

lisa

June 2024

Fostering Visual Integrity

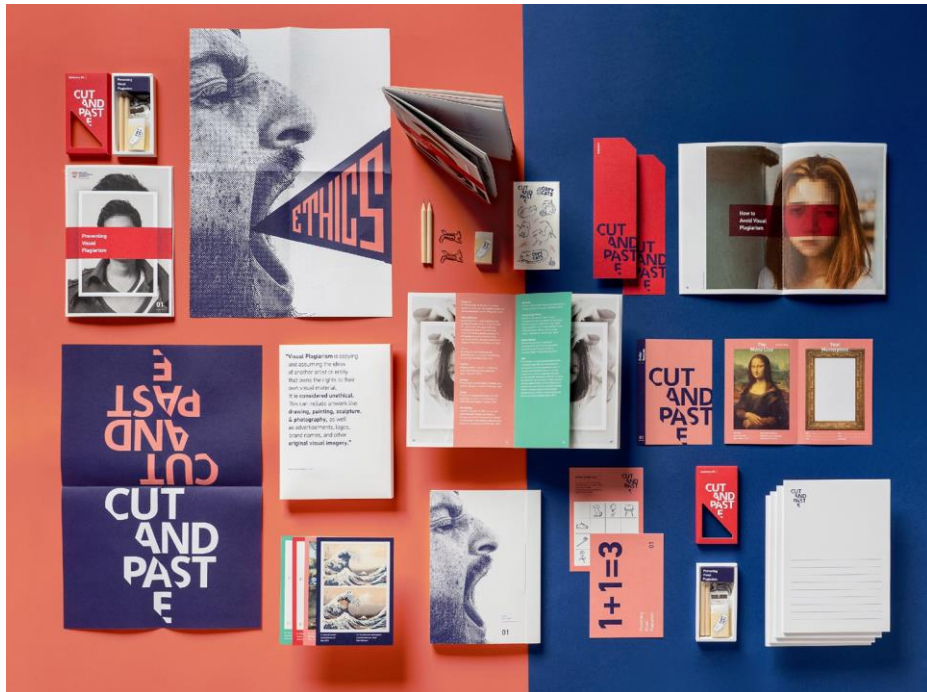
Engaging Design Educators in
Addressing Visual Plagiarism Through
Participatory Design Methods

**Visual Integrity
2018 - Present**

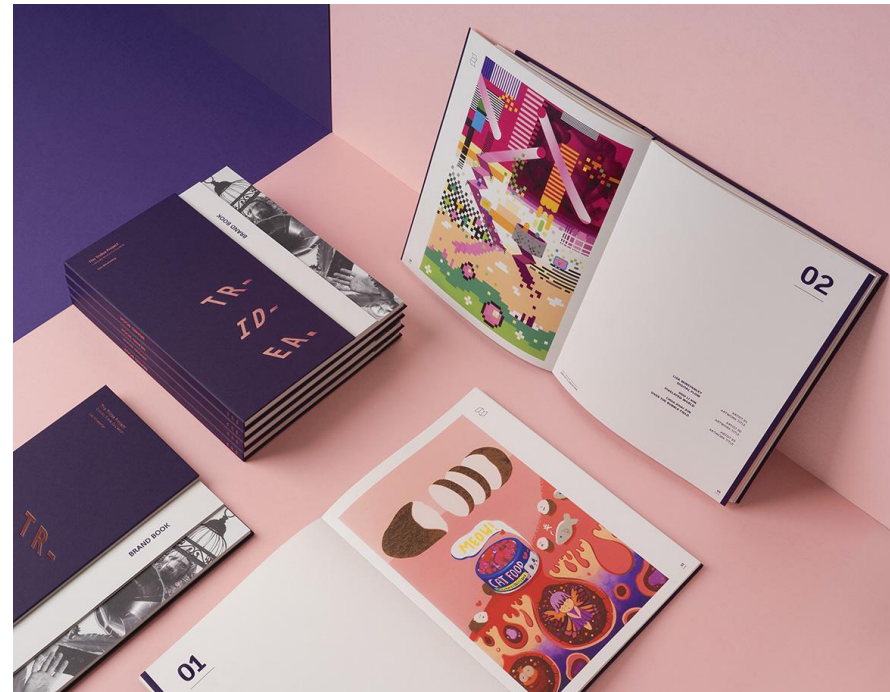
WCRI 2024

My research explores the tenets of visual integrity through the lens of design for [positive] change.

1. Ethical practices of designers – Addressing Visual Plagiarism
2. Collaborative Creative Practices – Diversity, Inclusion, Connection
3. Highlighting Societal and Cultural issues – Design Advocacy



©Lisa Winstanley 2020 Cut and Paste toolkit



©Lisa Winstanley 2022 Tridea Project Book



©Lisa Winstanley 2023 The Power of Design Poster

What is Visual Plagiarism?

“Visual Plagiarism is copying and assuming the ideas of another artist or entity that owns the rights to their own visual material. It is considered unethical. This can include artwork like drawing, painting, sculpture, & photography, as well as advertisements, logos, brand names, and other original visual imagery.” (meier106 , 2012)

Visual Plagiarism is different than text-based plagiarism

1. Copying is part of the creative learning process.

original (left), copy (right)

Museum officials said it was almost certainly painted by one of Leonardo da Vinci's apprentices alongside the master himself as he did the original.

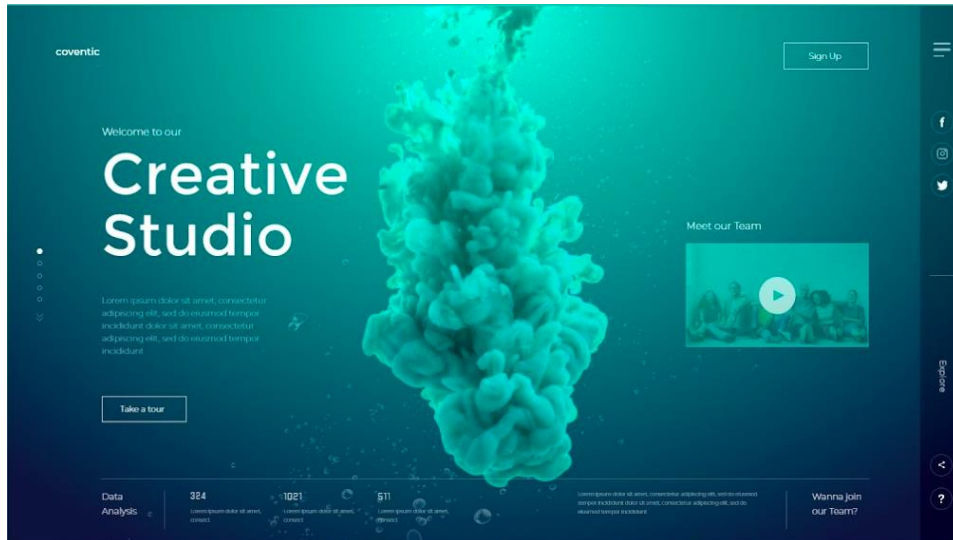


© Reuters

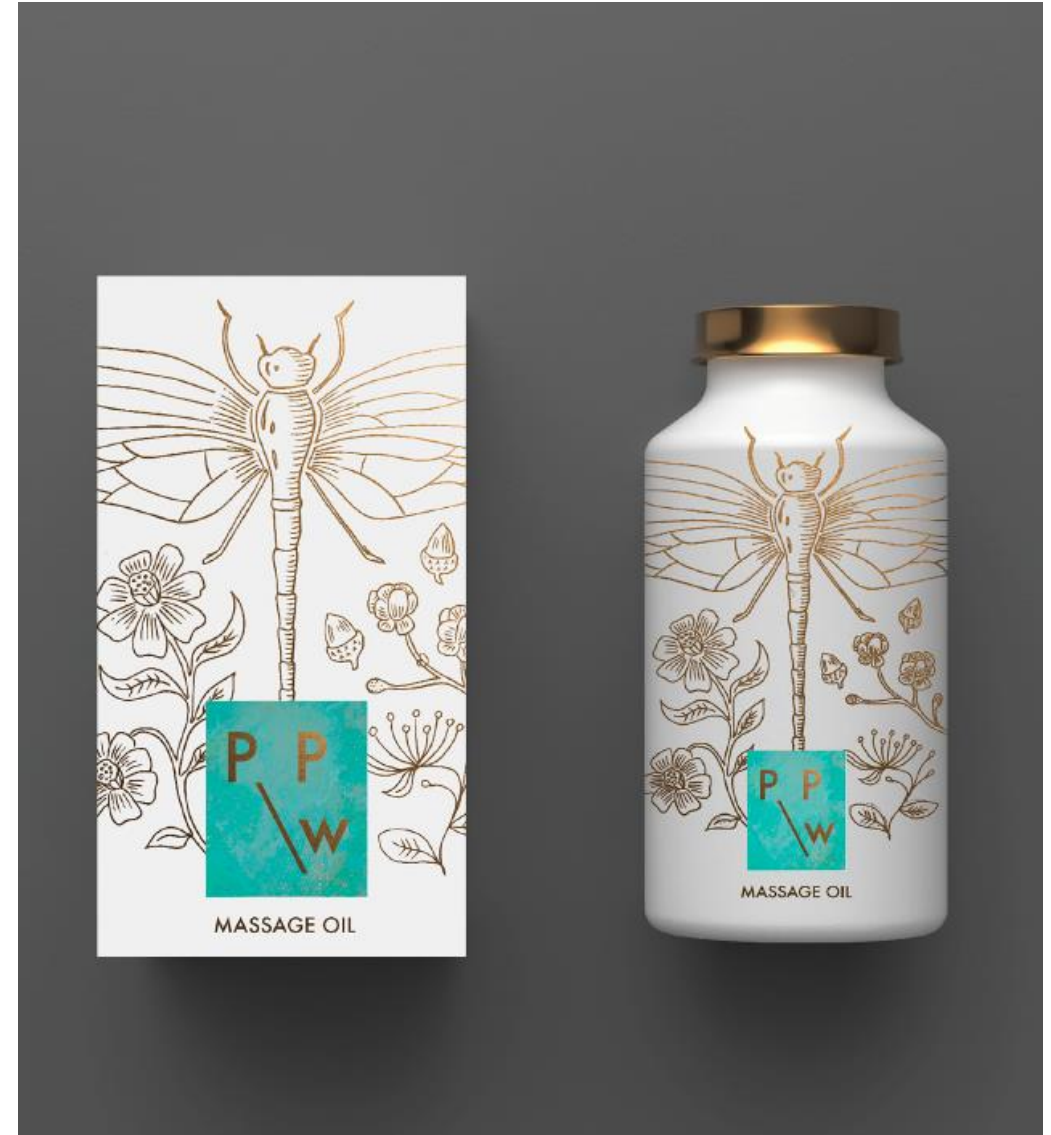
Daily Mail . (2012). *The Mona Lisa and Prado Replica painted by Da Vinci's Apprentice*. The REAL face of Mona Lisa: First copy of da Vinci masterpiece reveals she had sculpted eyebrows and was more plump. Retrieved March 1, 2023, from <https://www.dailymail.co.uk/news/article-2095047/Mona-Lisa-copy-painted-Leonardo-da-Vincis-student-unveiled-Madrid.html>.

Visual Plagiarism is different than text-based plagiarism

2. There is no standardised way to acknowledge inspiration



YouTube. (2020, July 13). *Web design in Adobe XD | how to make website UI design using Adobe XD.* YouTube. Retrieved February 12, 2023, from <https://www.youtube.com/watch?v=3aOU9MbitIM>



Visual Plagiarism is different than text-based plagiarism

3. "Turnitin" for images is pretty useless!

🖼️ Visually similar images



Feedback

About 3 results (0.70 seconds)



Image size:
567 × 802

No other sizes of this image found.

Possible related search: [nuala with the hula](#)



Doctrines of Postmodernism



Man walks by Jackson Pollock painting. Image retrieved from : <https://www.flickr.com/photos/detlefschobert/8209281472/in/photostream/>

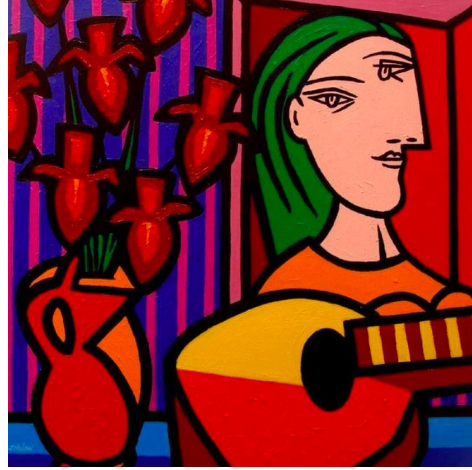


Imitation artwork in the style of Jackson Pollock. Image retrieved from <https://www.piqsels.com/en/public-domain-photo-zbhjl>

Pastiche

“A literary, artistic, musical, or architectural work that imitates the style of previous work”

Definitions from <https://www.merriam-webster.com/>



<https://www.saatchiart.com/art/Painting-Homage-To-Picasso-11/296/4375/View>
Homage To Picasso II Painting John Nolan
Ireland Painting, Acrylic on Canvas Size: 50.8 W x 50.8 H x 5.1 D cm

Homage

“Something that shows respect or attests to the worth or influence of another”



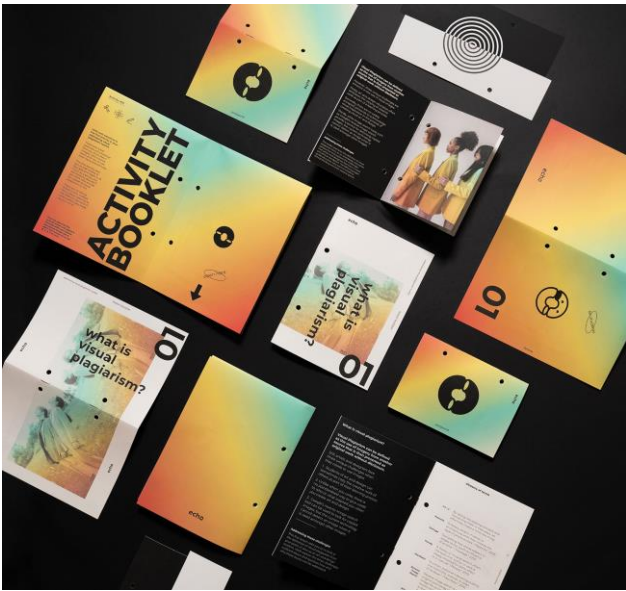
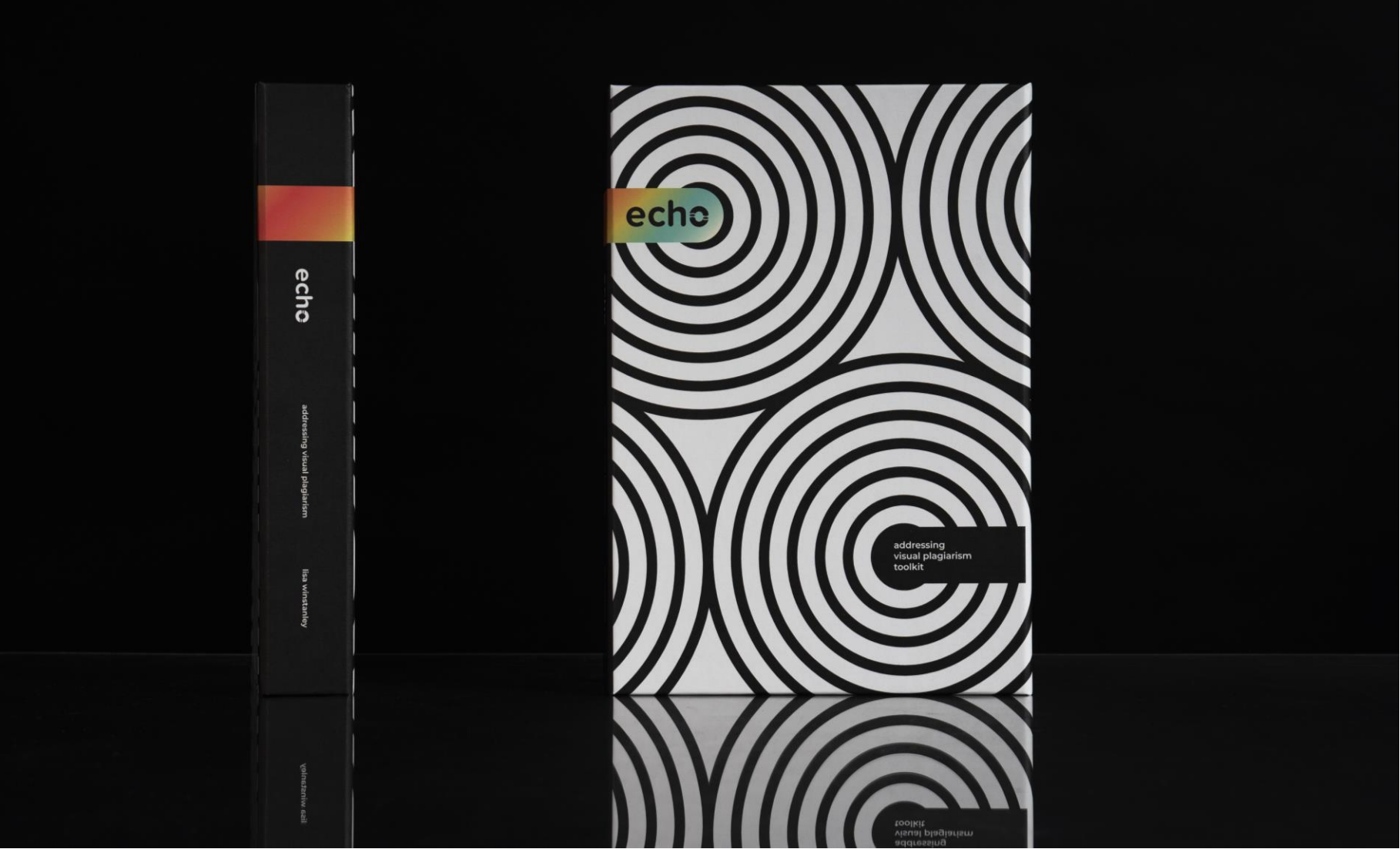
The Purr of Venus Svetlana Petrova and Zarathustra the Cat (Fat Cat Art) «The birth of Venus Cat» Retrieved from "10 of the most parodied artworks of all time | Blog | Royal Academy of Arts", 2017

Parody

“A literary or musical work in which the style of an author or work is closely imitated for comic effect or in ridicule”

How to Address Visual Integrity?

PHASE 2:
Focus Group Study Trainee Teachers



PHASE 3: Participatory Design Workshop Study for and with Design Educators

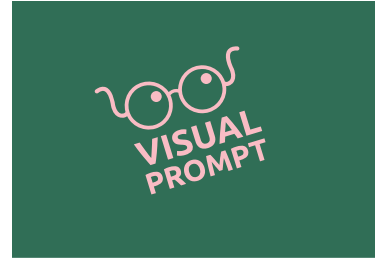
SSHR 2025 Research Grant Funded

Participatory Design Workshop

With Art & Design Educators

FOR Art & Design Educators

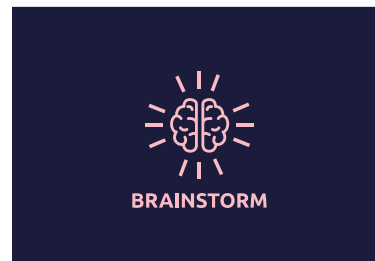

[copy]
KATS



Levels of **Knowledge**



Incorrect **Assumptions**



Lack of **Time**



Lack of **Support**

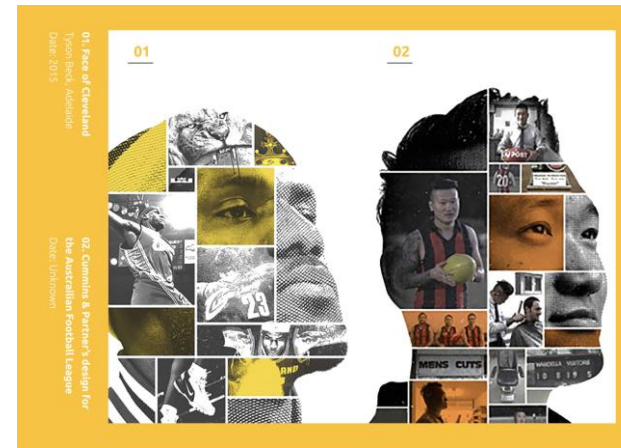


01. Sea is for Cookie. Sonny Malhorta, UK
Date: 2013

02. The Great Wave off Kanagawa. Katsushika Hokusai, Japan
Date: Unknown

01. Sea is for Cookie. Sonny Malhorta, UK
02. The Great Wave off Kanagawa. Katsushika Hokusai, Japan

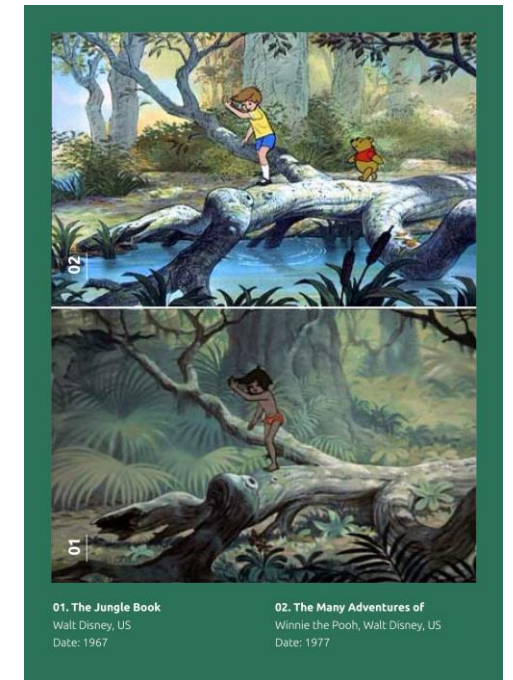
What are the current ways in which design educators understand academic integrity issues specific to interdisciplinary design practices?



01. Face of Cleveland. Tyson Beck, Adelaide
02. Cummins & Partner's design for the Australian Football League. Dave Johnson



01. Tokyo 2020 Olympic Logo. Kenjiro Sano, Japan
02. Theatre De Liege Logo. Olivier Debie, Belgium



01. The Jungle Book. Walt Disney, US
Date: 1967

02. The Many Adventures of Winnie the Pooh. Walt Disney, US
Date: 1977

01. The Jungle Book, Walt Disney, US
02. The Many Adventures of Winnie the Pooh, Walt Disney, US

KATS
 KNOWLEDGE
 ASSUMPTIONS
 TIME
 SUPPORT

2
Breakout room

Integrity is fundamental to learning

Academic Integrity is a confusing topic

Academic Integrity is a boring topic

Academic Integrity is a boring topic

Faculty need access to more resources

Visual Plagiarism is a problem

How to use inspiration responsibly.

ACADEMIC INTEGRITY OFFICER

PINTERST

Visual Plagiarism is a problem

AA

What ways are students currently educated on issues of Visual Plagiarism?

STATEMENTS

Academic Integrity is a confusing topic	Education can lead change	Copying is a valid learning tool
Students have access to many resources	Faculty have access to many resources	Students need access to more resources
is responsible for academic	Design can be used for good	The world needs ethical designers
Visual Plagiarism is a problem	Integrity is fundamental to learning	Visual Plagiarism is more complex than text-based
Academic Integrity is a boring topic	Students have high stress levels	Faculty need access to more resources
Academic Integrity is an important topic	Morality can be taught	Visual Plagiarism is less complex than text-based

PEOPLE



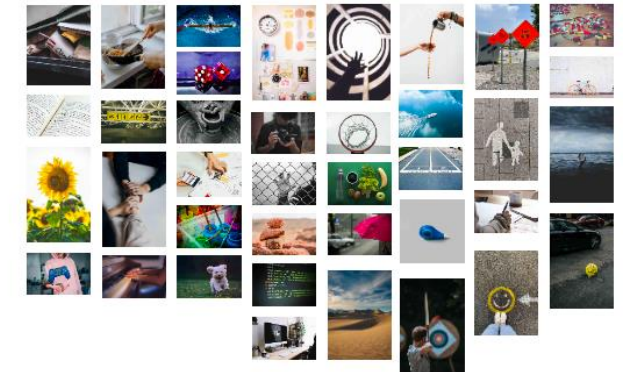
PLACES



ROLES

CAREGIVER	AUTHORITY FIGURE	STUDENT
PESSIMIST	REBEL	SLOTH
ACADEMIC INTEGRITY OFFICER	SUPPORT STAFF	LIBRARIAN
FACULTY	OPTIMIST	VISIONARY
FRIEND	JESTER	CREATIVE

MEMORIES / EMOTIONS / EXPERIENCES



SKILLS







ADAPTABILITY	REFELCTION	LEADERSHIP
COLLABORATION	REFELCTION	TIME MANAGEMENT
ACTIVE LISTENING	COMMUNICATIO N	PROBLEM SOLVING



In what ways can preventing visual plagiarism be integrated into your curricula?

In what ways can preventing visual plagiarism be integrated into your curricula?

2
 Breakout room

100 create a webinar	handouts	clear guidelines 	use real examples to teach from 	moodle course	create video guides	show bad examples	integrate skills to make more sense
	scenario based learning	visual plagiarism is more of a focus	induction session	attend a court case 	in 1:1s at the beginning	through gaming	take students to library and discuss with actual books
discuss consequences	talk about court cases	collaborate with library	hands-on small workshops	in 1:1s integrated	have an actual artist in to talk about it	vote for a referencing style 	write their own guidelines and compare
escape room 	show models	pair up students to discuss			let students bring in their feedback 	connect with paraphrasing session	



How might higher education organisations support art & design educators in addressing visual plagiarism?



How might higher education organisations support art & design educators in addressing Visual Plagiarism?

Name:



Widespread visual plagiarism across courses

Academic integrity needs embedded across courses



Students need to create detailed visual work at quick pace - how can we get them to practice 'slow looking' in such fast project turnaround time?

Academics don't always have the time to work with library staff, stretch resources

Information literacy framework that supports research and library workshops is quite general, it needs to be tailored to creative arts students, how they seek information and inspiration



01

(5 mins) THE CURRENT STATE

Brainstorm a list (text/visuals/emojis) of the current issues you face in preventing visual plagiarism at your Higher Education Organization

DASHBOARD

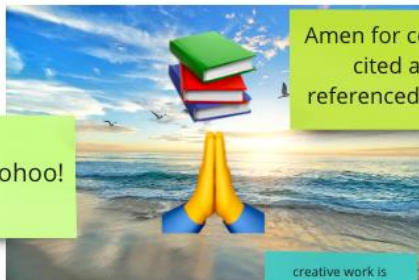


02

(5 mins) UTOPIAN IDEAL

Transform critiques to positive opposite
Realism is not important here!
How could your organisation best support you?
Describe the perfect support mechanism

woohoo!



Amen for correctly cited and referenced works!

An integrated visual literacy and visual plagiarism framework that is delivered through library research workshops, embedded across course curriculum



creative work is produced with academic integrity to advance our understanding of the arts and human experience

DASHBOARD



03

(5 mins) ACTION PLAN

Ideate feasible support scenarios, structures systems which could realistically be put into place to help you in preventing visual plagiarism

Deliver open access library webinar across university to explore the nature of inspiration and how to seek visual information on social media with honesty, humility, and academic integrity.



Create a visual literacy framework that enhances the existing information literacy framework

Liaise with academics to offer workshops on Referencing visual information, underpinned by the importance of acknowledging the work of other creatives



DASHBOARD



Outcomes



[copy]
KATS



Best Practices Guidelines for Academic Integrity Proceedings

a. Definition:

Visual plagiarism is defined as copying or assuming the ideas of another artist or entity that created their own visual material. This can include artwork such as drawing, painting, sculpture, and photography, as well as advertisements, logos, brand names, and other original visual imagery.

b. Principles: There are several considerations which *differ from that of text-based plagiarism*.

- i. Firstly, it must be noted that **copying in the arts can be a valid learning tool**, and thus, it must be established and clearly identified that copying is outside of the scope of the project brief before determining if an act of plagiarism has taken place.
- ii. Secondly, several other considerations need also be taken into account, with doctrines of postmodernism such as **pastiche, homage, and parody** being considered valid creative endeavours and therefore outside the scope of plagiarism. Again, **transparency is key on the part of the student** when positioning their work within these creative frameworks.
- iii. Lastly, techniques such as **collage, montage or mood boards are also considered valid methods of image-making** whilst utilising the artwork of other entities.

Assuring accurate citation of sources and adequate recognition of those sources in any supporting documentation are key considerations for the ethical use of original visual materials created by a second party.

What next?



PHASE 4

MOE Tier 2 Grant

Addressing Visual Plagiarism in Art & Design: A Multi-stakeholder Investigation

Expand upon what I have built so far (KATS)
Develop In person workshops for International Faculty
Research into the creative industries in Singapore
Develop resources & tools aimed
At a multi-stakeholder environment

How does AI ethically impact art and design practices?

**Book Deal
Routledge Publishers**

***A Guide to Addressing Visual Plagiarism:
Ethical Insights for Artists and Designers in
an AI World***

Dec 2025

Thank You!
Any Questions?



Practice As Research Framework

The entire project, from the initial online workshop to the creation of the toolkit, is treated as a research process.

Participatory activities not only generated data but also actively involved the participants in the research itself, blurring the lines between data collection and intervention.

- **Practice-Led Research**
Uses practice to generate insights and understanding, with the process being more important than the final product.
- **Practice-Based Research**
Is where the creation of new work is the central focus and outcome of the inquiry

Method: interactive activities allowed participants to explore their perceptions and experiences through image analysis, making collages, brainstorming, and envisioning future scenarios.

Method: Using the data and insights collected a toolkit was designed that organised the findings into a usable format, addressing the identified issues of visual plagiarism