

Copyright Presentation

Every day we engage in learning and designing. There are so many great works that we love to include in our presentations, lessons, and so forth. When using works like images, audio, and videos, did you ever truly consider the copyright law?

What exactly is copyright?



Copyright is the exclusive legal right to reproduce, publish, sell, or distribute the matter and form of something such as a literary, musical, or artistic work (Merriam-Webster, 2019).

Basic principles to consider

- Copyright is approved upon the creation of a creative work.
- Facts and ideas can't be copyrighted.
- Only the copyright owner can reproduce a work that has a copyright unless the owner has given permission or a fee has been paid.
- In the U.S. copyrights last for the life of the creator plus 70 years.
- Copyright owners can transfer copyright to another individual.
- Works created by the U.S. government are not copyrightable.

(Green & Brown, 2018)

Fair Use Doctrine

In the United States, Fair Use is the legal doctrine that “promotes freedom of expression by permitting the unlicensed use of copyright-protected works in certain circumstances” (Green & Brown, 2018).

- Fair use copyright work can be used for certain circumstances such as research, scholarship, and teaching.
- More information can be found on the U.S. government’s website by searching for Section 107 of the Copyright Law.

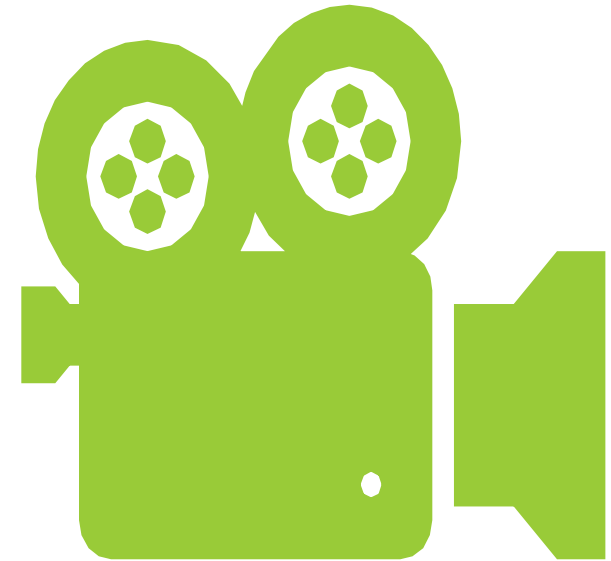
Play It Safe

- Use Creative Commons, a licensing that allows the freedom to use a person's work without having to seek permission.
- Just be sure to use Attribution - giving credit to the copyright holder of the Open Educational Resources (OER) when you use or modify the resource (the copyright holder's name along with the copyright year should be visibly seen).

Copyright with Videos

Did you know that only 10% or 3 minutes - whichever is less - of a motion video can be used?

“Students and teachers can use legitimately acquired video in multimedia projects created for educational purposes that does not exceed 10% or 3 min of a motion video” (Green & Brown, 2018).



Copyright with Videos...



- “Section 102 of the Copyright Act protects original audiovisual works of authorship” (Cameron, 2019). The creator of a video is the only one who owns copyright of the video. A person who sells, distributes, copies or reproduces all or part of the video breaks the copyright laws.
- A school teacher may show a legal copy of a video to a group of students as part of a classroom lesson. The video must relate directly to the course that is being studied.

Time to test your knowledge - Scenario I

Let's say someone wanted to use a video clip for a project that is approximately 10 minutes long, but the individual only needs to share 3 minutes of the video. Is the individual appropriately following the copyright law?



Solution

No! Here is why...

According to the copyright law, an individual can only use 3 minutes or 10% of a video. BUT you have to remember the “which ever one is less” part. So ask yourself. What is 10% of 10 minutes?...Now you’ve got it! 1 minute is the correct answer, which means that 3 minutes is overstepping the privilege for the individual to use the video clip in their project.

Scenario II

A school teacher wants to show a legal copy of a video to her class as part of a classroom lesson. The video is very engaging and relates to what is being taught in class. Is it acceptable for the teacher to continue showing the video or would she be considered breaching the copyright law?



Solution

Yes! As long as the teacher is using material for teaching purposes and the material is related to the course then she is free from breaching the copyright law.

“The fair use doctrine allows individuals and organizations to use copyrighted material, including videos, in certain circumstances such as news reporting or education” (Cameron, 2019).

Scenario III



A person creates and copyrights a video. The person then shares the video with a friend. The friend finds the video to be very entertaining and decides to make copies to share with other colleagues. Since the original creator shared the video with a friend, is it appropriate for the friend to share copies of the video with other individuals?

Solution

So here is why this wouldn't work...

The creator of a video is the only one who owns copyright of the video. Even though the creator shared the video with his friend, the friend does not have permission to make copies and distribute them to other people.

“The Copyright Act protects original audiovisual works of authorship” (Cameron, 2019).

References

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