

SCIENCEphotoLIBRARY

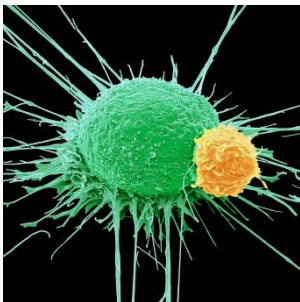
The Bigger Picture

What happens to all the images you make during your research that don't make it into publications? Are they just sitting on a server? They should be working for you – helping to communicate science, helping to promote your institution and even making a bit of money. Establishing a good relationship with a picture agency like Science Photo Library is the best way to achieve this. We specialise in forming a bridge between the image maker and the image user – we understand the general market for science images and the needs of publishers, as well as understanding your perspective as a researcher.

In this presentation we will explore the issues involved – the demand for images, both stills and video, how to present your work and some of the legal hurdles you need to cross. We will show you how colouring can give new life to the most technical images and makes them accessible to a new audience and how establishing a workflow can make all this easier.

Best of all, we shall explain how a modest initial investment of time pays dividends in the longer run as your images enjoy a new life beyond their use in research.

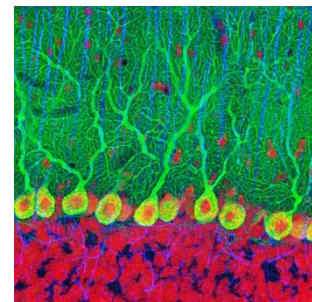
After the presentation, we shall be hosting an informal get-together in which you can talk to our staff and find out more about becoming a contributor, while enjoying some of the best images we have to offer.



S. Gschmeissner



AMMRF, University of Sydney



T. Deerinck, NCMIR