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Professor Goetz

Ethics Paper

The Professional Development Center made sure that I source images from royalty-free images websites such as Pixabay, Unsplash, and Pexels. As for the company's logo, it was created by a designer before I interned there. When The Professional Development Center collaborates with other departments, they ask the person that is in charge of the department to supply them with logos and to give them a brief summary of what the workshop will be about. As for any non-disclosure agreement or confidentiality forms, the Professional Development Center did not provide me with any of those to sign.

When I first started doing design work, I NEVER gave credit to the photographers or illustrators that I use because I thought that my professor knew that I got it through Google Images. However, that changed when one of my professors told me to give credit to the original photographer or illustrator when it comes to printed materials because it will prevent me from being sued if I ever decide to become a freelance designer. Also, he gave me this scenario, how will I feel if I put my best work on the internet, and someone takes it and use it without giving me my credit. Due to that conversation that we had, it really put things into perspective for me, so now when I get a photo or illustration. I make sure that I credit the photographer or illustrator.

I learned quite a bit from the AIGA chapters, especially with the use of illustration. One thing that I found surprising within this chapter is that illustrators still have ownership of their artwork whether or not it is licensed. This is quite interesting to me

because when a designer creates a design and delivers it to the client, that design now belongs to the client, but when an illustrator creates an artwork they will always have the ownership of the illustration. Also, the client can't make any changes to the original illustration down the years, they will have to contact the illustrator that created the original artwork.

Another topic that I learned within this chapter is about professional integrity. That a client cannot make an illustrator copy another illustrator's body of work because that is an infringement on copyright material. Also, a client or designer must always ask for the illustrator's permission to their artwork even if they are using it for mockups, comps, or the final design. In addition to this chapter talking about professional integrity, it addresses how illustrators can be creative consultants. Illustrators can be creative consultants because they allow the designer or client ideas to run wild for every stage of conceptual work.

For the AIGA chapter about the *Client's Guide to Design*, it talks about how to get creative results as a designer and what is considered a good design vs what isn't. AIGA talks about how design is more than the surface quality, it has to be about the identity of the brand and their message. This is something that I still somewhat struggle with as being a designer because I tend to focus more on making things look aesthetically pleasing, which is a good thing, but then I don't focus merely on the identity of the brand such as: what is their tone, how will their target audience seem them, and what they are trying to communicate to their target audience.

The Fairey Copyright Case started from a graphic artist named Shepard Fairey, took a professional photojournalist, Mannie Garcia, image that he took of Barack

Obama during a news conference at the National Press Club in Washington D.C. According to Mannie Garcia, the reason that he took the picture of Barack Obama because he wanted “to capture the personality or essence of Obama... he was trying to capture a nice clean headshot” (Fisher, Page 3). A year later, when Obama declared that he was running for the presidency. Fairley wanted to help promote Obama’s candidacy because Fairley grew to love Obama when he (Obama) expressed his opposition to the war in Iraq. Therefore, Fairley wanted to make a poster that would help push Obama’s campaign. (Fisher, pages 3-4)

Fairley wanted to create a historic image of Obama that will allow him to win his chance within the democratic nomination. So, Fairley looked through the internet to look for images of Obama that depicted the iconic pose. One of the images that he stumbled upon was of Mannie Garcia’s photo that he took of Barack Obama at the National Press Club in Washington D.C. Fairley began to use Photoshop and Illustrator to play around with the image, and once he was done. He sent it production houses. As time went on by a blogger identified Garcia as the reference work that Fairley used to make the poster of Barack Obama. AP (Associated Press) found out about this and demanded compensation by receiving a share from Fairley’s revenue. AP and Fairley went to court, and as a result, Fairley agreed to not use another AP photo without their permission, and they will collaborate in creating a new set of images based upon AP photos. (Fisher, pages 7-8 & 25-26)



I think that the Garcia photo(left) and the hope poster(right) that was created by Fairley do resemble each other. Despite the use of colors with the icon and “HOPE” in the poster, the difference from the photo and the poster is that Obama seems to sit more upright. However, I think that Fairley and the Associated Press should have come up with some sort of an agreement before they decided to take this issue of copyright infringement to court because one of the decisions that the court settled with is that “Fairley and the AP will collaborate in creating a new set of images based upon AP photos” (Fisher page 24). However, this Copyright Case was a learning lesson not only to Fairley but to other creatives around the world that do not know the importance of obtaining permission from people whether or not they found the images on Google.

## Works Cited

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