Referencing fashion images using Harvard referencing

General information
If an image is reproduced within an assignment or project it is important to include this information:

1. title or caption underneath the image
2. in-text citation, if referring to the image in your text
3. full details in a numbered or alphabetical reference list at the end of your assignment

Reference list
All images used in your assignment or project must be included in the reference list or in a list of figures if you are using a numbered system (ie. Fig.1 or Figure 1), unless it is your own unpublished image.

The following elements are required in the reference list:

- artist/photographer/illustrator of the image or designer if content is a design object
- Year
- Title of image or description (can include designers name, collection, type of garment)
- Format e.g. photograph, online image, film still
- Details of publication the image appears in e.g. database, magazine or book
- If online – include the date you viewed the image (day month year eg. 23 August 2017).
- If it’s an online image include the <URL either full location details or the main site details>

If information is missing
If no author/artist/photographer/designer is known, the image is listed under its title.

If the image has no title, a brief description should be used. (A brief description could be made up of the designer’s name, type of apparel, and season of the collection it belongs to for example)

If the image has no date cited, use n.d. – do not assume dates
Tips

1. Remember to save the title of the image, its URL, the date you viewed the image and the database name (WGSN etc) or details of the report, journal, book or website it appeared in.

2. In WGSN, the image URL is not usually the URL that appears in the address bar. To find the image URL, right click on the image, choose Copy image URL. Keep this so you can add it to your reference list. For Internet Explorer, right click and choose properties to find URL.

3. With most reports in WGSN, you will be able to view most of the individual images in the image gallery if you click on “View More Images” on the top of the window in which the report is displayed. Follow the first example below to reference an individual picture.

For your own images

A caption describing or explaining the image should be placed under or beside it; however, unless it has been published, the image does not have to be included in the reference list. If you do reference your own image you could note that the image is in author’s private collection.

Example: Beaton, C 1956, Marilyn Monroe, photograph, (Marilyn Monroe's own private collection).

Images found on the web

Make sure to reference the source of the image and NOT the Google images details and URL. Going to the source page of the image will often give you a lot more information regarding creator, date etc. This is a good rule of thumb for images found on Facebook and Pinterest as well.

Copyright

When using images in your work it’s important to be aware of copyright considerations. Here is a link to information about using images and copyright http://www.rmit.edu.au/copyright

EndNote

A suggested option for citing images from databases when using EndNote is to choose the reference type of the source where the image has been published and in your assignment manually provide a caption and reference for each image.
While many artists and designers have drawn on Cuba for colourful inspiration, others have captured its decay and poverty (Fig. 1). In 2016 Chanel staged a fashion show in the capital Havana drawing controversy and publicity for doing so in the country so obviously not able to afford their product. In fact, a spokesperson for Chanel described the choice as one which would provide a heightened sense of “cultural dissonance” (Armstrong 2016, para. 4).

A caption should be placed under or beside the image. In this example we have used a numbering system. The first image in your document would be Fig. 1 or Figure 1. The caption might include title, author or creator and brief source details. You may also include a note about how the image is important to your topic or thesis.
Provide full details of all images used in a List of Figures when using a Numbering System

The full details may be placed at the end of the document, before the references. However, always check with your teachers about what they would prefer.

List of Figures

1. Eva Blue 2017, *Centro Habana Cuba*, photograph, Unsplash, viewed 5 February 2018, <https://images.unsplash.com/photo-1484323896115-e7c27cd29bce?ixlib=rb-0.3.5&ixid=eyJhcHBfaWQiOjEyMDd9&s=25876b6c5878bf22cfe42f9ad5b4eacb&auto=format&fit=crop&w=1360&q=80>


More examples of suggested referencing for different types of sources

Image from a WGSN forecasting report

Single image from WGSN
Vera Wang pre-summer 2014. 2013, photograph, viewed 5 February 2018, WGSN.
<http://www.wgsn.com/content/dam/Central_Library/Catwalk_Shows/Pre_Collection/Pre_summer_2014/Vera_Wang/Vera_Wang_pre_summer_2014012.jpg.rendition.medium.jpg>

Image from Berg Fashion Library

Image from a print magazine

Image from a website

Image from Instagram (or other social media site)

Still from a video (Youtube example)
Your own image or an unpublished image


More examples of other types of images can be found in EasyCite, see link below.

**Referencing resources to acknowledge other’s work and to avoid plagiarism**

You must reference all of your research in your assignments, including images, to show the research you have done and to avoid plagiarising others’ work.


And the Harvard Referencing for Visual Material library guide

[http://rmit.libguides.com/harvardvisual/harvard-referencing-for-visual-material](http://rmit.libguides.com/harvardvisual/harvard-referencing-for-visual-material)

You can also watch this video on Referencing Images using Harvard: [https://youtu.be/amGzi2MRogo](https://youtu.be/amGzi2MRogo)
Suggested thumbnail idea for referencing Mood Boards

Create a thumbnail collage of your moodboard with images numbered and then provide full details in a list of figures.