

SOME RIGHTS RESERVED:

UNDERSTANDING CREATIVE COMMONS

Presenter:

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Special Thanks:

Sponsored Programs Foundation

Understanding Creative Commons

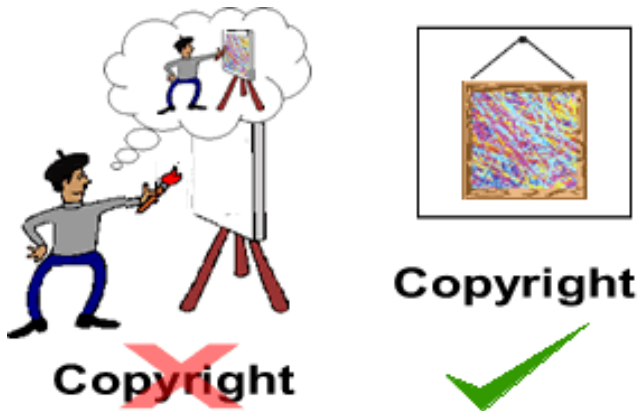
- Today presentation will cover:
 - ▣ Copyright Basics
 - What is copyrighted
 - What cannot be copyrighted
 - Published vs. unpublished

 - ▣ Creative Commons
 - Licensing options
 - Licensing your work
 - Searching for materials

Copyright Basics

Is it Copyrighted?

- A work is copyrighted from the moment it becomes *fixed* in a *tangible* medium.



Must fit into one of 8 categories:

- Literary
- Musical
- Dramatic
- Pantomimes or choreographic
- Pictorial, graphic, or sculptural
- Motion pictures or other audio visual
- Sound recordings
- Architectural

Is it Copyrighted?

When copyright doesn't apply:

- Not fixed in a tangible medium
 - ▣ **Improvised speech that is not recorded**
- Titles, names, short phrases, or slogans
 - ▣ **Protected under other laws**
- Discoveries, ideas, concepts, or principles
- Methods, procedures, processes, or systems
- Works containing no original creative expression
 - ▣ **facts, news, calendars, lists, etc.**
- Works in the public domain



| Classic Pumpkin Pie | |
|-------------------------------------|---|
| <input type="checkbox"/> | 9-inch Pre-baked pie shell |
| <input type="checkbox"/> | 1 can (15 ounce) Libby's 100 percent pure pumpkin |
| <input type="checkbox"/> | 1 1/2 cups half and half |
| <input checked="" type="checkbox"/> | 3/4 cup granulated white sugar |
| <input type="checkbox"/> | 1/4 cup maple syrup |
| <input type="checkbox"/> | 2 large eggs, lightly beaten |
| <input type="checkbox"/> | 1/4 teaspoons fine-grain sea salt |
| <input checked="" type="checkbox"/> | 3 teaspoons pumpkin pie spice (see below) |
| <input checked="" type="checkbox"/> | Pumpkin Pie Spice: |
| <input type="checkbox"/> | 2 1/2 teaspoons cinnamon |
| <input type="checkbox"/> | 1 teaspoons ginger |
| <input type="checkbox"/> | 1 teaspoons nutmeg |
| <input type="checkbox"/> | 1/2 teaspoons cloves |

Published vs. Unpublished

- Unpublished
 - ▣ Life of the author + 70 years
 - As of Jan. 1st 2015, works created before 1945
 - ▣ Anonymous or unknown death date = 120 years from creation
 - As of Jan. 1st 2015, works created before 1895
 - ▣ What counts as unpublished?
 - Manuscripts, letters/correspondence, photographs, project notes, etc.
- Published
 - ▣ Depends on when the work was published
 - Before 1923 = out of copyright
 - Birthday song controversy
 - ▣ Can you tell by copyright symbol if it's published?
 - Copyright symbol has not been required since March 1st, 1989

Resources:

1. *Copyright Term and the Public Domain* – Peter Hirtle
1. <http://copyright.cornell.edu/resources/publicdomain.cfm>

Creative Commons

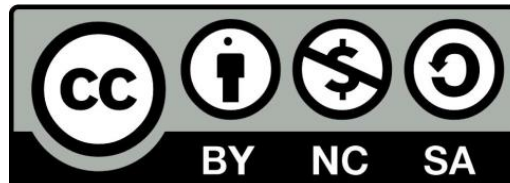
Creative Commons

- Creative Commons
 - ▣ Non-profit organization
 - Founded in 2001
 - ▣ Provides free access to a variety of copyright licenses
 - Internationally recognized
 - ▣ Alternative to the “all rights reserved” option
 - Aimed at the educational and creative communities
 - minimize legal, technical, and social barriers to sharing and reuse



Creative Commons

- Materials with CC marks
 - Openly licensed to the public
 - Everyone gets the same opportunities to use
 - Standardized and customizable
 - Symbols will mean the same on every work
 - Creators can be flexible with the rights they share
 - Legally binding
 - Once published, CC rights cannot be revoked



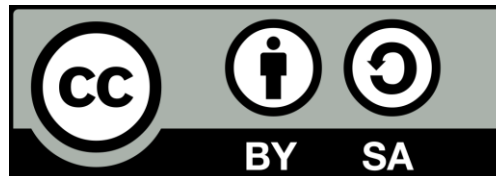
Licensing Options

- Attribution
 - CC-BY
 - Must give credit to original creator
 - Lets others distribute, remix, tweak, and build upon a work
 - Even commercially!
 - Example: Public Library of Science (PLOS)



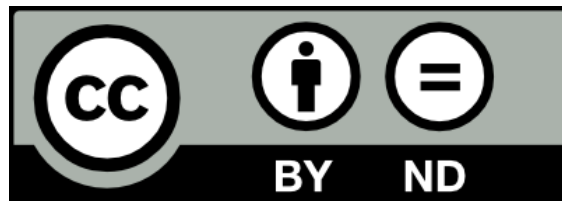
Licensing Options

- Attribution & Share Alike
 - CC BY-SA
 - Must give credit to original creator
 - Lets others distribute, remix, tweak, and build upon a work
 - Even commercially!
 - Must license their new creations under the identical terms
 - Example: Wikipedia



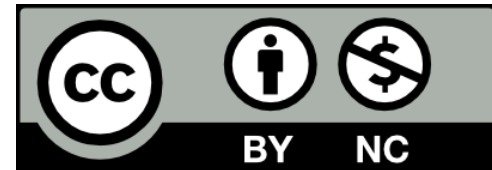
Licensing Options

- Attribution & No Derivatives
 - CC BY-ND
 - Must give credit to original creator
 - Allows for redistribution
 - Even commercially!
 - Must be unchanged and left whole
 - Example: Software Companies



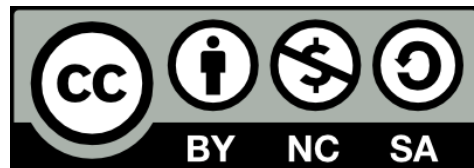
Licensing Options

- Attribution Non Commercial
 - CC BY-NC
 - Must give credit to original creator
 - Lets others distribute, remix, tweak, and build upon a work
 - non-commercial use only
 - Derivative works do not need to be licensed under the same terms
 - Example: Wired.com photos



Licensing Options

- Attribution, Non Commercial, & Share Alike
 - CC BY-NC-SA
 - Must give credit to original creator
 - Lets others distribute, remix, tweak, and build upon a work
 - non-commercial use only
 - Must license their new creations under the identical terms
 - Example: MIT Open CourseWare



Licensing Options

- Attribution, Non Commercial, & No Derivatives
 - CC BY-NC-ND
 - most restrictive of the six main licenses
 - Must give credit to original creator
 - Allows for others to download a work and share
 - Cannot remix, tweak, or build upon the work
 - Non-commercial use only
 - Example: TED Talks Videos

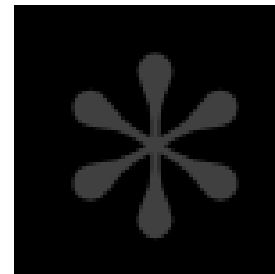


Creative Commons

Creative
Commons
Licensing
Options

- Licensing your own work through creative commons

- ▣ <http://creativecommons.org/choose/>



Creative Commons

Finding
Creative
Commons
Materials

- Creative Commons Search

- ▣ [Http://search.creativecommons.org/](http://search.creativecommons.org/)

