

Finding Free/Low Cost Graphics and Photos

The TECC Material Development team is happy to help you with a personal search for photos and artwork to use in your materials. When searching on your own consider the following options.

If you have no graphics budget at all consider:

- **Using free graphics available with your software**

Most word processing and design programs include a supply of clip art that you are free to use. Microsoft Office has an extensive library of free photos and illustrations available (choose “insert,” “picture,” “clip art” and search by keyword).



- **Using simple graphic elements with flair**



Consider enlarging a symbol (found in fonts such as “Webding” and “Wingding”), or repeating a small graphic throughout your piece. Elements can be enlarged and colored for artistic effect.



- **Taking your own photos**

Ask staff members, community members, family and friends to pose for you. They are often flattered to be asked. **NOTE:** Always get a signed [model release](#) from anyone you photograph, even if it is a candid or group portrait. A parent or guardian must sign for anyone under 18 years. If a non-staff member takes the photos you will also need the photographer to sign a [copyright release form](#).

- **Asking an artist to donate their artwork**

Emphasize how the material will benefit the community, that you are non profit, and that they will receive credit and recognition on the piece. Ask the artist to sign a [copyright release form](#) whether they are donating or charging for the use of their artwork.

If you have a small budget consider:

- **Online royalty-free image sites**

Many sites offer photographs, illustrations and clip art starting at under \$10. These sites allow you to search for images by keywords. Two that we use often are www.istockphoto.com and www.bigstockphoto.com.

- **Clip art/photo collections**

In addition to purchasing clip art online, you may want to invest in a collection, usually available with thousands of images in a boxed CD set. Choose a general collection or one focused on a specific topic or culture. You should be able to buy a nice collection with quality images for \$30–\$70.

