photographic illustrations to be reproduced in black-and-white, the Press requires a high-resolution file at **a size of at least 5"x7" at 300ppi.**
- Please read **the Press's Digital Art Guidelines** now so that you fully understand our digital art requirements. If you have any questions, just contact your editor and editor's assistant—we're more than happy to help, and asking questions early will save you a lot of time and effort later.

III. Minimum and preferred permissions requirements

At minimum, all interior text and art must have non-exclusive world rights for print and ebook. Ebook rights are primary publication rights and are therefore not optional. Please understand we cannot permit the use of an image or text in a book if ebook rights are not clearly provided in permissions/licensing documentation.

Our **preferred permissions language** for interior text and art: world rights for all editions (including electronic/ digital formats), use in promotional materials (such as our catalog), in subsidiary licenses (such as translations or book clubs), and versions made by nonprofit organizations for blind or physically handicapped persons.

We provide a form with this language for you to use with rightsholders (see UNC Permissions Form under “IX. Additional Resources”). You’re welcome to edit the top portion as needed for each text and image situation. Just leave intact the rights request language at the bottom.

Some copyright holders and institutions will not sign the UNC Press permission form and instead ask you to sign their own use agreement. This is fine, but **please review the use agreement with your editor before you sign and pay for a scan.** We need to ensure that the agreement meets our minimum permissions requirements and doesn’t include restrictive grants of rights/use.

Rightsholders will frequently specify permission for “one-time use” in their grant of rights. The Press generally interprets “one-time use” to mean use in a single edition of the book published in any format. So, it would cover a print copy, a digital copy, and so on, so long as it is the same edition of the book.

IV. How to obtain permission for illustrations: a step-by-step guide

1. Select an illustration you’d like to include in your book. Make sure your selection has been discussed and approved by your editor. (Generally, your editor will want to review all illustrations with you at once.)
2. Select a place to secure a high-resolution reproduction, ideally one that won’t demand a high fee or include use restrictions (i.e., a good research library or nonprofit organization). Remember that we strongly encourage you to **share all outside licensing agreements with your editor before you sign and pay for a scan.**
3. Consider whether use of the image qualifies as **public domain** or **fair use** (see discussions above). If you wish to claim fair use, remember to describe in writing a brief justification; you’ll need to submit this justification to the Press when you turn in your final manuscript, illustrations, and permissions.

4. If necessary, seek permission from the copyright holder. As with high resolution file licensing agreements, we strongly encourage you to **share with your editor and editor's assistant all outside agreements before you sign and pay for rights.**

V. What about text permissions?

We encourage you to apply the **fair use guidelines** for use of copyrighted text that supports your argument/is involved in analysis. You do not need to write a justification for your fair use of primary or secondary text used for these purposes. You also do not need to secure permission for brief quotes of primary and secondary sources. These should be cited using conventional standards of attribution.

The following situations do NOT require permission to reproduce text:

- Your own previously published work, to be reprinted in verbatim or close-to-verbatim form, where the publication agreement specifies that you may reuse the material in your own authored book;
- Your own previously published work, where you have retained publishing rights;
- Your own previously published work, where you have made substantial revisions to the earlier version
- Brief quotations of copyrighted primary or secondary source material that is appropriately cited and used in support of your argument/analysis

The following situations DO require permission to reproduce text:

- Your own previously published work where the publishing rights are held by someone else (for example, a journal publisher);
- A contributor's new or reprinted essay (in the case of new work, UNC Press will take care of the permission through a contributor agreement);
- Extended passages from poems, song lyrics, or other literary works that are not analyzed within the text (for example, in an epigraph)

- Unpublished archival material (letters, diaries, etc.), when specified by the library or archive that holds the material, or when directly received from a rightsholder

VI. Permissions documents and forms

When you submit your final manuscript to the Press, you'll also need to submit the following permissions information:

The **Art and Permissions Log** will help you (and us) keep track of permissions. Below you'll find instructions for completing the logs.

- The Permissions Log (Excel file) is available on the Author Portal (www.uncpress.org/author-portal/ -- password: 01author40).

Documentation of all copyright and/or license information either with a permission letter, fair use justification (usually one paragraph per fair use item), or by explanation on the log that neither copyright nor use is controlled by another party.

- **For illustrations**, please label each permission form or fair use justification with the corresponding illustration name and number(s)—for example, Figure 2, or if one permission covers several images, Figures 3, 5, and 10.
- Your images should be numbered consecutively throughout the manuscript if there are fewer than ten items or numbered according to a double-number system (Map 6.2 being the second map in Chapter 6, e.g.) if there are more than ten.

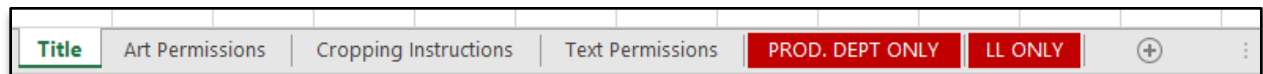
Fig_01_Lewis	OR	Fig_1.1_Lewis
Fig_02_Lewis	OR	Fig_1.2_Lewis
Fig_03_Lewis	OR	Fig_2.1_Lewis
Fig_04_Lewis	OR	Fig_3.1_Lewis
Map_01_Lewis	OR	Map_4.1_Lewis

- Be sure to name electronic files with the corresponding Figure number. The file naming and numbering system for art should look like this—the Figure number plus your last name. Please do NOT use long file names/descriptors, and do not use spaces.
- **For text permissions**, please write the corresponding chapter(s) at the top of the permission form. Be sure to name electronic files with the corresponding Chapter number, like this:

Ch6_Lewis

VII. Art and Permissions Log instructions

The UNC Press Art and Permissions Log is where you will track all of the **information about illustrations** to be used in your book, including their rights status, any cropping instructions from either you or the rightsholder, and associated captions and credit lines. This log will also be where you track any **text that requires special permission to reprint** such as poems, lyrics, or large excerpts of other written works.



Use these tabs on the bottom of the Art and Permissions Log to navigate the spreadsheet. Do not edit the PROD DEPT ONLY or LL ONLY tabs, in red.

Please account for **all** illustrative material by listing each item on a separate line **in the order in which the items will appear in the manuscript**.

Below, you will find instructions for filling out each column of the log on each tab. Selecting the heading of each column will also trigger a pop up with these instructions for your reference. **Do not edit or input information on the PROD. DEPT ONLY or LL ONLY tabs.** These two tabs are for use by UNC Press or Longleaf Services staff only.

A	B	C	D	E
Chapter /Section	Type	No.	Item Description	Caption and Credit Line

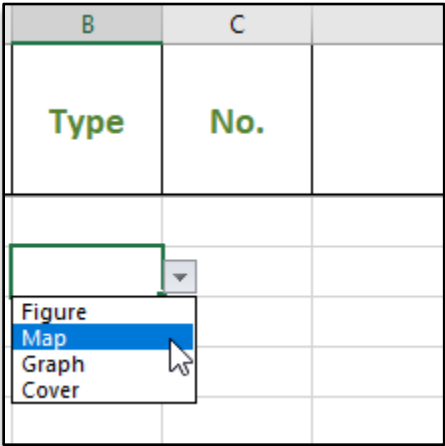
Number art by chapter (i.e., the second figure in chapter 1 should be numbered 1.2). Number maps and graphs separately from figures—you should have a Map 1.2, Figure 1.2, and Graph 1.2, etc.

Select column heading for a description what information should go in each column.

Art Permissions Tab

Column A, Chapter/Section: The chapter or section in which the illustration appears.

Column B, Type: Using the dropdown menu, select the type of illustration. (i.e., Figure, Map, or Graph). Please note that historical maps (i.e., maps taken from historical or archival sources rather than drawn by a modern cartographer) are considered Figures, not Maps. Refer to the UNC Press Digital Art Guidelines for further information.



Use the dropdown mention, as shown above, to select the appropriate illustration type.

Column C, No.: The illustration number. Art should be numbered consecutively by chapter throughout the manuscript (e.g., map 6.2 would be the second map in chapter 6). The different kinds of art are numbered independently; for example, figure numbers do not affect map numbers.

A	B	C
Chapter /Section	Type	No.
Intro	Figure	0.1
Intro	Figure	0.2
1	Figure	1.1
1	Figure	1.2
1	Map	1.1
1	Figure	1.3
2	Figure	2.1

Illustrations should be numbered consecutively in the order they appear. Numbering should restart with each chapter and each illustration type, as shown in the sample above.

Column D, Item Description: A short description of the illustration. This is not a caption.

Column E, Caption and Credit Line: The caption for the illustration as you would like it to appear in the final product, and the appropriate credit line per the permissions documentation.

A	B	C	D	E
Chapter /Section	Type	No.	Item Description	Caption and Credit Line
Intro	Figure	0.1	Atlanta, Georgia	Aerial photograph of the skyscraper-filled downtown heart of Atlanta, Georgia, taken in October 2017. Highsmith, Carol M., 1946-, photographer, The Library of Congress.

The item description briefly identifies an illustration. The caption and credit line is what will appear alongside an illustration in your book and should include a more detailed description and citation language, especially if required by rightsholders.

Column F, Source applied to for permission: The organization or person you acquired the illustration and permission to use it from.

Column G, Permission Status: Using the dropdown menu, select the appropriate option:

G	H
Permission Status	Comp Due
<input type="text" value=""/>	
<div style="border: 1px solid black; padding: 2px;"> <ul style="list-style-type: none"> Needed - seeking Received (UNC Press std permission form) <li style="background-color: #e0e0e0;">Received (third-party permission form) Not needed - author created Not needed - see comments Fair Use Public Domain </div>	

Use the dropdown menu to select the appropriate permissions status of an illustration.

- **Received (using UNC Press standard permission form):** you used the UNC supplied permission form, and a rights and/or license holder signed it. In this case, select “Yes” for columns I, J, K, L, and M.
- **Received (using third-party permission form):** a rights and/or license holder supplied their own form. In this case, you should have shared the agreement with your editor/assistant and made sure it grants the rights the Press needs without imposing restrictions we can’t abide by. Fill out columns I, J, K, L, and M accordingly.
- **Public domain:** Works in the public domain are not protected by copyright. Select “Yes” for columns I, J, K, L, and M.
 - For more: <https://copyright.cornell.edu/publicdomain>
 - **NOTE: Works in the public domain may require a license to obtain and use a high- resolution file.** That is, copyright is not a problem, but you may have to pay for and agree to terms of use for a high-resolution file.
- **Fair use:** Fair use is a set of exemptions built into U.S. copyright law designed to guarantee the right to use of copyright-protected materials for the purposes of criticism, commentary, news reporting, and scholarship.
 - If you use this option, select boxes I, J, and K. Fair use does not cover promotional use and subsidiary rights.

- **Not needed—author created:** You took the photograph, drew a map, created a graph, etc. In this case, select “Yes” for I, J, K, L, and M.
- **Not needed—see comments:** Use this for less frequent situations in which copyright doesn’t apply—for example, if you have an image in your personal collection, are using personal family documents, etc.
- **Needed—seeking:** Ideally, you will not use this option. Permissions must be in hand when you submit your manuscript and supporting materials to UNCP. However, if a rights holder is being particularly slow, let us know when you expect to receive the permission.

Column H, Comp Due: Using the dropdown menu, select Yes or No, to indicate whether the permission-granting institution or individual requires a complimentary copy of the finished book.

Providing comp copies is the author’s responsibility, not UNC Press’s.

Columns I, J, K, L, and M: Using the dropdown menus, select Yes or No to indicate whether you have obtained the specified rights for an illustration:

- **I, World Rights (required):** allows the Press to sell the book with the image throughout the world
- **J, Print Format (required):** allows the Press to sell the book with the image in print format
- **K, Electronic Format (required):** allows the Press to sell the book with the image in eformats (including ebook and databases)
- **L, Catalog & Promotional (recommended):** allows the Press to use the image in catalog and/or promotional materials
- **M, Subsidiary Rights (recommended):** allows the Press to sublicense the book with the image for translation, audio, or reprint, at no extra charge.

Column N, Comments: Use this space to note any questions or background information that might be useful.

H	I	J	K	L	M	N
Comp Due	World Rights (Required)	Print Format (Required)	Electronic Format (Required)	Catalog & Promotional (Recommended)	Subsidiary Rights (Recommended)	Comments
No	Yes	Yes	Yes	Yes	Yes	
No	Yes	Yes	Yes	Yes	Yes	
Yes	Yes	Yes	Yes	No	Yes	1 comp copy to archive, 1 comp copy to photographer
No	Yes	Yes	Yes	No	No	

Select yes or no to indicate which permissions have been granted for an illustration. Use the comments column to list comp copies or other pertinent information.

Cropping Instructions Tab

Column A and B, Type and No.: Mirrored from Art Permissions tab. If you need to make changes to illustration types or numbering, do so in the Art Permissions tab.

Column C, Cropping Instructions: Any information about how you would like an illustration to be cropped or otherwise altered. If you do not want a certain image cropped or altered, indicate that as well (e.g., do not crop out archival caption, etc.). Please also note any restrictions or requirements from the rightsholder about cropping or alternations here.

A	B	C
Type	No.	Cropping Instructions
Figure	0.1	
Figure	0.2	Crop out newspaper headline
Figure	1.1	
Figure	1.2	
Map	1.1	
Figure	1.3	No cropping or alterations
Figure	2.1	
Map	2.2	

Illustration Type and No. will automatically be copied over to this tab of the spreadsheet from what you have entered in the Art Permissions tab. List any instructions for cropping or other art prep in the Cropping Instructions column.

Text Permissions Tab

We encourage authors to apply the **fair use guidelines** to copyrighted textual quotations. Please record only those quotes for which you found it necessary to obtain written permission.

The text log operates just like the art log, except that the contents are for text, rather than image, permissions. Please fill out the Text Log using the Art Log instructions.

One special item:

- **Column C:** The full citation for the original source of the text and/or the work it was published in.
 - If you have obtained permission to reprint your own previously published work, make sure you include a complete citation for the original work. Oftentimes the original publication will supply you with this credit line; other times, you will need to recreate the citation on your own.

VIII. FAQ

What if I have hard copies of illustrations but no digital files?

We're happy to make digital scans of your materials. Just send them to your editor well in advance of your final manuscript submission deadline.

What about maps, graphs, and charts?

Any illustrations neither produced by the author (you or a contributor) nor created as a 'work for hire' may require permission to include in your book.

- For all art—and especially maps and graphs—please read the Press's Digital Art Guidelines now so that you fully understand our digital art requirements. If you have any questions at all, just contact your editor and editor's assistant—we're more than happy to help, and asking questions early will save you a lot of time and effort later.

IX. Additional resources

Helpful websites

[Association of University Presses Permissions FAQ](#)

Cornell Copyright Center—Fair Use

Cornell Copyright Center Fair Use Checklist

Cornell Copyright Center—Public Domain

Permission Request Form
REQUEST FOR PERMISSION TO REPRINT

Date:
To:

I request permission to reprint the following selection(s) from:

Author(s): _____

Title: _____

Copyright year: _____ Journal volume/date: _____

Selection: _____

Illustrations/other: _____

The material will be reprinted in a volume tentatively titled:

My book will be published by the University of North Carolina Press, a non-profit scholarly publisher, in a small print run. I am responsible for paying all fees, so I would appreciate a waiver or reduction of fees. If you do not hold copyright in this material, please let me know to whom I should apply. Standard acknowledgment of title, author, and publisher will be given, or I will gladly use the credit line that you supply.

Rights requested: world rights for all editions (including electronic/ digital formats), use in promotional materials (such as our catalog), in subsidiary licenses (such as translations or book clubs), and versions made by nonprofit organizations for blind or physically handicapped persons.

I have provided the release below for your convenience. Please return the signed original request to me.

Sincerely,

PERMISSION GRANTED:

Authorized Signature

Name (Please Print)

Date