



SUGGESTED FREE RESOURCES

GIF SITES (ANIMATED IMAGES)

Site	Licensing	Attribution required?*	Attribution statement*	Search and filter	Other notes
Icons8	Free Icons8 licence	Yes	'Image by Icons8' or ' Icons8.com '	By pack – can download as packs only	Not all GIFs in packs are shown on the download page
GIPHY	User licence limited to embedding or linking	Yes – happens automatically with embed or link	Attribution occurs via embed or through link	By keyword or creator channel	Important: See Usage notes for GIPHY below
Open Doodles	CC0 (Public Domain)	No, but appreciated	'Image via Open Doodles' [link text to media]	None	Only some content is available as GIFs

* At time of writing

Usage notes for GIPHY

Copyright / IP and GIPHY

GIPHY search results are a mixture of licensed material and externally-sourced content. While GIPHY does have [submission guidelines](#) and a [takedown policy](#) on their site around third-party IP, searching GIPHY shows potentially problematic content. Best practice is to be careful with what you use from the platform.

Identifying licensed content

GIPHY makes it relatively easy to tell if something is 'safe' for use – look for:

- verified channels (those with the blue tick icon – e.g. RuPaul's Drag Race or Archer);
- content provided by copyright owner (the banner on the channel account is a good indicator of this);
- linked socials that go to official copyright owner accounts.

When searching GIPHY by keyword, content can be limited to verified accounts by clicking on these at the top of the page.

Identifying other suitable content

Where content on GIPHY has been externally sourced, the listings look different to those from verified channels. Check if content is official by using the link provided for the source. For example:

- [This GIF](#) is from 'Simpsonsworld' (an old Fox streaming platform). The link provided now goes straight to Disney+ (a good indicator that the GIF is official);
- Versus something like [this GIF](#), which was taken from a random Imgur account and is most likely infringing copyright.

Using GIPHY content

- Copyrighted materials licensed to GIPHY cannot be recorded / captured as part of videos.
- Use is limited to web / LMS content where embedding or linking can be done.
- Remember to consider whether GIF content would be suitable for the intended audience.

Copyright Support

Ask a question: newcastle.edu.au/copyright-request

Phone: (02) 492 16456

Web: newcastle.edu.au/copyright-support

