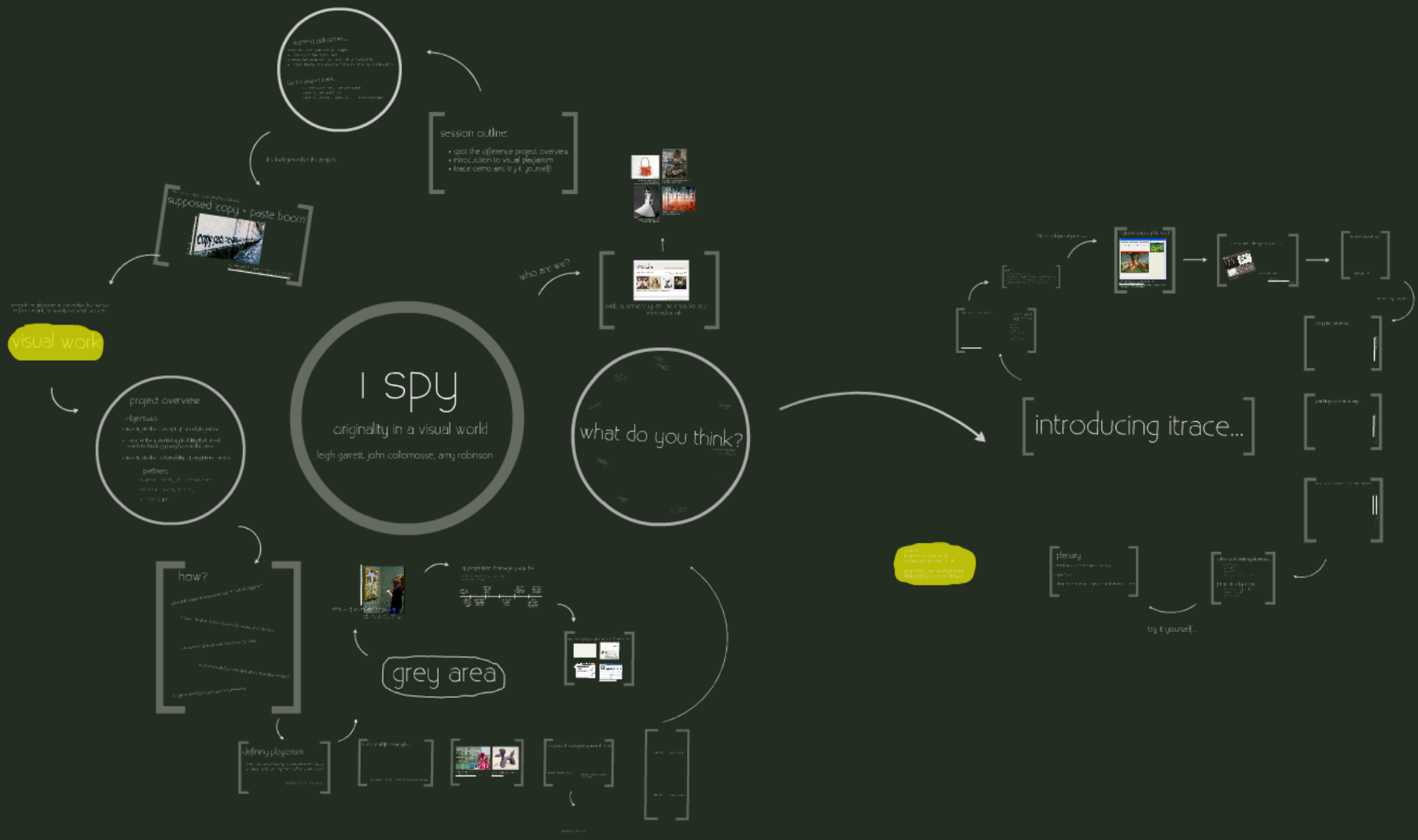
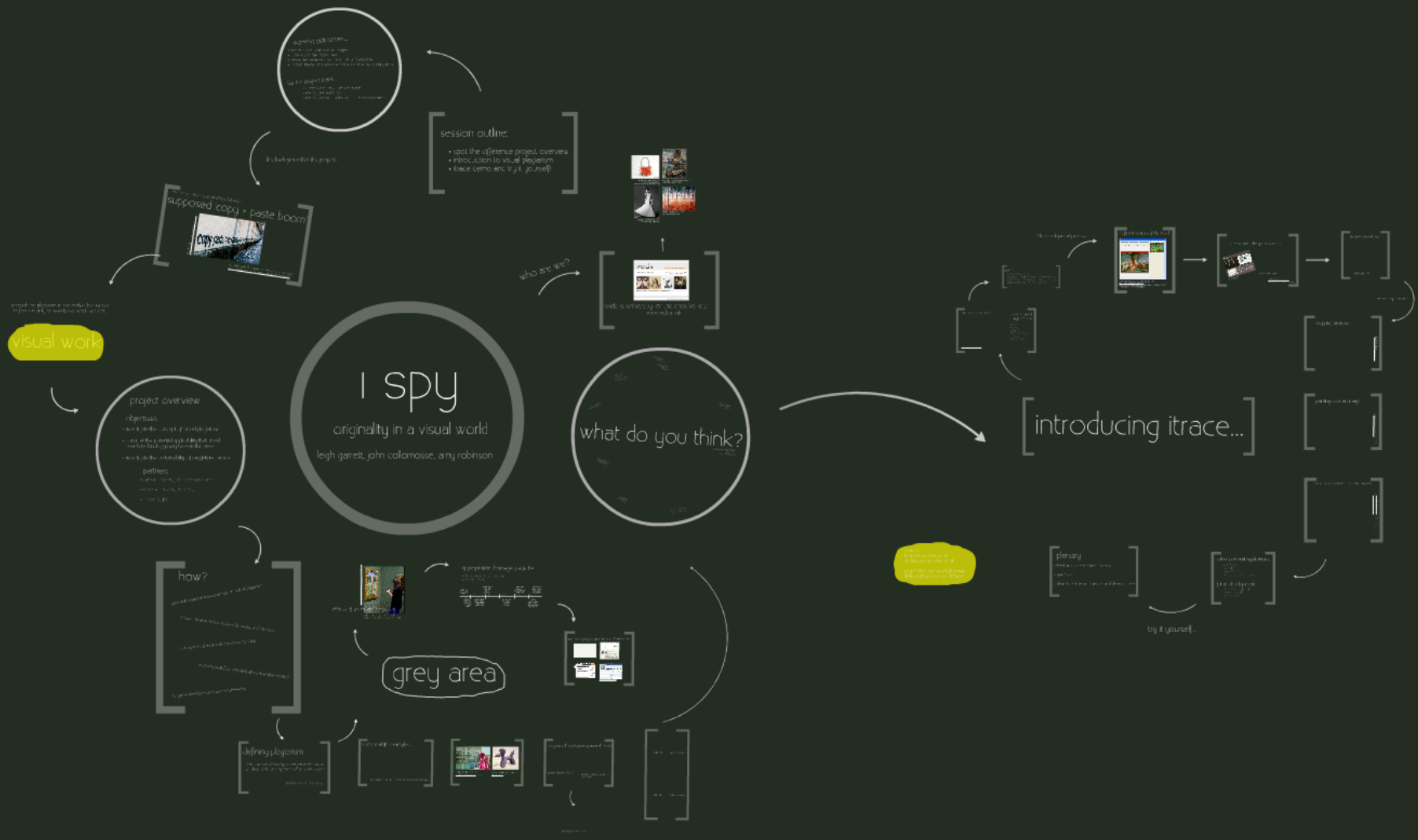

session outline:
• spot the difference project overview
• introduction to visual plagiarism
• trace demo and try it yourself!
supposed copy + paste boom
who are we?
visual work
project overview
objectives
partners
I spy
originality in a visual world
leigh garrett, john colomosse, amy robinson
what do you think?
introducing itrace...
how?
grey area
defining plagiarism
plenary
try it yourself...

Prezi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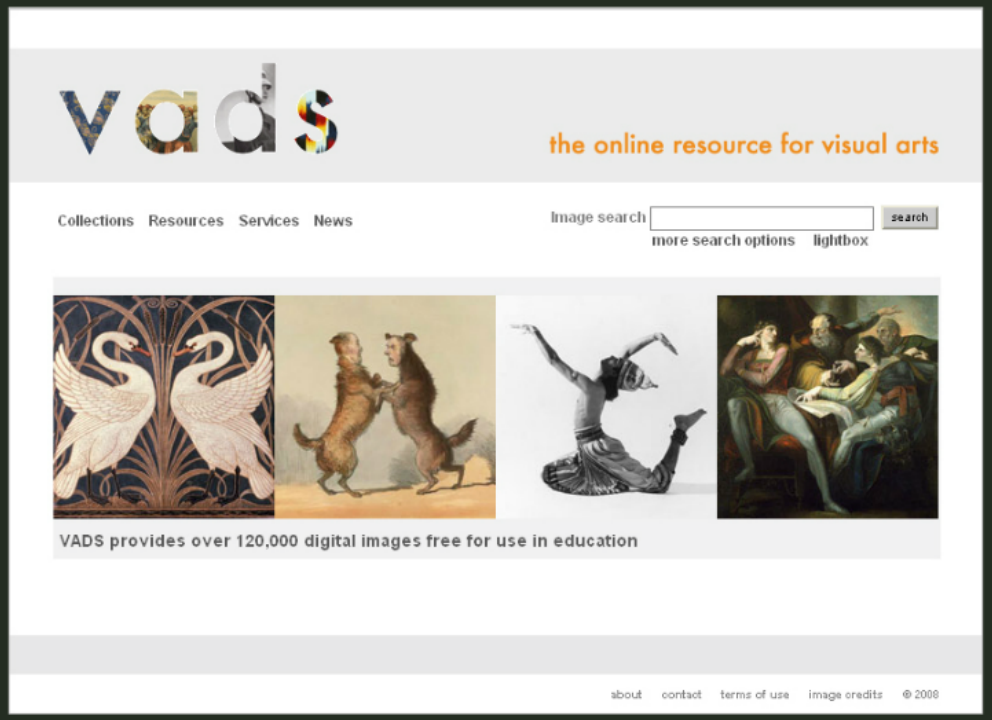
Prezi

who are we?

Prezi



vads at university for the creative arts

www.vads.ac.uk

Prezi

rhoda bag by sarah bayley, 2009
museum of design in plastics
arts university college at bournemouth

lots road power station by john minton, 1953
royal college of art collection

evening gown by david styne, 1967
london college of fashion

tuart forest ii by tom cross, 1999
university college falmouth

Prezi

session outline:

- spot the difference project overview
- introduction to visual plagiarism
- itrace demo and try it yourself!

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learning outcomes...

- context and rationale for project
- understand methods used
- recognise complex nature of visual plagiarism
- upload image to itrace & explore its potential & limitations

for the project team...

- understand how users engage
- identify issues/bugs
- identify opportunities for future development

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the background to the project...

Prezi

the internet is often reported to have led to a.....

supposed 'copy + paste boom'

photo by ze clou,
http://www.flickr.com/photos/leclou/4196036644
licensed under creative commons cc by-nc-sa 2.0

BBC news (2011). 'Plagiarism: the ctrl+c, ctrl+v boom'
http://www.bbc.co.uk/news/magazine-12613617

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research on plagiarism in universities has tended to focus mainly on text-based work and not...

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project overview

objectives

- investigate the concept of 'visual plagiarism'
- consider the potential applicability that visual search technology may have in this area
- investigate the sustainability of any future service

partners

- vads at university for the creative arts
- cvssp at university of surrey
- funded by jisc

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how?

Prezi

how?

elicit staff views and experiences on 'visual plagiarism'

through literature review, sector-wide survey, and int

Prezi

how?

elicit staff views and experiences on 'visual plagiarism'

through literature review, sector-wide survey, and interviews

development of visual search pilot tool by cvssp

Prezi

through literature review, sector-wide survey, and int

development of visual search pilot tool by cvssp

workshops at four specialist arts univers

Prezi

pment of visual search pilot tool by cvssp

workshops at four specialist arts universities in 2012

her feedback and user requirements

Prezi

Workshops at four specialist ar

to gather feedback and user requirements

Prezi

defining plagiarism

"the practice of taking someone else's work or ideas and passing them off as one's own"

oxford english dictionary

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grey area

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learning through copying

http://www.flickr.com/photos/oxfordshire_church_photos/4131668838
licensed under creative commons cc by-nc-sa 2.0

student sketching in the ashmolean
museum in oxford, photo by martin beek

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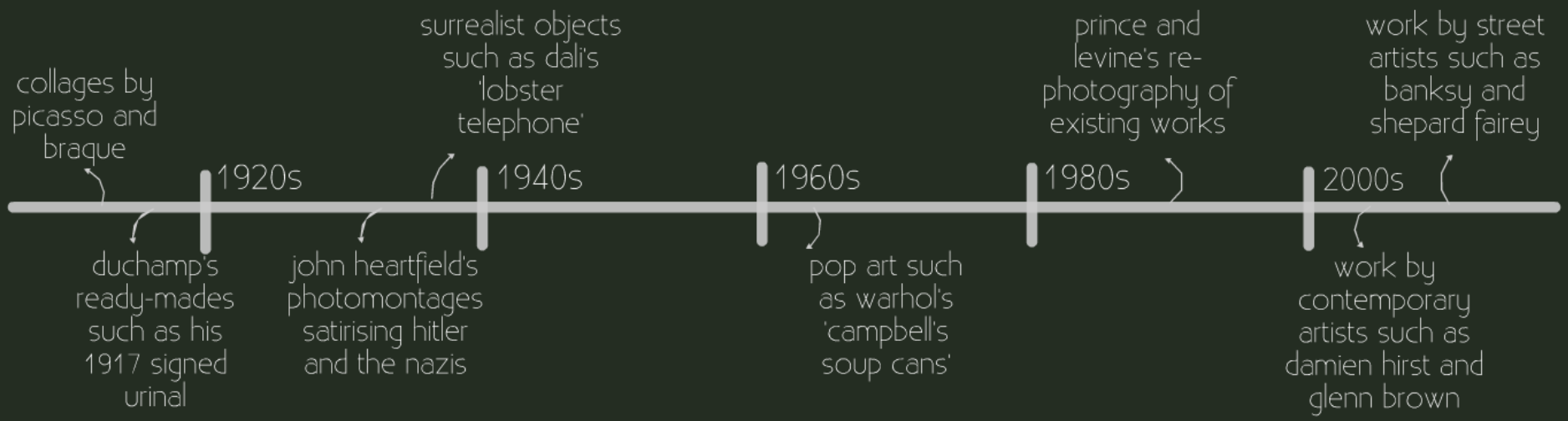
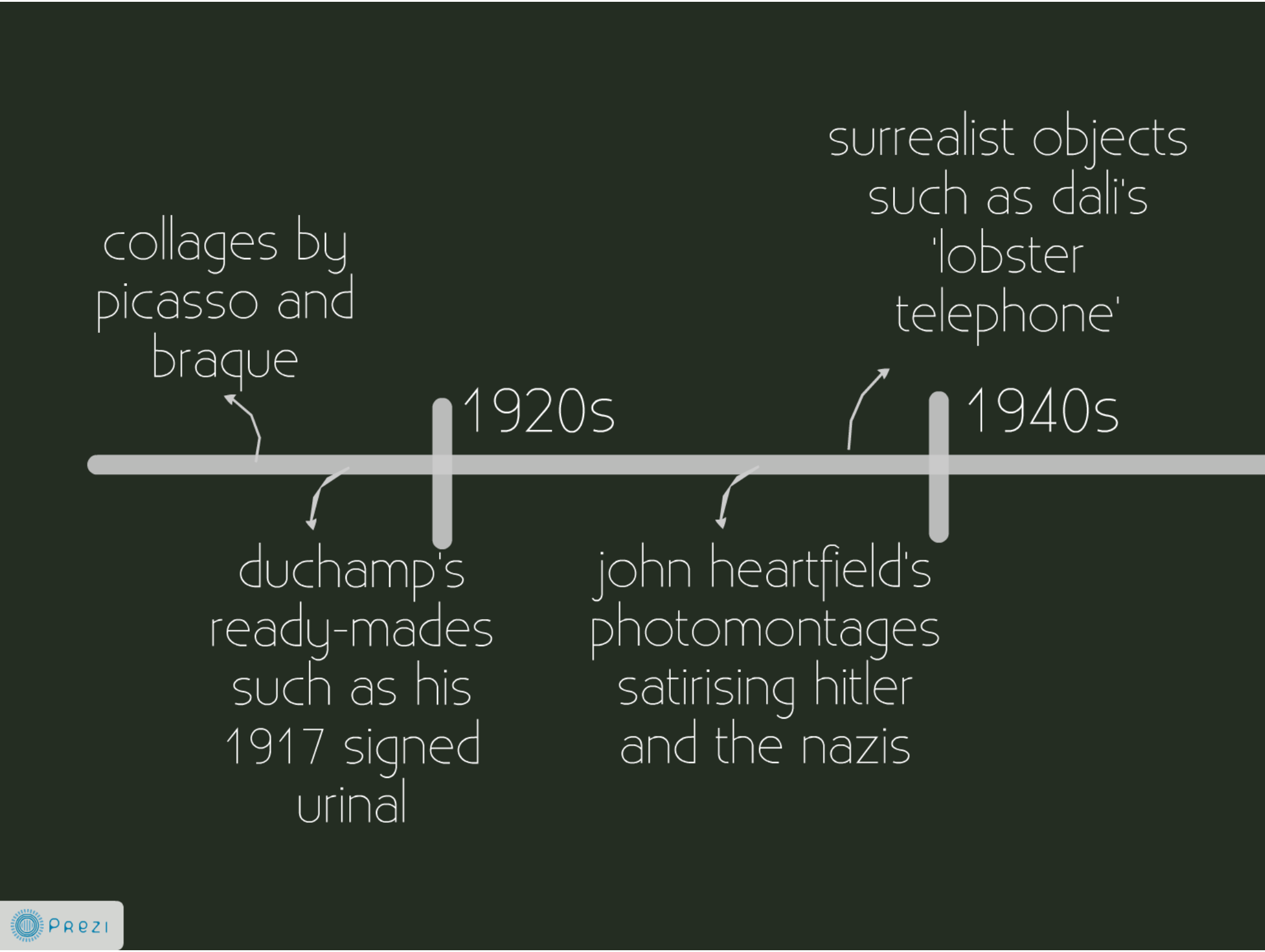
appropriation, homage, pastiche

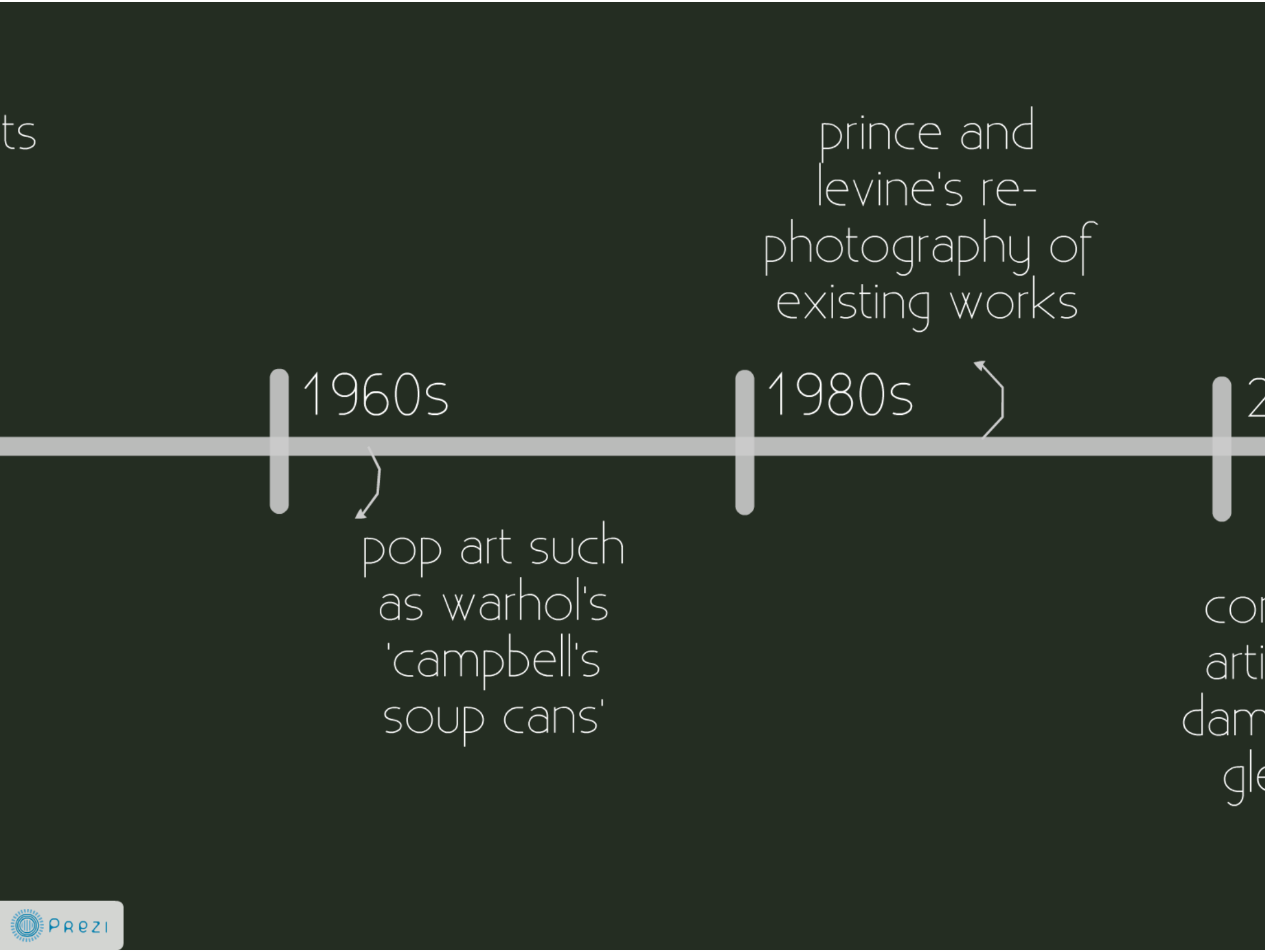
widely accepted artistic practices with a long history

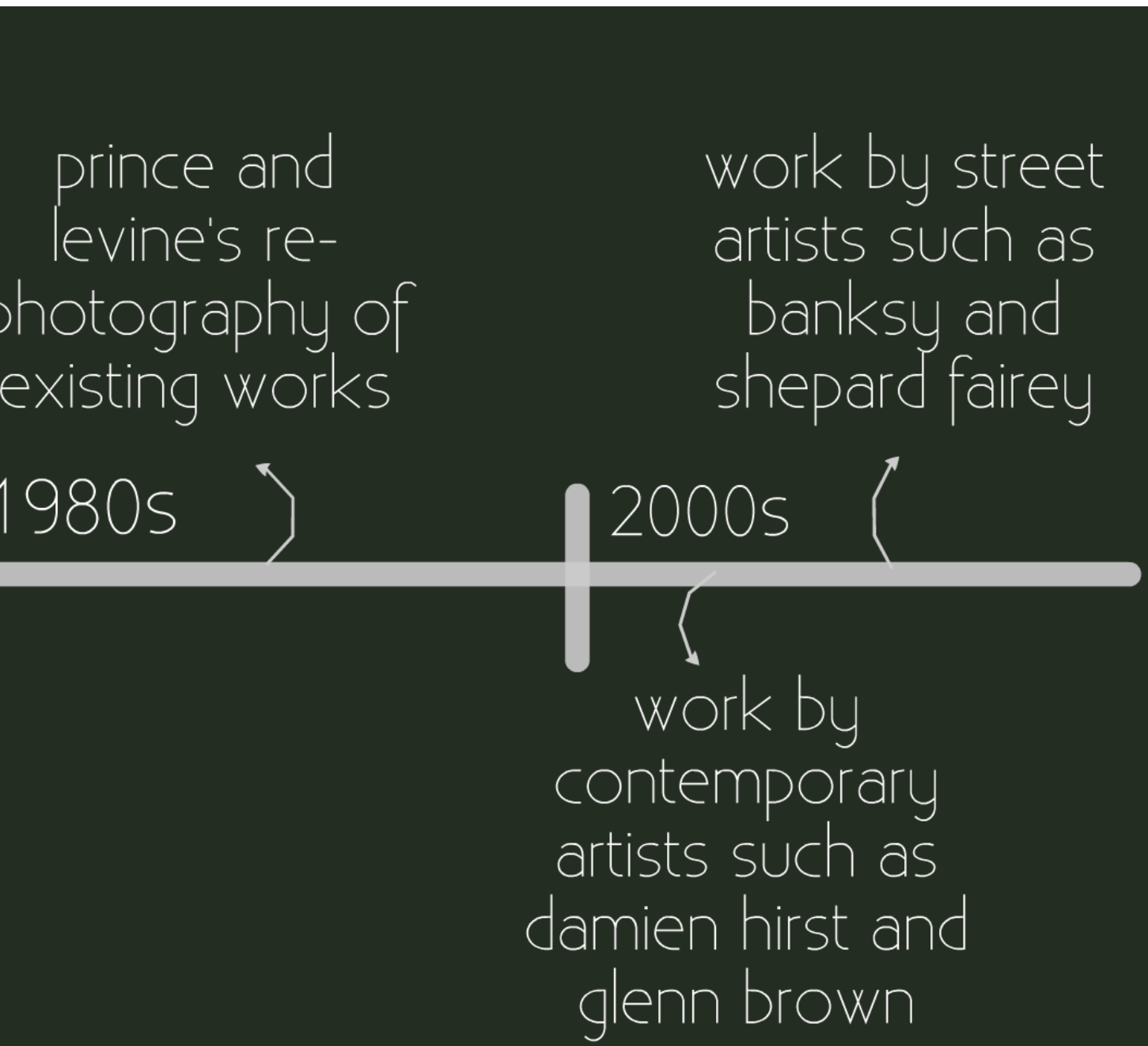


Prezi


collages by picasso and braque
1920s
duchamp's ready-mades such as his 1917 signed urinal
john heartfield's photomontages satirising hitler and the nazis
1940s
surrealist objects such as dali's 'lobster telephone'

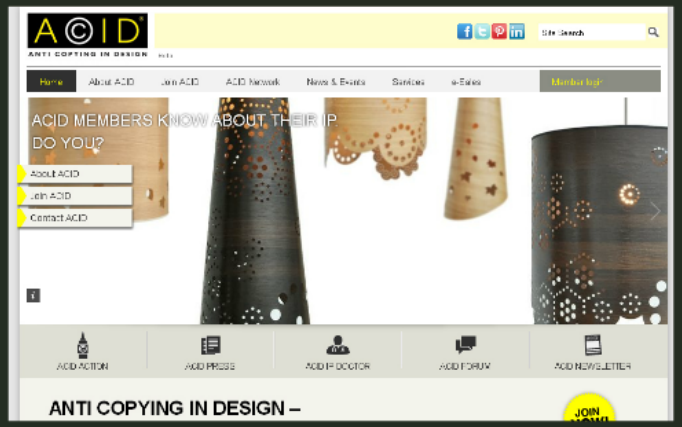
Prezi


ts
prince and levine's re-photography of existing works
1960s
1980s
pop art such as warhol's 'campbell's soup cans'
co
arti
dam
gle


prince and levine's re-photography of existing works
work by street artists such as banksy and shepard fairey
1980s
2000s
work by contemporary artists such as damien hirst and glenn brown

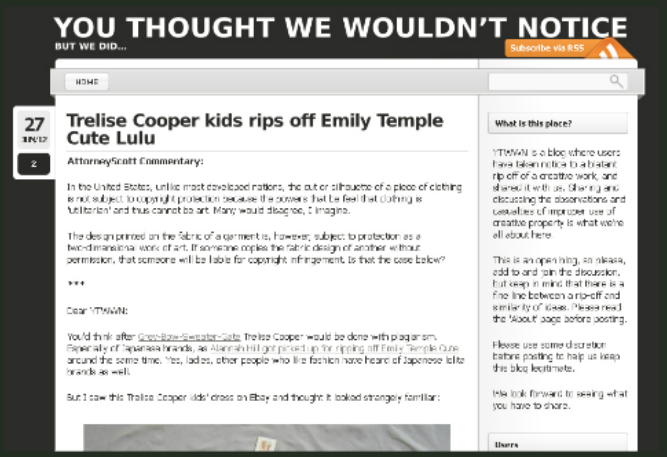
Prezi

anti-copying organisations & websites



acid.uk.com

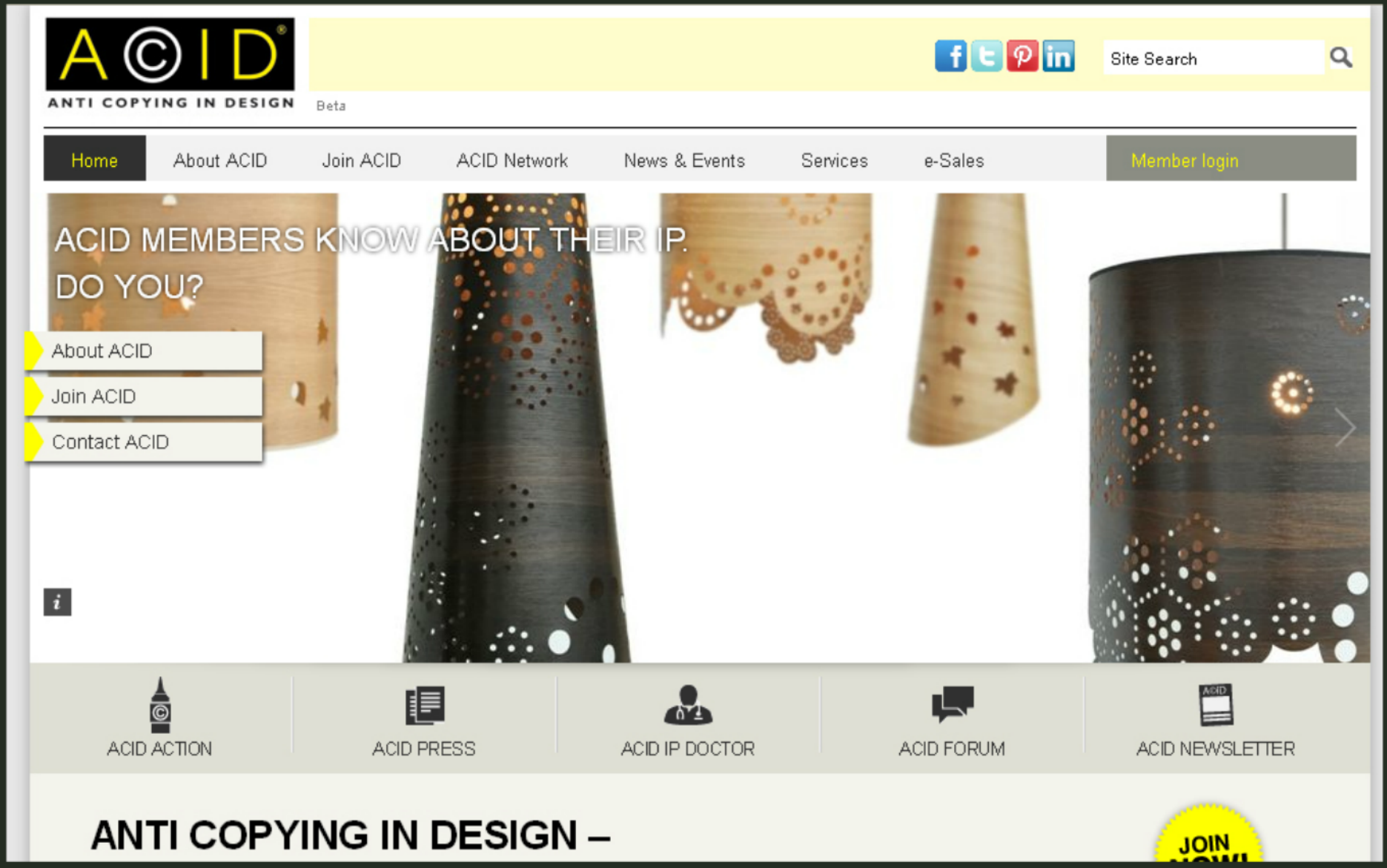
plagiarius.com



youthoughtwewouldntnotice.com

http://www.facebook.com/pages/Designers-and-Illustrators-Against-Plagiarism/190313407647321

Prezi



acid.uk.com

Prezi

Action Plagiarius | Museum Plagiarius | Awards | Exhibitions

Aktion
Plagiarius

"Innovation vs. Imitation - Plagiarius" accuses imitators for their unimaginative and shameless behaviour!

Initiated already back in 1977 by Prof. Rido Busse, the negative award "Plagiarius" serves to inform the public about the problem of fakes and plagiarisms and the negative impacts they have on not only the economy as a whole, but also on small companies and designers. Action Plagiarius awards the negative award at the annual "Ambiente" trade fair during a press conference. The award is given to those com-panies that the jury has found guilty of making "the most flagrant" design imitations. As his key figure, Busse chose a gnome, which he painted black with a gold nose to signify the "illicit earnings from product imitation".

plagiarius.com

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YOU THOUGHT WE WOULDN'T NOTICE

BUT WE DID...

Subscribe via RSS

HOME

27
JUN/12
2

Trelise Cooper kids rips off Emily Temple Cute Lulu

AttorneyScott Commentary:

In the United States, unlike most developed nations, the cut or silhouette of a piece of clothing is not subject to copyright protection because the powers that be feel that clothing is 'utilitarian' and thus cannot be art. Many would disagree, I imagine.

The design printed on the fabric of a garment is, however, subject to protection as a two-dimensional work of art. If someone copies the fabric design of another without permission, that someone will be liable for copyright infringement. Is that the case below?

***

Dear YTWWN:

You'd think after Grey-Bow-Sweater-Gate Trelise Cooper would be done with plagiarism. Especially of Japanese brands, as Alannah Hill got picked up for ripping off Emily Temple Cute around the same time. Yes, ladies, other people who like fashion have heard of Japanese lolita brands as well.

But I saw this Trelise Cooper kids' dress on Ebay and thought it looked strangely familiar:

What is this place?

YTWWN is a blog where users have taken notice to a blatant rip off of a creative work, and shared it with us. Sharing and discussing the observations and casualties of improper use of creative property is what we're all about here.

This is an open blog, so please, add to and join the discussion, but keep in mind that there is a fine line between a rip-off and similarity of ideas. Please read the 'About' page before posting.

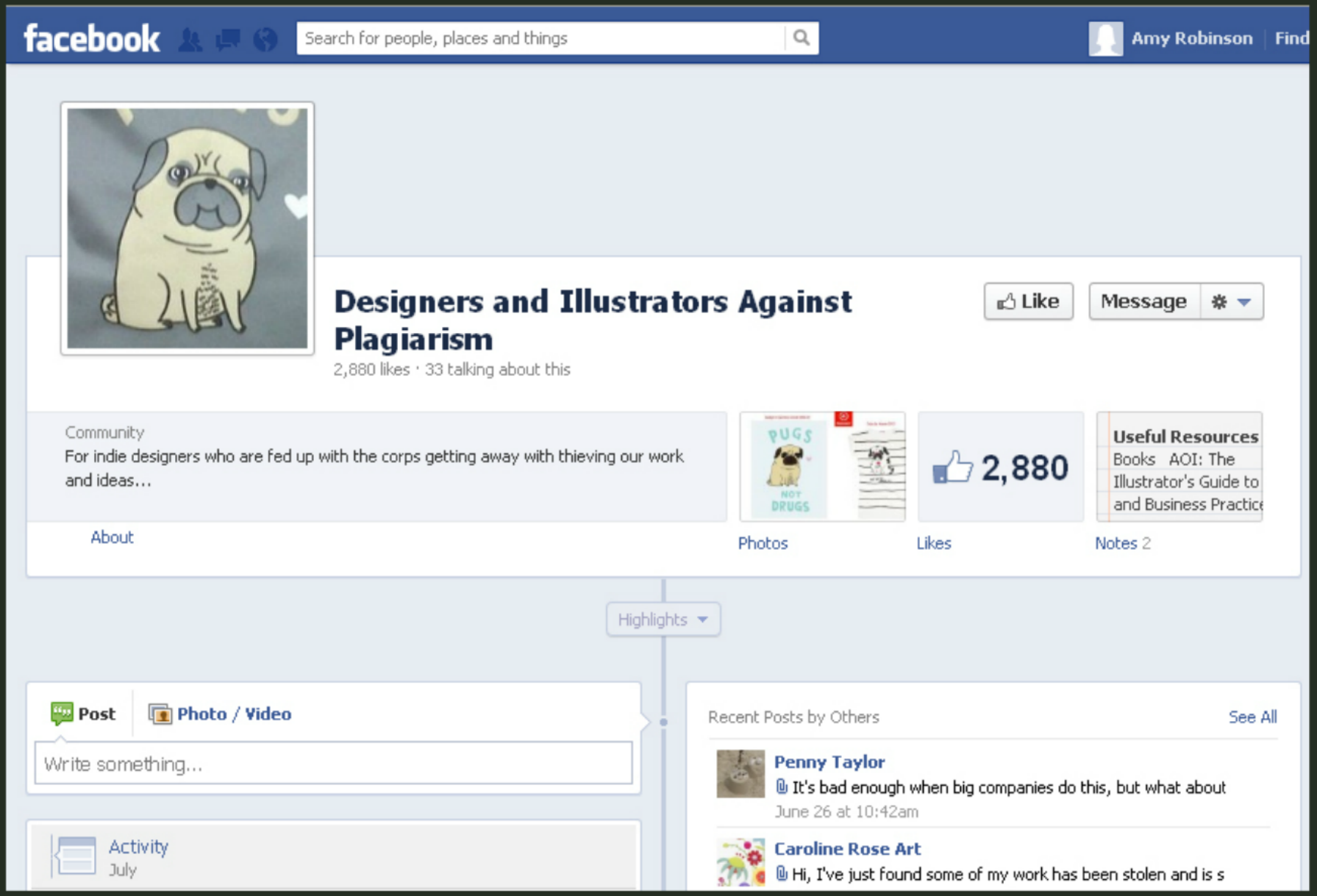
Please use some discretion before posting to help us keep this blog legitimate.

We look forward to seeing what you have to share.

Users

youthoughtwewouldntnotice.com

Prezi



http://www.facebook.com/pages/Designers-and-Illustrators-Against-Plagiarism/190313407647321

Prezi

some real life examples....

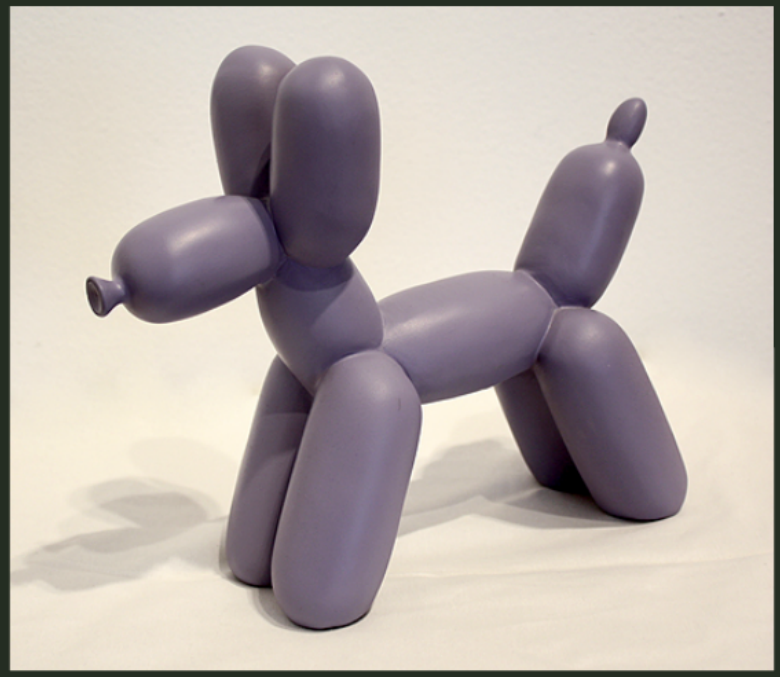
photograph by associated press

barack obama 'hope' poster by shepard fairey

Prezi

sculpture by jeff koons, in venice

photo by devastar, licensed under creative commons cc by-nc 2.0
http://www.flickr.com/photos/devastar/259864987/



book end, park life store, san francisco

image used with permission from park life store
http://www.parklifestore.com/

Prezi

sony world photography awards 2011

photo by nobuyuki taguchi, 2008

photo by marek troszczynski, 2010
award nominee

Prezi

photo by jamie gladden, 2007

Prezi

tatty divine

claire's accessories

Prezi

tatty divine

claire's accessories

Prezi

what do you think?

158 survey responses
from across uk
and some international

"regular tutorials ensures that I can see students' work development"-
survey respondent

"it is a topic of great interest amongst students - they are also concerned that their own work is not plagiarised - images/film/photos etc"-
survey respondent

"focus on teaching students what they need to know rather than policing"-
survey respondent

"plagiarism may be an over-rated problem in a digital age"-
survey respondent

"often students are google on their course without understanding the distinction between where they found the idea and where the idea actually comes from"-
survey respondent

"staff-driven data of sources that would support an individual's plagiarism and therefore evidence that is not an accurate of doing so"-
survey respondent

"I'm a lecturer in a pre-sessional course and I'm a tutor in a pre-sessional course and I'm a tutor in a pre-sessional course and I'm a tutor in a pre-sessional course and I'm a tutor in a pre-sessional course"-
survey respondent

Prezi

nink?

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Prezi

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Prezi

" it is a topic of great interest amongst students - they are also concerned that their own work is not plagiarised - images/film/photos etc"-

survey respondent

Prezi

" students show development of their ideas and technique in workbooks."-

survey respondent

"regular tutorials ensures that I can see students' work development."-

survey respondent

Prezi

" focus on teaching students what they need to know rather than policing."-

survey respondent

Prezi

"...often students cite 'google' as their source without understanding the distinction between where they found the idea and where the idea actually 'comes from'."-

survey respondent

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"staff often don't reference their visual sources in their teaching presentations and therefore students don't see the importance of doing so."-

survey respondent

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plagiarism in visual work — 6% of staff say this happens frequently

lack of referencing for images in written work — 42% of staff say say this happens frequently

lack of referencing for images in presentations — 46% of staff say that this happens frequently

from project survey results

Prezi

"I run a brief that requires students to research and write about visual plagiarism...supported by a mock trial event - a role play event where students test and play out whether it is acceptable to copy in their specialism." -

survey respondent

Prezi

introducing itrace...

Prezi

no text is required!

gillette poster by tom eckersley,
http://vads.ac.uk/large.php?uid=115925

content-based image retrieval

- colour
- shape
- texture
- points of visual interest
- digital fingerprint

Prezi

itrace...

- private beta testing
- based on index of images from vads.ac.uk
- technology from cvssp at university of surrey
- web development by bullet creative

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the development process

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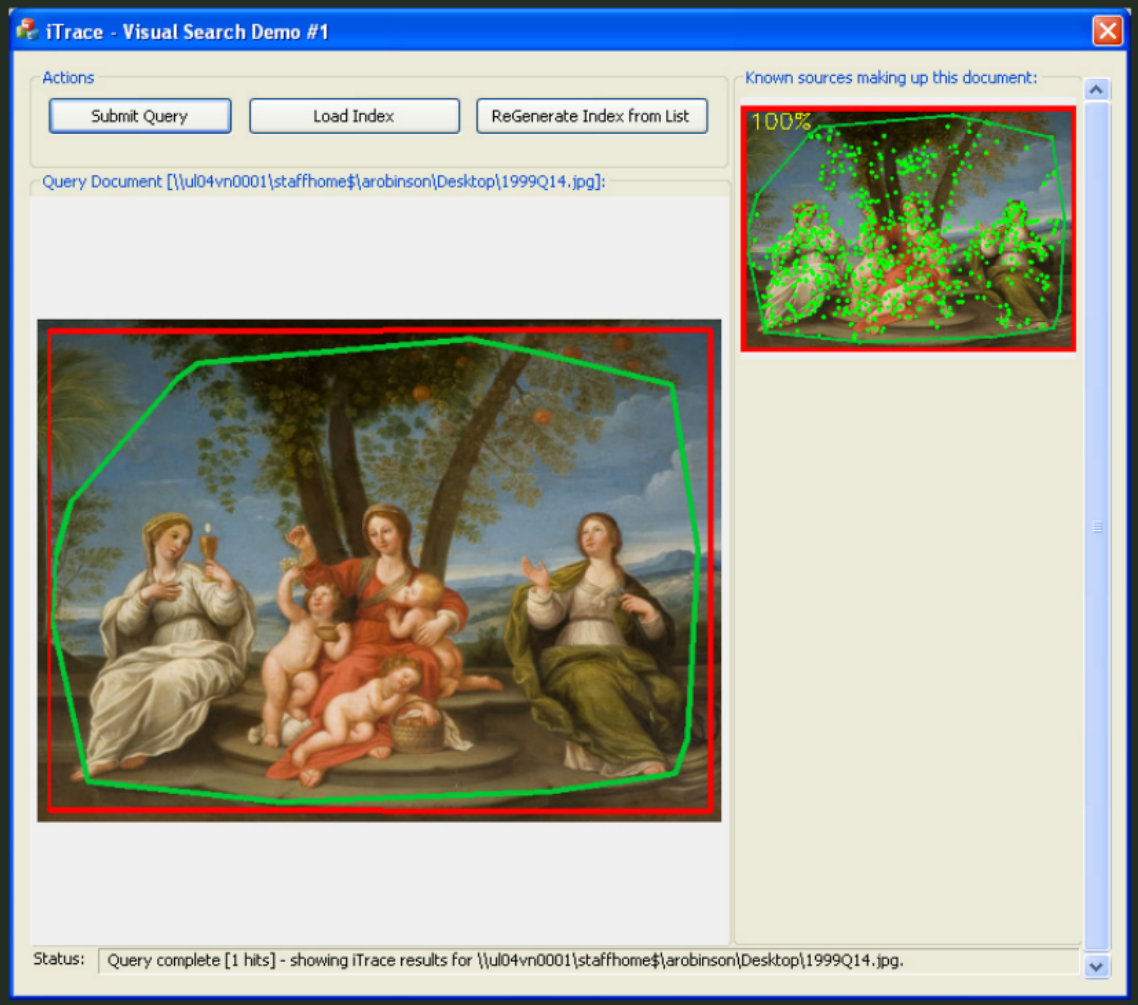
1) first iteration of the tool



visual search demo by cvssp, using images from vads:
http://vads.ac.uk/large.php?uid=91599
faith, hope and charity, painting by studio of francesco albani, c.1650-60
© birmingham museum and art gallery

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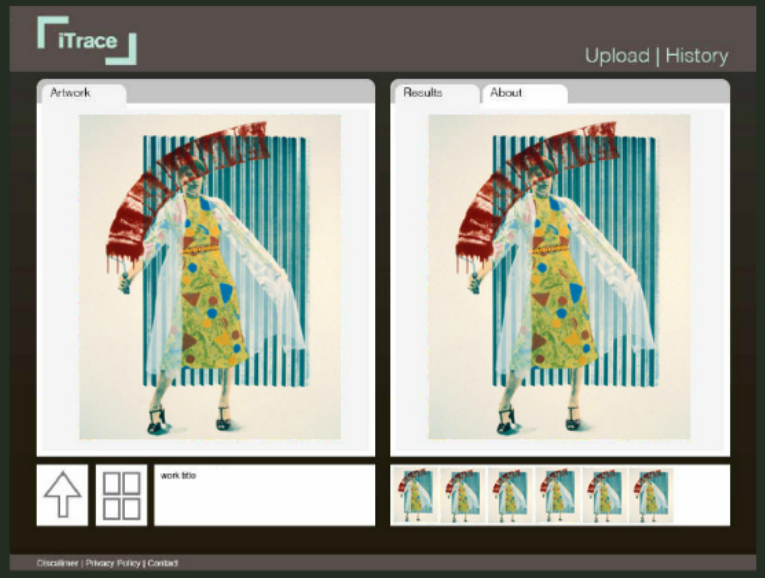
2) initial web design mock-ups

homepage



search results page

image from vads
http://vads.ac.uk/large.php?uid=60448
the plastic mac by tim mara © tim mara estate

Prezi

3) web-based tool

iTrace

Help

iTrace gives you a unique tool to check your visual arts submissions against a database of existing visual works

Login Register ›

Email

Password

Login

About iTrace

iTrace is a unique tool that enables you to search by image rather than text, and to check visual arts submissions against a database of existing visual works. For this pilot project, the tool will be checking against the VADS database of 120,000 images. iTrace was developed through the JISC-funded Spot the Difference project, which is a collaborative venture between VADS and the Centre for Vision, Speech, and Signal Processing (CVSSP) at the University of Surrey, and it utilises technologies pioneered by the CVSSP. Follow the project on our blog at: www.vads.ac.uk/spot

VADS

VADS is a research centre of the University for the Creative Arts. It also holds the national image repository on behalf of the arts sector, a growing collection of over 120,000 digitised images from universities, art colleges, libraries, museums, and archives across the UK. The images are free for use in learning, teaching, and research, and cover the full breadth of the visual arts including applied arts, architecture, design, fine art, and media. View all the VADS images at: www.vads.ac.uk

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itrace.ac.uk

Prezi

the testing process

Prezi

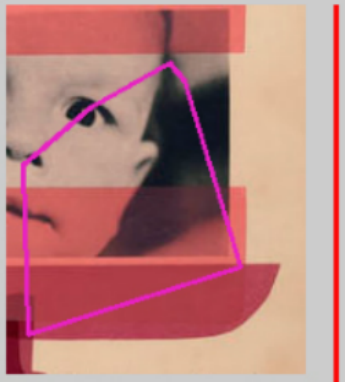
cropping an image

iTrace

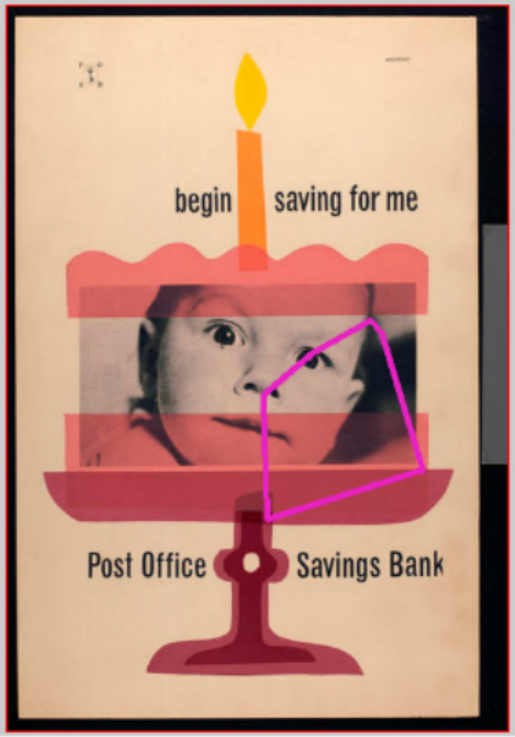
Hello arobinson@ucreative.ac.uk

Upload | History | Logout | Help

Artwork to evaluate



Results



eckersley, tom. [poster] at: http://vads.ac.uk/large.php?uid=115917

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painting over an image

iTrace

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Artwork to evaluate

Results

eckersley, tom. (1986). worldwide wildlife fund poster at: http://vads.ac.uk/large.php?uid=92477

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rotating and combining two images

iTrace

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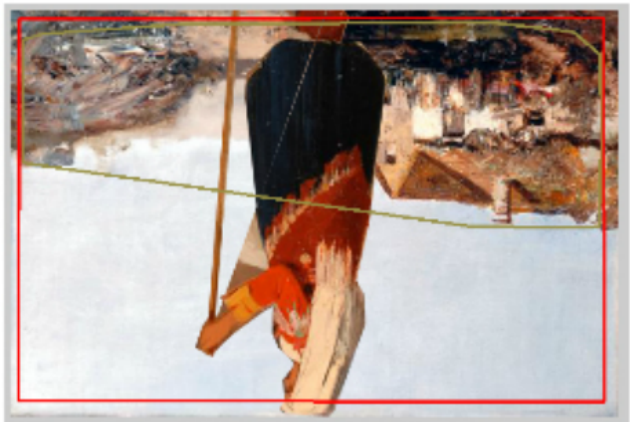
Artwork to evaluate



Results

Uploaded by:
arobinson@ucreative.ac.uk

100%

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french school. (probably about 1840-1850). peasant woman
at: http://vads.ac.uk/large.php?uid=89337
sketch of cottages near boulogne-sur-mer by josephine bowes, about 1865-70
at: http://vads.ac.uk/large.php?uid=89450

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other potential applications...

protect ipr for:

- students
- practitioners
- museums/picture libraries

future development...

- increase image index
- batch upload
- email alerts

Prezi

try it yourself....

Prezi

plenary

- feedback on the itrace pilot tool
- questions
- ideas for future applications and development

Prezi

contact
lgarrett@ucreative.ac.uk
arobinson@ucreative.ac.uk

project blog and visual plagiarism bibliography at: vads.ac.uk/spot

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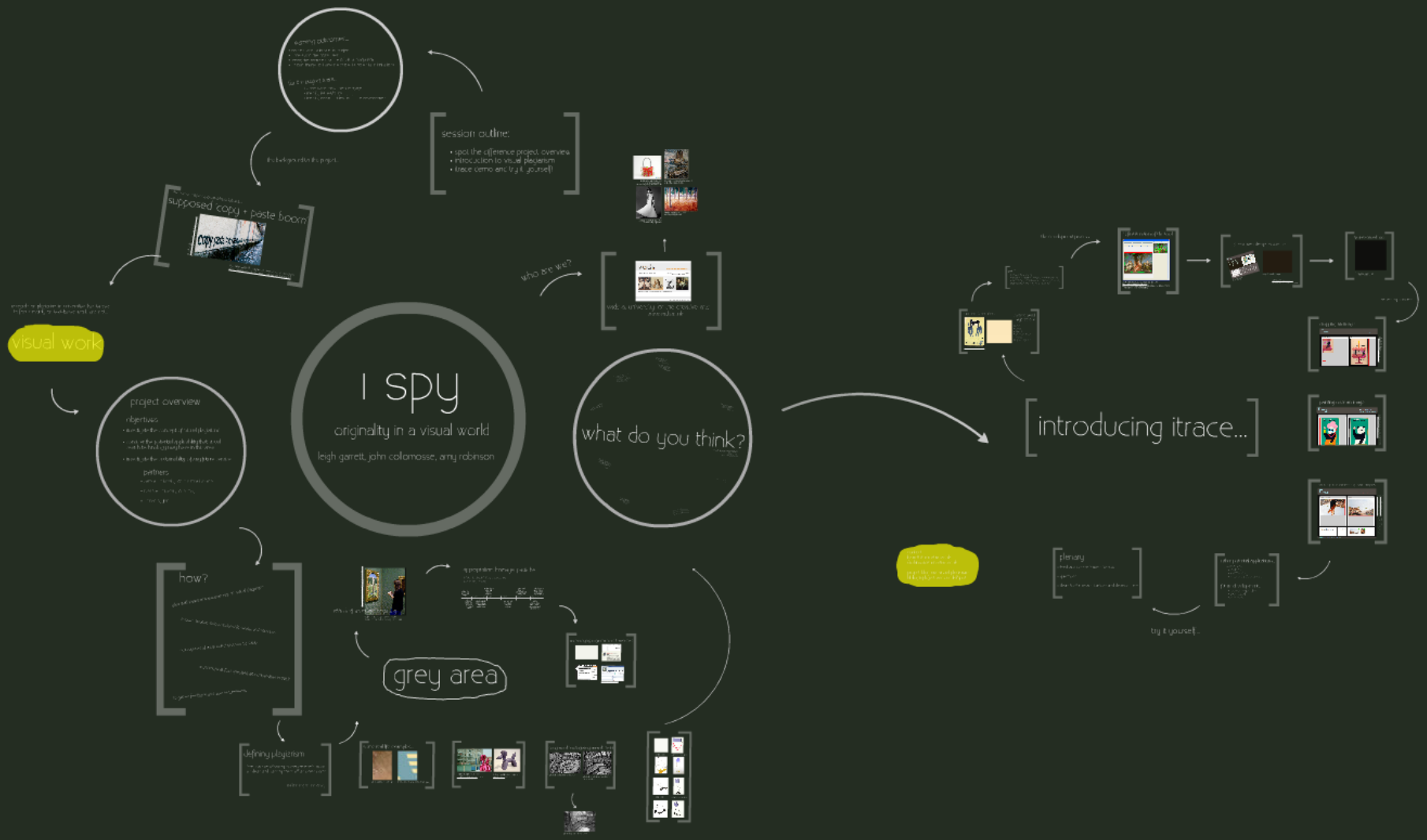
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