I spy
originality in a visual world
by Janet John Callum and Andy Robins
I spy
originality in a visual world
by: guest, John Callamout, Amy Robinson

what do you think?

grey area

project overview

introducing itrace...

visual work
I spy

originality in a visual world

leigh garrett, john collomosse, amy robinson
who are we?
vads at university for the creative arts

www.vads.ac.uk
Rhoda bag by Sarah Bayley, 2009
Museum of Design in Plastics
Arts University College at Bournemouth

Loft's 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
session outline:

- spot the difference project overview
- introduction to visual plagiarism
- itrace demo and try it yourself!
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
the background to the project...
the internet is often reported to have led to a...

supposed 'copy + paste boom'

BBC news (2011). 'Plagiarism: The ctrl+c, ctrl+v boom'
http://www.bbc.co.uk/news/magazine-12613617
research on plagiarism in universities has tended to focus mainly on text-based work and not...

visual work
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
how?
how?

elicit staff views and experiences on 'visual plagiarism'

through literature review, sector-wide survey, and inte...
development of visual search pilot tool by cvsp

through literature review, sector-wide survey, and interviews

elicited staff views and experiences on visual plagiarism
Workshops at four specialist arts universities

Development of visual search pilot tool by CVSSP

Through literature review, sector-wide survey, and interviews
Development of visual search pilot tool by CVSSP workshops at four specialist arts universities in 2012

Further feedback and user requirements
to gather feedback and user requirements.

Workshops at four specialist areas...
defining plagiarism

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

oxford english dictionary
grey area
learning through copying

student sketching in the Ashmolean Museum in Oxford, photo by Martin Beek
appropriation, homage, pastiche

widely accepted artistic practices with a long history

collages by picasso and braque

1920s

duchamp's ready-mades such as his 1917 signed urinal

1940s

surrealist objects such as dali's 'lobster telephone'

john heartfield's photomontages satirising hitler and the nazis

1960s

pop art such as warhol's 'campbell's soup cans'

1980s

prince and levine's re-photography of existing works

2000s

work by street artists such as banksy and shepard fairey

work by contemporary artists such as damien hirst and glenn brown
collages by Picasso and Braque

1920s

Duchamp’s ready-mades such as his 1917 signed urinal

1940s

Surrealist objects such as Dalí’s ‘Lobster Telephone’

John Heartfield’s photomontages satirising Hitler and the Nazis
The image is a timeline with the following key points:

- **1960s**
  - Pop art such as Warhol's 'Campbell's Soup Cans'

- **1980s**
  - Prince and Levine's re-photography of existing works

- **2000s**
  - Contemporary art, particularly digital art
Prince and Levine's re-photography of existing works

1980s

2000s

Work by street artists such as Banksy and Shepard Fairey

Work by contemporary artists such as Damien Hirst and Glenn Brown
anti-copying organisations & websites

ACID

ANTI COPYING IN DESIGN –

acid.uk.com

YOU THOUGHT WE WOULDN'T NOTICE

youthoughtwewouldnotice.com

Trelise Cooper kids rips off Emily Temple Cute Lulu

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

Initiated already back in 1977 by Prof. Rido Busse, the negative award "Plagiarus" 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 Plagiarus awards the negative award at the annual “Ambiente” trade fair during a press conference. The award is given to those companies 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
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 YTWNW:

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:

Youthoughtwewouldntnotice.com
Designers and Illustrators Against Plagiarism

2,880 likes · 33 talking about this

Community
For indie designers who are fed up with the corps getting away with thieving our work and ideas...

About

Photos
Likes
Notes

Useful Resources
Books: AOA: The Illustrator’s Guide to and Business Practice

Recent Posts by Others

Penny Taylor
It's bad enough when big companies do this, but what about June 26 at 10:42am

Caroline Rose Art
Hi, I've just found some of my work has been stolen and is s

some real life examples....

photograph by associated press

barack obama 'hope' poster by shepard fairey
sculpture by jeff koons, in venice

photo by devastar, licensed under creative commons cc by-nc 2.0
http://www.flickr.com/photos/devastar/2598649867/

book end, park life store, san francisco

image used with permission from park life store
http://www.parklifestore.com/
sony world photography awards 2011

photo by nobuyuki taguchi, 2008

photo by marek troszczynski, 2010 award nominee
photo by jamie gladden, 2007
tatty divine
claire’s accessories
what do you think?

158 survey responses from across UK and some international
158 survey responses from across UK and some international
"plagiarism may be an over-rated problem in a digital age" - 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
"students show development of their ideas and technique in workbooks." - survey respondent

"regular tutorials ensures that I can see students' work development." - survey respondent
"focus on teaching students what they need to know rather than policing." - survey respondent
"...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
"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
plagiarism in visual work — 6% of staff say this happens frequently
lack of referencing for images in written work — 42% of staff say this happens frequently
lack of referencing for images in presentations — 46% of staff say that this happens frequently from project survey results
"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
introducing itrace...
no text is required!

content-based image retrieval

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

gillette poster by tom eckersley, http://vads.ac.uk/large.php?uid=115925
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
the development process
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
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
3) web-based tool

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

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 utilizes 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 100,000 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

itrace.ac.uk
the testing process
cropping an image
painting over an image
rotating and combining two images

French school, probably about 1840-1850; Peasant woman
sketch of cottages near Bologna, Summer by Josephine bowes, about 1865-70

uploaded by: arobinson@ucreative.ac.uk

100%
other potential applications...

protect IPR for:
- students
- practitioners
- museums/picture libraries

future development...
- increase image index
- batch upload
- email alerts
try it yourself....
plenary

- feedback on the itrace pilot tool
- questions
- ideas for future applications and development
contact
lgarrett@ucreative.ac.uk
aroabinson@ucreative.ac.uk

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