



Visual Referencing Guide for The School of Design and Creativity

March 2025

Contents

The List of Figures.....	3
List of Figures (example)	3
Guide to formatting image references (List of Figures, Label/Caption and In-text citation)	4
Standard example (image from book or website).....	4
Images/Figures presented of own work in text/content	5
Mood boards presented in text/content	6
AI Images.....	7
Other Visual Materials	8
Other sources used in own work (audio and video production)	18
FAQ.....	22

The List of Figures

For guidance on referencing academic sources, BA (Hons) Graphic Design students should use the AU Harvard Referencing Complete Guide. For guidance on referencing any type of visual source, called a figure, BA (Hons) Graphic Design students should use this specific Design and Creativity Visual Referencing Guide.

A List of Figures is a list of all the images in your essay, assignment, portfolio/sketchbook/project PDF and is separate from a Reference List.

Note: some assignments require a bibliography that includes all sources reviewed during research and not just the ones you referenced as required with a Reference list.

A List of Figures must be included for every assignment/portfolio/sketchbook/project PDF. **Note:** own images should be included in the List of Figures. The List of Figures is presented at the **end** of your document (before the Reference List).

Figures should be presented in the main body of your work and numbered (e.g. Figure 1., Figure 2.). You should provide a caption under the figure that briefly explains what the image shows. The format of the caption will depend on the type of image you are using and the information on the image that is available to you.

List of Figures (example)

The image reference should be formatted as follows in the List of Figures: the name of the author/artist/designer, (date), title of the work, [format/medium] and source/location (including date viewed and URL if an online source).

Figure 1. Schwitters, K., (1942). *The Proposal* [collage]. Available from: <https://www.tate.org.uk/art/artworks/schwitters-the-proposal-t12398> [Accessed 30 March 2022].

Figure 2. Coventry Cathedral statue, (2024) (personal collection).

Figure 3. Vermeer, J., (1665). *Girl with a pearl earring* [oil painting]. Available from: <https://www.britannica.com/topic/Girl-with-a-Pearl-Earring-by-Vermeer>. [Accessed 14 August 2024].

Figure 4. Marinetti, F., (1912). Cover for Zang Tumb Tumb. In: Meggs, P. B., (2012). *Meggs History of Graphic Design*. 5th Edition. New Jersey: John Wiley & Sons, p. 260.


Figure 5. Bell, S., (2012). Tax Avoidance [cartoon]. *The Guardian*, 3 Dec. Available from: <https://www.theguardian.com/commentisfree/cartoon/2012/dec/03/tax-avoidance-row-steve-bell> [Accessed 21 August 2024].

Figure 6. Schwitters, K., (1942). *Big Fight* [collage]. Exhibited at Victoria & Albert Museum, London.

Guide to formatting image references (List of Figures, Label/Caption and In-text citation)


Standard example (image from book or website)

Image/Figure	List of Figures:	Image label or caption	In-text citation
	<p>Citation order:</p> <ul style="list-style-type: none"> author/artist/designer (Year of publication) - in round brackets <i>Title of screenshot (in italics)</i> [format/medium] – square brackets Place of publication: Publisher <p>If from web:</p> <ul style="list-style-type: none"> Available from: URL (web address) [Accessed date] 	<p>When inserting an Image label/caption</p> <p>When inserting an image in your text, you need to provide a label/caption beneath it. The label/caption should be formatted as follows:</p> <p>Figure no, designer's / artist's name in full, <i>Title of artwork</i> (in italics) or description, date of artwork, format/medium/dimensions (if known).</p>	<p>In-text citations for images when referred to in the text</p> <p>Figures, including images, diagrams, and tables, should be cited by providing the surname of the author/creator, the publication year, and figure number in an in-text citation. The full details of the original source (e.g. a book, journal article or an organisation's website) should be included in the List of Figures.</p>

	<p>Example: Figure 1. Vermeer, J., (1665). <i>Girl with a pearl earring</i> [oil painting]. Available from: https://www.britannica.com/topic/Girl-with-a-Pearl-Earring-by-Vermeer. [Accessed 14 August 2024].</p> <p>For an example of an image reference from a book, see List of Figures above.</p>	<p>Example:</p>  <p>Figure 1. Johannes Vermeer, <i>Girl with a Pearl Earring</i>, 1665, oil painting.</p>	<p>Example: The painting <i>Girl with a Pearl Earring</i> shows a young woman wearing a scarf and she has a pearl earring(Vermeer, 1665, Figure 1).</p>
--	--	---	---

Images/Figures presented of own work in text/content


If you have created your own figures/photographs/graphics/sketches, such as a table of data you collected, an infographic you designed or a mood board, add the text (personal collection) to the end of the caption.

Own photograph, sketch, illustration, graph, table, mood board and infographic	List of Figures:	Image label or caption	In-text citation
	<p>Citation order:</p> <ul style="list-style-type: none"> • Description • (Year of creation) - in round brackets • (personal collection) - in round brackets 	<p>Example:</p> 	<p>Example: In the photo of the statue at the cathedral (personal collection, 2024, Figure 2) you can see the spear...</p>

	Example: Figure 2. Coventry Cathedral statue, (2024) (personal collection).	Figure 2. Coventry Cathedral statue, 2024 (personal collection).	
--	--	--	--

Mood boards presented in text/content


When creating a mood board with multiple images and elements from different sources, you need to number the mood board as a ‘figure’, state year of creation, and add ‘personal collection’ in round brackets. Each image within the mood board should be labelled with a small number (6-8 pt) (see image below).

Mood boards	List of Figures:	Image label or caption	In-text citation
	<p>Citation order:</p> <ul style="list-style-type: none"> • Description • (Year of creation) - in round brackets • (personal collection) - in round brackets • Followed by number: URL <p>Example: Figure 1. Mood board of Art Deco references, (2024) (personal collection): 1: https://tiffanylampen.nl/index.php/de/product/7870-french-art-deco-3/ 2: https://creativemarket.com/blog/art-deco-design-style-examples 3: https://www.vandelaydesign.com/art-deco-fonts/ 4: https://www.kingandmcgaw.com/prints/am-cassandra/normandie-471632?qad_source=1&qbraid=0AAAAAD3RBMnmG6_kxitP7ED7cUGSLsALK&qclid=EAlaIqObChMI8cW29aCGiAMVCJdQBh3tqAulEAQYCSABEgKfwfD_BwE#471632::media:0 5: https://www.dailyartmagazine.com/art-deco/ 6: http://www.fontscafe.com/explore?7SW</p>	<p>Example:</p>  <p>Figure 1. Mood board of Art Deco references, 2024 (personal collection).</p>	<p>Example: The project's design direction and inspirational images can be seen in the mood board (personal collection, 2024, Figure 1) to show....</p>

	7: https://theartment.com/blogs/news/9-ways-to-design-an-art-deco-inspired-home-decor		
--	--	--	--

AI Images

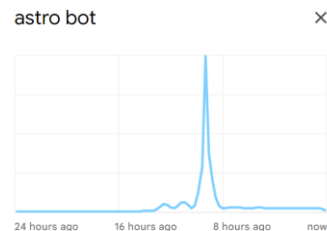
For AI-created images, you would still include the figure number. However, the label/caption format will be different, as seen below. When adding the image to the list of figures, the caption order will depend on whether you are using an app or computer software to create the AI image. All use of AI images must be declared.


AI Images (App, programme or software)	List of Figures:	Image label or caption	In-text citation
	<p>When using an application (app): For applications, include the rightsholder's name, if given. If unavailable, use the title.</p> <p>Citation order:</p> <ul style="list-style-type: none"> • Rightsholder • (Year of release) – in round brackets • <i>Title of app</i> [mobile app] • Version number • Available from: app store name/website [Accessed date] <p>Example: Figure 1. Adobe Inc, (2023). <i>Adobe Firefly: Generative AI</i> [mobile app]. Version 1.2. Available from: Apple App Store [Accessed 7 August 2024].</p>	<p>Caption/label order:</p> <ul style="list-style-type: none"> • State that the image has been created by AI using (insert AI tool used). • With the prompt “insert prompt used” <p>Example:</p> 	<p>In-text citation: You must acknowledge wherever you have included content you have developed with the assistance of an AI tool. In the citation, you should include the originator (the AI tool), the date you used it and the input you entered (i.e. the command or prompt).</p> <p>Example: An AI image generator (Adobe Firefly, 2024, Figure 1) responded to a prompt for ‘penguin with a blue woolly hat, holding hot chocolate on white</p>


	<p>When you are using a computer programme/software: For computer programmes, include the name of the company that published the programme. If the Author and surname are provided, they can be added instead of the company name.</p> <p>Citation order:</p> <ul style="list-style-type: none"> • Company name, if given: author/artist/designer • (Year) – in round brackets • <i>Title of program</i> [type] • Version • Place of publication: Publisher <p>Example: Figure 1. Adobe Inc, (2023). <i>Adobe Firefly</i> [computer program]. Version Adobe Firefly Image 3 Model, California: Adobe Inc.</p>	Figure 1. Image created with Adobe Firefly, 2024, with the prompt: ‘penguin with a blue woolly hat, holding hot chocolate on white background, in chibi style’.	background, in chibi style’ by creating the following image.
--	---	---	--

Other Visual Materials

Screenshots	List of Figures:	Image label or caption	In-text citation
	<p>Citation order:</p> <ul style="list-style-type: none"> • Author/owner, if given • <i>Title of screenshot (in italics)</i> 	Example:	Example: The screenshot (<i>Astro bot</i> , 2024, Figure 1) shows...

	<ul style="list-style-type: none"> • (Year of publication) - in round brackets • [screenshot] • Available from: URL [Accessed date] <p>Example: Figure 1. Astro bot, (2024). [screenshot]. Available from: https://www.google.co.uk/trends/hottrends [Accessed 13 December 2024].</p>	 <p>Figure 1. Astro bot, 2024, screenshot.</p>	
--	---	---	--

Screencast (i.e., video screen captures)	List of Figures:	Image label or caption	In-text citation
	<p>Citation order:</p> <ul style="list-style-type: none"> • Author/owner, if given • <i>Title of screencast (in italics)</i> • (Year of production) - in round brackets) • [screencast] • Available from: URL [Accessed date] <p>Example:</p> <p>Figure 1. <i>How to Whiten Teeth in Photoshop</i>, (n.d.) [screencast]. Available from: https://contrastly.com/adobe-photoshop-tutorials/ [Accessed 16 December 2024].</p>	<p>Example:</p>  <p>Figure 1. <i>How to Whiten Teeth in Photoshop</i>, n.d., screencast.</p>	<p>Example:</p> <p>When looking at the following screencast (<i>How to Whiten Teeth in Photoshop</i>, n.d., Figure 1), we can see...</p>

Still from a film/animation	List of Figures:	Image label or caption	In-text citation
	<p>Citation order:</p> <ul style="list-style-type: none"> • <i>Title of film/series (in italics)</i> • (Year of distribution) - in round brackets • Directed by [insert Name of Director] • [type, format] • Place of distribution: Distributor <p>Example: Figure 1. <i>Titanic</i>, (1997). Directed by J. Cameron [feature film]. Los Angeles, CA: Paramount Pictures. Images with audio.</p>	<p>Example: Provide description of still, source and timestamp.</p>  <p>Figure 1. Lifeboat scene in <i>Titanic</i> (1997) Directed by J. Cameron, 01:18:45.</p>	<p>Example: The film still showing a lifeboat scene (<i>Titanic</i>, 1997, 01:18:45, Figure 1) shows....</p>





Installation/exhibits /artefacts or objects viewed in galleries and museums.	List of Figures:	Image label or caption	In-text citation
	<p>Citation order:</p> <ul style="list-style-type: none"> • Artist - surname, then initial • (Year of creation) – in round brackets. • <i>Title in italics</i> • [format] – square brackets • Gallery or location • [Accessed on date] - square brackets <p>Example:</p>	<p>Example:</p>  <p>Figure 1. Tracey Emin, <i>My Bed</i>, 1999, installation.</p>	<p>Example: The installation <i>My Bed</i> (Emin, 1999, Figure 1) showcases...</p>

	Figure 1. Emin, T., (1999). <i>My Bed</i> [installation]. Tate Gallery, London [Accessed on 20 February 2024].		
--	--	--	--


Graffiti	List of Figures:	Image label or caption	In-text citation
	<p>Citation order:</p> <ul style="list-style-type: none"> • Author/owner, if given • <i>Title or description, tag if given - in italics</i> • (Year of creation) – in round brackets • [format] – square brackets • Location [Accessed on date] <p>Example: Figure 1. Banksy, <i>Sweeping it under the carpet</i>, (2006). [graffiti]. Chalk Farm, London [Accessed on 27 June 2024].</p>	<p>Example:</p>  <p>Figure 1. Banksy, <i>Sweeping it under the carpet</i>, 2006, graffiti.</p>	<p>Example: The graffiti (Banksy, 2006, Figure 1) demonstrated...</p>


Photographs	List of Figures:	Image label or caption	In-text citation
	<p>Citation order:</p> <ul style="list-style-type: none"> • Photographer - surname, then initial • (Year of creation) – in round brackets • <i>Title in italics</i> • [format] – square brackets • Place of publication: Publisher (if available) 	<p>Example:</p>	<p>Example: The photograph <i>Ntozakhe II, Parktown</i> (Muholi, 2016, Figure 1) shows....</p>

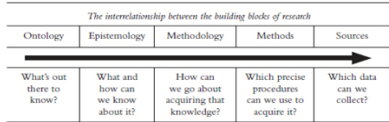
	<p>If accessed online:</p> <ul style="list-style-type: none"> Available from: URL [Accessed date] <p>Example: Muholi, Z., (2016). <i>Ntozakhe II, Parktown</i> [photograph]. Available from: https://www.swlondoner.co.uk/news/14012020-tate-modern-to-hold-first-major-uk-exhibition-of-south-african-photographer [Accessed 15 January 2025].</p>	 <p>Figure 1. Zanele Muholi, <i>Ntozakhe II, Parktown</i>, 2016, photograph.</p>	
--	--	---	--

Anonymous Images (Online)	List of Figures:	Image label or caption	In-text citation
	<p>If no author/creator can be identified and there is no organisation for a source, use 'Anon.' (meaning 'anonymous').</p> <p>Citation order:</p> <ul style="list-style-type: none"> Anon. <i>Title or name of website in italics</i> (Year of publication) – in round brackets [format] – square brackets Place of publication: Publisher (if available) <p>If accessed online:</p> <ul style="list-style-type: none"> Available from: URL [Accessed date] 	<p>Example:</p>  <p>Figure 1. Anon., <i>The Website Architect</i>, 2021, wireframe.</p>	<p>Example: As can be seen in the wireframe (Anon., 2021, Figure 1)</p>

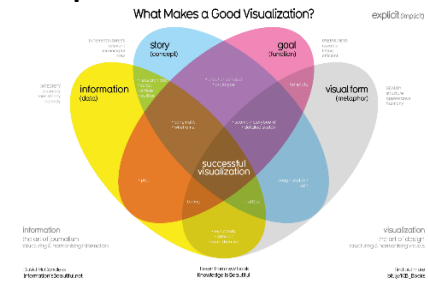
	<p>Example: Figure 1. Anon., <i>The Website Architect</i>, (2021). [wireframe]. Available from: https://thewebsitearchitect.com/why-is-the-layout-of-a-website-important/ [Accessed 22 March 2024].</p>		
--	---	--	--

Images without a date	List of Figures:	Image label or caption	In-text citation
	<p>Citation order:</p> <ul style="list-style-type: none"> • Surname, then initial or creator • <i>Title in italics</i> • (n.d.) – in round brackets • [format] – square brackets • Available from: URL [Accessed date] <p>Example: Figure 1. Grosu, D., (n.d.). <i>30+ fully editable magazine layouts to help you out of a creative rut</i> [collage]. Available from: https://blog.flipsnack.com/30-fully-editable-magazine-layouts-to-help-you-out-of-a-creative-rut/ [Accessed 23 May 2022].</p>	<p>Example:</p>  <p>Figure 1. Debora Grosu, <i>30+ fully editable magazine layouts to help you out of a creative rut</i>, n.d., collage.</p>	<p>Example: From the collage of images (Grosu, n.d., Figure 1) you can see the use of various titles.....</p>

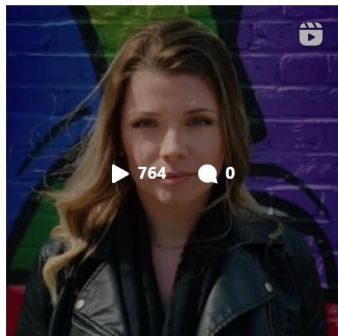
Images without a title or creator	List of Figures:	Image label or caption	In-text citation
	<p>If no author can be identified and there is no organisation for a source, use 'Anon.' (meaning 'anonymous').</p> <p>Citation order:</p> <ul style="list-style-type: none"> • Anon. • Description of image • (Year of publication or n.d.) – in round brackets • [format] – square brackets • Available from: URL [Accessed date] <p>Example: Figure 1. Anon., (n.d.). Image showing the letters and icon of a stamp combined to create a logo [graphic]. Available from: https://blueskygraphics.co.uk/how-to-design-a-good-logo/ [Accessed 5 August 2023].</p>	<p>Example:</p>  <p>Figure 1. Anon., Image showing the letters and icon of a stamp combined to create a logo, n.d., graphic.</p>	<p>Example: When combining images and text (Anon., n.d., Figure 1) a successful logo can be created by....</p>

Graph/Table/ Infographics in published books	List of Figures:	Image label or caption	In-text citation
	<p>Citation order:</p> <ul style="list-style-type: none"> • Author - surname, then initial • (Year of publication) – in round brackets • <i>Title of book in italics</i> • [format] – square brackets 	<p>Example:</p>  <p>Figure 1. B. K. Daniel and T.</p>	<p>Example: The interrelationship between the building blocks of research can be illustrated in a graph (Daniel and Harland, 2017, p. 23, Figure 1) shows....</p>


	<ul style="list-style-type: none"> Place of publication: Publisher Page number or figure number for graph <p>Example: Figure 1. Daniel, B. K., and Harland, T., (2017). <i>Higher Education Research Methodology</i> [graph]. Milton Park, Oxfordshire: Taylor and Francis, p. 23.</p>	Harland, 'The building blocks of research (after Gris, 2002)' in <i>Higher Education Research Methodology</i> , 2017, graph.	
--	---	--	--


Graph/Table/Infographics online	List of Figures:	Image label or caption	In-text citation
	<p>Citation order:</p> <ul style="list-style-type: none"> Originator or Author - surname, then initial (Year of publication) – in round brackets <i>Title or description of image (in italics)</i> [format] – square brackets Place of publication: Publisher, if available Available from: URL [Accessed date] <p>Example: Figure 1. McCandless, D., (2009). <i>What Makes a Good Visualisation?</i> [infographic]. InformationisBeautiful.net. Available from: https://informationisbeautiful.net/</p>	<p>Example:</p>  <p>Figure 1. David McCandless, <i>What Makes a Good Visualisation?</i> 2009, infographic.</p>	<p>Example: This infographic highlights key factors in what makes for a good visualisation (McCandless, 2009, Figure 1)...</p>

	visualizations/what-makes-a-good-data-visualization/ [Accessed 24 March 2014].		
--	--	--	--

Social media video post (Instagram, Facebook, Blogs, Behance etc.)	List of Figures:	Image label or caption	In-text citation
	<p>Citation order:</p> <ul style="list-style-type: none"> • Author/Artist - surname, then initial (if available) • (Year of publication) – in round brackets. • <i>Title or description of video post (in italics)</i> • [Name of social networking site] – square brackets • Day/month of posted message • Available from: URL [Accessed date] <p>Example: Figure 1. Arden University, (2021). <i>Promotional video</i> [Instagram] 6 May 2021. Available from: https://www.instagram.com/p/COigeu9LhTg/ [Accessed 2 October 2024].</p>	<p>Example:</p>  <p>Figure 1. Arden University, <i>Still from Promotional Video</i>, 2021, Instagram.</p>	<p>Example: BA Graphic Design student features in promotional video (Arden University, 2021, Figure 1) we can see....</p>

Social media image (Instagram, Facebook, Blogs, Behance etc.)	List of Figures:	Image label or caption	In-text citation
	<p>Citation order:</p>	<p>Example:</p>	<p>Example: Social media post celebrates that Arden University has been</p>

	<ul style="list-style-type: none"> • Author/Artist - surname, then initial (if available) • (Year of publication) – in round brackets • <i>Title or description of video post (in italics)</i> • [Name of social networking site] – square brackets • Day/month of posted message • Available from: URL [Accessed date] <p>Example: Figure 1. Arden University, (2021). <i>Graduate from Arden University</i> [Instagram] 10 July 2021. Available from: https://www.instagram.com/p/CRJkITFjPi9/ [Accessed 2 October 2024].</p>	 <p>Figure 1. Arden University, <i>Graduate from Arden University</i>, 2021, Instagram.</p>	<p>awarded indefinite degree award powers (Arden University, 2021, Figure 1) we can see....</p>
--	--	--	---

Stock photos	List of Figures:	Image label or caption	In-text citation
	<p>Citation order:</p> <ul style="list-style-type: none"> • Photographer/Creator - surname, then initial(s). • (Year of publication) – in round brackets • <i>Title of image/photograph (in italics)</i> • [format] • Available from: URL [Accessed date] 	<p>Example:</p> 	<p>Example: A vintage London Routemaster Bus, travelling across Westminster Bridge, London (stock photo, 2016, Figure 1).</p>

	Example: Figure 1. Divzia, C., (2016). <i>London Routemaster Bus</i> [stock photo]. Available from: www.shutterstock.com [Accessed 3 February 2024].	Figure 1. A vintage London Routemaster Bus, 2016, stock photo.	
--	--	--	--

Other sources used in own work (audio and video production)

Sound recording	List of Figures:	Image label or caption	In-text citation
	Citation order: <ul style="list-style-type: none"> • Surname, INITIAL(S) (of recordist) or Company name • (Year of publication or n.d.) – in round brackets. • ‘Title of individual recording’ • <i>Title of Album in italic</i> • [type, format] • Place of recording • Recording Label Example: Figure 1. Gallagher, N., (1995). Wonderwall. <i>What’s the story</i> [Sound recording, CD]. Rockfield, Wales: Creation.	No image label or figure no. is required since it is audio	Example: The calm or relaxing sound clip (Gallagher, <i>What’s the story</i> , 1995, Figure 1) as a background for...

Video film or talk (YouTube)	List of Figures:	Image label or caption	In-text citation
	<p>For moving images accessed online (e.g. YouTube videos), include the name of the originator/author, if given. If unavailable, state the title.</p> <p>Citation order:</p> <ul style="list-style-type: none"> • Originator, screen name • (Year of publication or n.d.) – in round brackets • <i>Title of film programme in italics</i> • [type, format] • Place of publication or production (if available): Publisher or Producer (if available) • Available from: URL [Accessed date] <p>Example: Figure 1. Nouar, N., (2023). <i>Zig & Zag – Adobe Illustrator 3D Text Effect Tutorial</i> [video, online]. Available from: https://www.youtube.com/watch?v=tFGsRzhBIFQ [Accessed 12 December 2024].</p>	No image label or figure no. is required since it is audio.	<p>Example: In the video (Nouar, 2023, Figure 1) the use of the tool is shown...</p>

Stock Videos	List of Figures:	Image label or caption	In-text citation
	Citation order:		Example:

	<ul style="list-style-type: none"> • Creator - surname, then initial(s). • (Year of publication) – in round brackets • <i>Title of video (in italics)</i> • [format] • Available from: URL [Accessed date] <p>Example: Figure 1. Nigmatullin, L., (n.d.). <i>First-person view of a cute red cat feeling playful and active at home</i> [stock video]. Available from: www.shutterstock.com [Accessed 19 March 2025].</p>	No image label or figure no. is required since it is video.	For the background in the animation, a video showing a cute red cat (stock video, n.d., Figure 1) was used.
--	---	---	---

AI Video (App, programme or software)	List of Figures:	Image label or caption	In-text citation
	<p>When using an application (app): For applications, include the rightsholder's name, if given. If unavailable, use the title.</p> <p>Citation order:</p> <ul style="list-style-type: none"> • Rightsholder • (Year of release) – in round brackets • <i>Title of app</i> [mobile app] • Version number • Available from: app store name [Accessed date] 	No image label or figure no. is required since it is video.	<p>In-text citation: You must acknowledge wherever you have included content you have developed with the assistance of an AI tool. In the citation, you should include the originator (the AI tool), the date you used it, Figure no. and the input you entered (i.e., the command or prompt).</p>

	<p>Example: Figure 1. Adobe Inc, (2023). <i>Adobe Firefly: Generative AI</i> [mobile app]. Version 1.2. Available from: Apple App Store [Accessed 7 August 2024].</p> <p>When you are using a computer programme/software: For computer programmes, include the name of the company that published the programme. If the Author and surname are provided, they can be added instead of the company name.</p> <p>Citation order:</p> <ul style="list-style-type: none"> • Company name, if given: author/artist/designer • (Year) – in round brackets • <i>Title of program</i> [type] • Version • Place of publication: Publisher <p>Example: Figure 1. Adobe Inc, (2023). <i>Adobe Firefly</i> [computer program]. Version Adobe Firefly Image 3 Model, California: Adobe Inc.</p>		<p>Example: An AI video generator (Adobe Firefly, 2024, Figure 1) responded to a prompt for ‘pink fluffy dog jumping over flowers’ by creating the following video.</p>
--	--	--	--

FAQ

Can I use Pinterest?

You cannot use Pinterest for academic work where you refer to and comment on images. If you find an image on Pinterest, follow the link to the original and use that for your reference.

You are allowed to create your own Pinterest board as a mood board for creative work. Please see guide for how to reference a mood board.

Can I use stock photos in my creative project (video clips / images)?

Yes, but on 20% and it must be fully referenced. 80% should be your own work.

We allow some use of stock photos where it is not possible to source specific images yourself. For instance, you might need a photograph of an elephant but have no opportunities to photograph one yourself.

Can I use Ai images / videos in my creative project?

No, you cannot use AI generated images / videos in your final creative deliverables or assets that you submit as part of your final submission. All final outcomes must be of your own creation.

However, you are allowed to use AI software to generate ideas and brainstorm, and you can also use AI images / video temporarily as placeholders in layouts during the creative process. You can also use it for generic mock-ups and in-situ prototypes (instead of stock photo/video). This can be included as process-work in the sketchbook part of the submission. *All use of AI must be declared as per Arden Harvard Guide (and this guide);* for more information visit the [Artificial Intelligence page on the Learning Success Hub](#)