



# **Copyrights & Wrongs**

**Making responsible choices when using other people's work.**

Getting Started...

What do you think it means  
when we talk about someone's  
**creative work**?



# Getting Started...

Have you ever used **creative work** you found online – for example, a photo or a poem – for personal use?

When you use **creative work** you find online, what considerations do you make about who made it, if any?



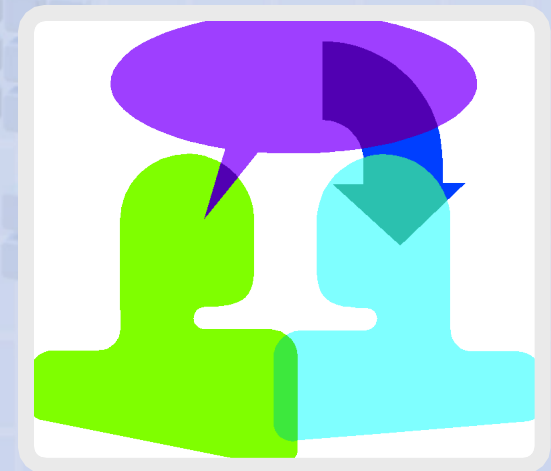
# Respect Creative Work

**Video: *Whose is it Anyway?***



# Respect Creative Work

What are the ways you can be respectful of people's **creative work**?



# Respect Creative Work

How do you think you would you feel if someone used your **creative work**?

Would it make a difference whether they did the following:

- Asked your permission to use it?
- Gave you credit as the creator?
- Changed the picture or added a caption without asking you?





# Respect Creative Work

What do you think it means to use someone else's creative work responsibly?

Does it matter how and where you use it?





**When & How** it is all right – and not  
all right – to use someone else's creative  
work.



# What is Fair Use?

The ability to use a small amount of someone's **creative work** without permission, but only in certain ways.



# What is Creative Commons?

A kind of copyright that makes it easy for people to copy, share, and build on someone's creative work—as long as they give the creator credit for it.





# How can it be used?

**Fair use** allows them to use only a small part of someone else's **creative work** as part of something new.

The work cannot be used for **commercial purposes**, & it can only be used in certain ways, which include:

- Schoolwork & education
- News reporting
- Criticism or social commentary
- Comedy or parody

# What if...scenario?

- **Copyright**
- **Creative Commons**
- **Public Domain**



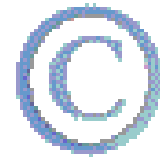
# Copyright...

A law that protects a creator's ownership of and control over the work he or she creates, requiring other people to get the **creator's permission** before they copy, share, or perform that work.



# Creative Commons...

A kind of copyright that makes it easy for people to copy, share, and build on someone's creative work—**as long as they give the creator credit for it.**





Public Domain...

**Creative work** that's not protected by copyright and is therefore free for one to use.



# Think...

*If you created a picture, poem, or video & posted it online, what do you think you would do?*

- *Would you make people get your permission every time they used the work?*
- *Use a Creative Commons license?*
- *Put it in the public domain?*





**Activity...Choose your photo!**

# Mad Men

The term “mad men” is shorthand for “Madison Avenue ad men,” who were advertising executives who worked on Madison Avenue in New York City during the 1950s & 1960s. Now it’s also the name of a popular television show that began running in 2007.

**TASK: *As “mad men,” you will have to decide on a photo to use for an advertising campaign.***



# Mad Men

The logo for the TV show Mad Men, with "MAD" in red and "MEN" in black.

## Background:

Advertising is a commercial purpose, so fair use does not apply.

In order for advertising executives to use a photograph, they need to do one of the following things:

- They can use a photograph for which they already own the copyright.

(and pay a fee the copyright holder might charge).

- Also consider the original intent of the creator and the effectiveness of the photo for their ad campaign.

# Mad Men

A stylized world map composed of small, light blue cubes, centered on the Atlantic Ocean, serving as a background for the slide.

**MAD MEN**

## Task:

- In your small groups, **analyze & answer** the questions about each photo .
- Be prepared to **defend your choices**.
- You will have approximately **10 minutes** to review options & reach consensus with your group.
- Your group needs to **describe why** you chose your photos.





**Putting it all Together...**

# Understanding Copyrights & Wrongs

**What is the safest way to use someone else's creative work, no matter what kind of license it has (copyright, Creative Commons, etc.)?**

- a) Assume that it's in the public domain and use it however you want
- b) Give credit to the creator
- c) Ask permission to use the work
- d) Check who owns the work



# **Understanding Copyrights & Wrongs**

***What do you need to do if you want to use someone else's creative work?***

***What is copyright, and what does it require people to do?***

***Do you think it is important to give credit and get permission, if needed, when you use someone else's creative work? Why or why not?***

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