

Copyright Presentation



Melinda Butler

What are copyrighted materials?

- ◆ Copyrighted materials are fixed forms of work that are protected from the moment the work is created.
- ◆ The copyright symbol is ©, a c with a circle around it. Beside the symbol, you will see the year the piece of work was created, along with the name of the author.

What types of work do copyright laws protect?





Types of Protected Work

Printed Material

- Poems
- Essays
- Stories
- Articles

Illustrations and Photographs

- Photographs
- Illustrations
- Collections of photographs or illustrations

Video

- Videotapes-purchased or rented
- DVD's
- Laserdiscs
- QuickTime Movies
- Clips from the internet
- Multimedia encyclopedias

Types of Protected Work



Music

- Records
- Cassettes
- CD's
- Audio Clips on internet

Computer Software

- Software purchased or rented

Internet and Television

- Internet Connection and World Wide Web
- Broadcast
- Cable
- Videotapes made of broadcast and cable TV programs



How long is copyrighted material protected?

- ◆ There are many answers for this question depending on when the work was created and what the purpose was for.
- ◆ For works of art that were just created as a means of art and if they were made after January 1, 1978, it will be protected from the moment of creation until 70 years after the author's death.
- ◆
- ◆ For pieces of art that were created for hire, they are protected for 95 years from publication or 120 from creation, whichever is shorter. .

How can I get permission to use copyrighted materials?



- ◆ First find out who owns the rights so that you can contact the author, owner, or publishing company. You most often need to fill out a form letting the author know your purpose. Some authors require you to ask permission in written form. If you are contacting a publisher, you will need to contact their *permissions department*.
- ◆ *Copyright Clearance Center:*
<http://www.copyright.com/>

Fair Use



Permission to use copyrighted material.

There are four components of Fair Use:

- **Purpose**
- **Nature of Copyrighted Work**
- **Amount of Work Used**
- **Market Effect**



Fair Use - Purpose

When the use of copyrighted material is used for educational reasons such as: Teaching, Research, Scholarship, Criticism, or Comment.

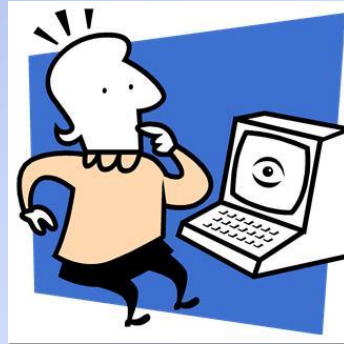
When changes are made to the work to serve a new purpose also referred to as: Transformative or Productive Use.

Fair Use- Nature



- ◆ **Under the Fair Use analyses, some pieces qualify as relevant, such as if it is fictional or non-fictional. Uses of factual works are more likely to fall within Fair Use. Some works will never qualify for Fair Use, they are: consumables nor standardized tests.**

Fair Use- Amount of Work



This component considers the amount of the work that was taken to be used. The less that is taken the more protected one is.



Fair Use- Market Effect

- ◆ **This component protects the creator of the work of art. We does not allow people to copy copyrighted material if the author would lose the opportunity to benefit from it.**

Scenarios

Photos

Information

◆ Video

Photos to use in a yearbook



This is an officially licensed image of Warner Bros. Studios. Using this image in your book without acquiring the proper permission would be copyright infringement



This image, which is dissimilar enough not to be mistaken for Bugs Bunny, would be safe to use in your yearbook without contacting Warner Bros. for permission.

Smithsonian Image Use

- ◆ The Smithsonian permits casual, non-commercial redistribution of its information; that is, redistribution of information where no commercialism is involved. This means that an Internet user may download a file and share it with others for no personal or commercial gain.”
- ◆ <http://www.si.edu/siphotos/CAPTIONS/oppsrules.html>



Videos

- ◆ You can claim fair use of copyrighted videos if you are using the video for purpose of criticism.

Web Resources

- ◆ <http://www.walsworthyearbooks.com/idea-file/28460/copyright-infringement/>
- ◆ <http://www.wisc.edu/writing/AboutUs/Copyright.html>
- ◆ http://www.ehow.com/how_18035_permission-copyrighted-material.html
- ◆ http://www.copyright.com/Services/copyright_onsite/basics/