

# spot the difference!

introducing itrace identifying visual plagiarism in the arts

**Leigh Garrett** 

Visual Arts Data Service
University for the Creative Arts

spot the difference

ianuary 2012



# session outline

- visual arts data service
- spot the difference!
- emerging knowledge
- itrace demonstration
- next steps...



Posters of Conflict, Imperial War Museum

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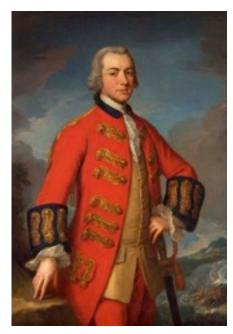




# visual arts data service

## background

- established in 1996, established as research centre of the university library in 2008
- national repository for images and metadata: 120,000 items; 300 collections; range of educational resources; 60,000 users view 1.75 million images a month; focuses on the visual and creative arts; free for educational use
- led a number of publically funded projects within the field of digital asset management in the arts



American Museum in Britain, NICE

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#### aims

- investigating the nature and scope of visual plagiarism in the arts
- consider the potential relevance and application of technology to support learning and teaching around plagiarism



Suffrage Collection, London Metropolitan University

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partnership















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# background

- enormous growth in the use of the internet
- research and funding have focused on text plagiarism
- increased incidence of text based plagiarism
- growing concerns focused on copyright infringement and protection
- visual search technologies are evolving
- nature of visual resources makes detection difficult



Mr Potato Head. Museum of Design in Plastics

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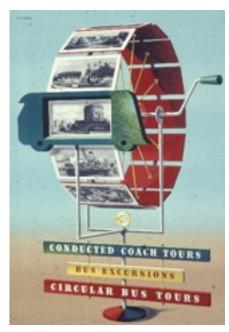
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# question

can technology be used effectively to support and enhance learning and teaching in the visual arts, in a similar way to text based identification services?



Design Council Slide Collection, University of Manchester

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### method

- environmental analysis
  - survey
  - literature review
  - interviews
- user requirement
- development and closed testing
- pilot workshops at four specialists arts institutions
- dissemination



Adopting a stance, Eliane Thomas

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# expected outcomes

- grey area
  - learning through copying
  - appropriation, homage, pastiche
- academic skills
- legal ramifications
  - copyright infringement
  - protection of intellectual property
  - licensing



Tom Cross Archive, University College Falmouth

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### key survey outcomes

- 158 responses
  - 6% stated seeing incidents of visual plagiarism frequently
  - 42% reported the lack of referencing in written work frequently
  - 46% indicated a lack of referencing in presentations frequently



Snowy the knitted poodle, University of Southampton

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# key survey outcomes

- sample of comments
  - plagiarism is over rated
  - students are keen to protect their work
  - close working relationship with students
  - referencing skills
  - staff often don't reference visual resources appropriately



Michael Blower Sketchbooks, Blower Foundation

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introducing itrace







http://www.itrace.ac.uk

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





### 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

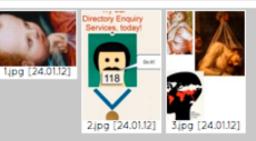
### **VADS**

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





#### History



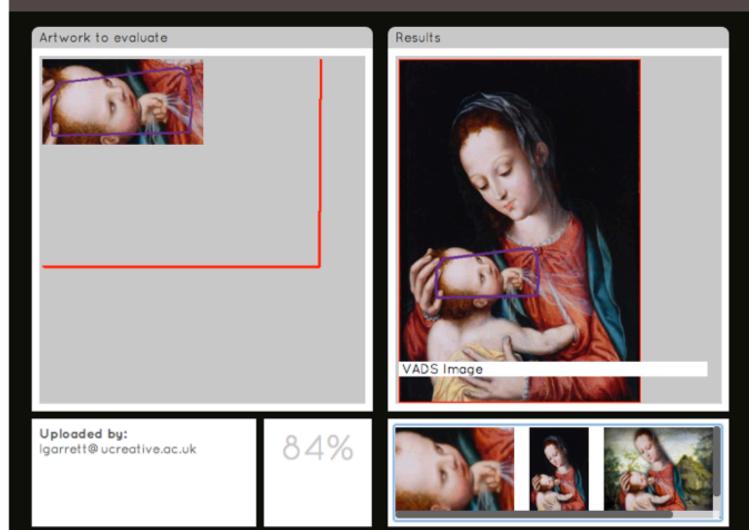
#### Help

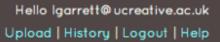
Click on a thumbnail of a previous submission to run another search through iTrace.

Or upload a new image to be processed.



# iTrace



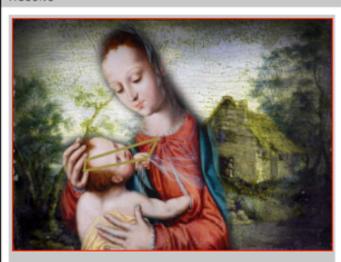




#### Artwork to evaluate



Results



Coursework Image uploaded by AUCB.

Uploaded by: |garrett@ucreative.ac.uk 84%









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## next steps...

- write up environmental analysis
- complete pilot testing
- analyse findings and review pilot service
- demonstrate final version of pilot and gather additional feedback
- seek follow-up funding to develop the service
- dissemination



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