

<https://www.smores.com/f677-a-copyright-friendly-toolkit>

# A Copyright-Friendly Toolkit

## For makers and other media creators

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### Introduction

A true digital citizen understands how to ethically use the works of others to build his or her own creative products—music, art, video, stories, presentations--and share them with the world.

Just as you'd want others to respect your originality, others expect the same of you when it comes to reusing and remixing their *intellectual property*. As you create and publish media yourself, please be conscious of how you use the work of others.

Here are some guidelines, categories, and tools to consider that will help you as you create, contribute to, and enrich our shared culture!

Please also see Silvia Rosenthal Tolisano's [Copyright Flowchart](#) for guidance.



### What is the Creative Commons?

Note: We'll spend a lot of time talking about Creative Commons because it is a critical tool (and concept) for digital age creation and sharing.

As digital content creators you might just want to **celebrate** the [Creative Commons](#) (cc) movement and consider using cc licensing for your own work.

The Creative Commons respects intellectual property while it recognizes the new, more open cultural landscape, and makes it easier for us to legally and ethically share and build on each others' work.

When a work is created, it is automatically protected by Copyright.

[Creative Commons](#) licenses allow content creators to maintain copyright over their work, but to modify the traditional *all rights reserved* (or big C) to a variety of more liberal, *copyleft* or *some rights reserved* (or little cc) options.

So, the creator lets the community know whether and/or how he or she wants a work reused and remixed.

See this video for background on the Creative Commons movement:

Mohawk Media. *Shortened version of Creative Commons Kiwi*. YouTube. 2 Sep. 2012. [http://youtu.be/Bccsx\\_ZuJwo](http://youtu.be/Bccsx_ZuJwo)

## How to find Creative Commons content

The screenshot shows the Creative Commons Search website. At the top is a green navigation bar with the Creative Commons logo and links for About, Licenses, Public Domain, Support CC, Projects, and News. A search bar is on the right. Below the navigation bar is a large green search box with the CC Search logo and the text "Find content you can share, use and remix". To the right of the search box is a search query input field with the placeholder text "Enter your search query". Below the search box is a section titled "I want something that I can..." with two checked checkboxes: "use for commercial purposes;" and "modify, adapt, or build upon." Below this is a section titled "Search using:" with a grid of search engine options. The options are: Europeana Media, Flickr Image, Fotopedia Image, Google Web, Google Images Image, Jamendo Music, Open Clip Art Library Image, SpinXpress Media, Wikimedia Commons Media, YouTube Video, Pixabay Image, ccMixer Music, and SoundCloud Music. At the bottom left, there is a disclaimer: "Please note that search.creativecommons.org is not a search engine, but rather offers convenient access to search services provided by other independent organizations. CC has no control over the results that are returned. Do not assume that the results displayed in this search portal are under a CC license." At the bottom right, there is a yellow box with the text "Add CC Search to your browser." and "Learn how to switch to or from CC Search in your Firefox search bar."

**There are many other portals to help you find: Images, Music, Video! Please click on the three links below!**

### Some favorite image sources

[Wikimedia Commons](#)

[Flickr: Creative Commons](#)

[Flickr Blue Mountain](#)

[Pixabay](#) (public domain photos)

[Pexels](#) (images have CC0 licenses)

[Photos For Class](#) (student-friendly, CC images collected by StoryBoardThat)

[Pics4Learning](#)

[FreePik](#) (free graphic resources finder for vectors, PSD, photos, icons)

[Canva](#) (design platform with free and high-quality \$1 images)

[Compfight / A Flickr Search Tool](#)

[FlickrStorm](#)

[Image Finder](#) (search Creative Commons photos from Flickr)

[Foter](#), [PhotoPin](#), and [Wyllo](#) (great for bloggers!)

[Getty Images](#) (embed images with symbol for noncommercial use)

[ISO Republic](#)

[picjumbo](#) (totally free photos for your commercial & personal works)

[Picdrome](#) (public domain photos)

[TinEye](#) (search by CC images by color)

[Gratisography](#) (free high-resolution images for personal or commercial use)

[Pond 5 \(adjust the scale to FREE\)](#)

[Unsplash](#) (subscribe for cc0 images)

[Can We Image](#) (searches Wikimedia Commons)

[Morgue File](#)

[Negative Space](#)

[EduPic Graphical Resource](#) (free photos & graphics for education)

[World Images Kiosk](#) (global images for academic use)

[Public Domain Pictures](#) (repository of free public domain images uploaded by amateur photographers)

[Free Digital Photos](#) (categorized and searchable small images for business, personal or educational use.)

[Imageafter](#)

[Wellcome Images](#)

[Metropolitan Museum](#) (look for OASC icons)

[National Gallery of Art](#)

[Google Art Project](#)

[Rijksmuseum](#)

[Stocksnapio](#)

[Unsplash](#)

**Some of your favorite search tools also offer filters for finding CC images.**

**So, what do all those Creative Commons License icons mean?**

Because the CC licenses let you know explicitly how creators wish their work to be shared, no permission is necessary to reuse. However, attribution or credit is required by most CC licenses.

You need to understand the license options and the easily recognizable icons of the particular Creative Commons license attached to an image, song, or video. CC-licensed content isn't always free for all uses.

For instance, you wouldn't want to add a drum track to song, re-color an image, or remix a video with a No Derivative Works license.

Creators choose to mix and match this set of four conditions to apply to their work:



Attribution

Others may copy, distribute, display, and perform your copyrighted work — and create derivative works based upon it — but only if they give credit.



Share Alike

Others may distribute derivative works under a license identical to the license that you chose for your work.



Noncommercial

Others may copy, distribute, display, and perform your work — and derivative works based upon it — but for noncommercial purposes only.

No Derivative Works No Derivative Works



Others may copy, distribute, display, and perform only exact (verbatim) copies of your work, but derivative are not allowed.



#### Attribution

Others may distribute, remix, tweak, and build upon your work, even commercially, as long as they credit you for the original creation.



#### Attribution Share Alike

Others may remix, tweak, and build upon your work even for commercial reasons, as long as they credit you and license their new creations under the identical terms.



#### Attribution No Derivatives

Others may redistribute your work, commercially and non-commercially, as long as it is passed along unchanged, unedited, and attributed.



#### Attribution Non-Commercial

Others may remix, tweak, and build upon your work non-commercially, as long as they credit you.



#### Attribution Non-Commercial Share Alike

Others may remix, tweak, and build upon your work non-commercially, as long as they credit you and license their new creations under the identical terms. New work based on yours will carry the same license.



#### Attribution Non-Commercial No Derivatives

Others may share your work unedited and non-commercially as long as they credit you. (This is the most restrictive of the six licenses.)

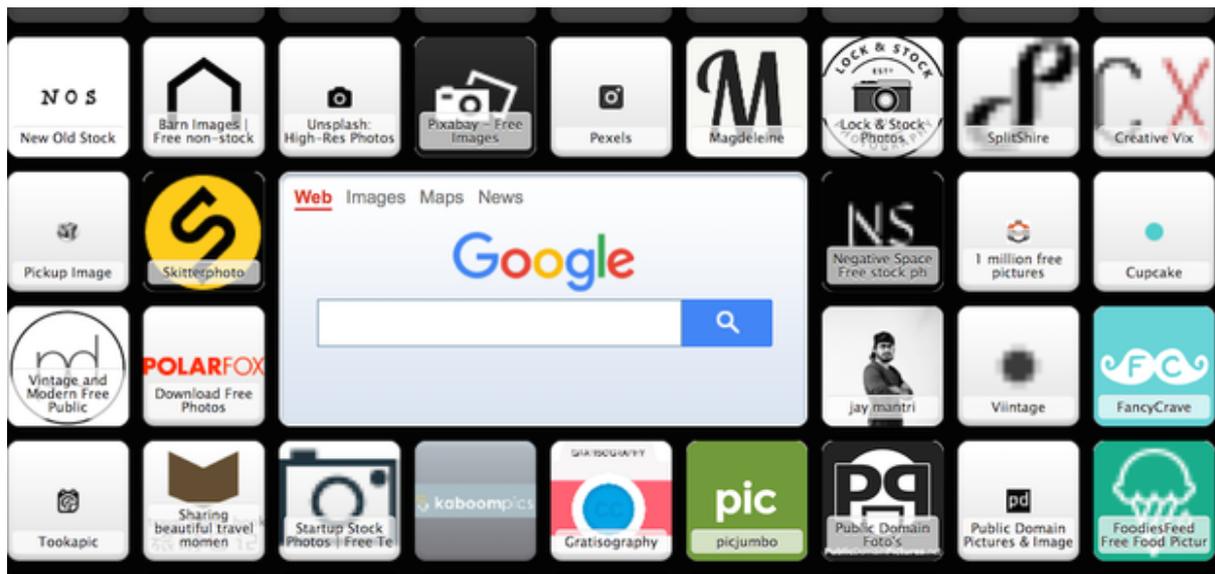
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## What is CC0?

The [Creative Commons](https://creativecommons.org/) site explains:

CC0, or No Rights Reserved, *enables scientists, educators, artists and other creators and owners of copyright- or database-protected content to waive those interests in their works and thereby place them as completely as possible in the public domain, so that others may freely build upon, enhance and reuse the works for any purposes without restriction under copyright or database law.*

*In contrast to CC's licenses that allow copyright holders to choose from a range of permissions while retaining their copyright, CC0 empowers yet another choice altogether – the choice to opt out of copyright and database protection, and the exclusive rights automatically granted to creators – the “no rights reserved” alternative to our licenses . . .*



## Creative Commons licenses are for you too!

Creative Commons is not just for adults or professionals. Young artists and producers have every right to make decisions and share information about how they would like or not like their own work to be shared, reused, remixed or left alone.

Copyright is automatically assumed, but you have every right to attach an additional cc license to anything you create.

For more information and for guidance, visit <http://creativecommons.org/licenses/>

For help in deciding what type of license to attach to your own work, the [Creative Commons' license chooser](#), will generate a customized image and embed code.

### License Features

Your choices on this panel will update the other panels on this page.

**Allow adaptations of your work to be shared?**

Yes  
  No  
  Yes, as long as others share alike

**Allow commercial uses of your work?**

Yes  
  No

### Selected License

Attribution 4.0 International



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This is a Free Culture License!



### Help others attribute you!

This part is optional, but filling it out will add machine-readable metadata to the suggested HTML!

### Have a web page?



This work is licensed under a [Creative Commons Attribution 4.0 International License](#).

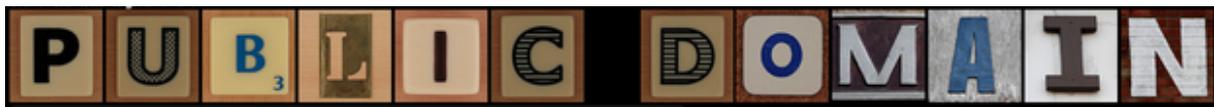
**Copy this code to let your visitors know!**

```

<a rel="license"
href="http://creativecommons.org/licenses/by/4.0/"><img alt="Creative Commons License" style="border-width:0"
src="https://i.creativecommons.org

```

Normal Icon  
  Compact Icon



Public domain materials include government content never covered by copyright and material for which copyright has expired. You may use these materials without asking permission, with attribution.

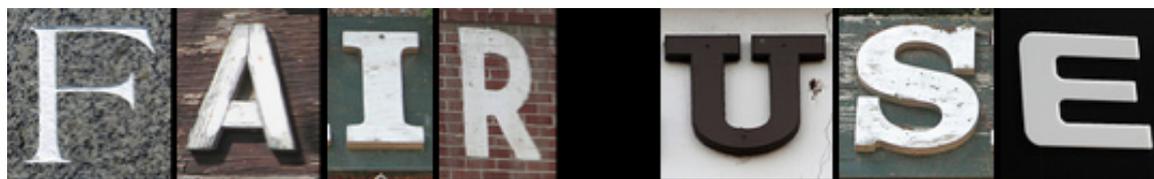
Unfortunately, public domain content is not always labeled clearly as such. Nevertheless, government portals, like the Library of Congress and the National Archives and Records Administration, NASA, and the various US Military and agency sites offer large archives of public domain content.

Among the richest portals of public domain content are:

This [Public Domain Sherpa tool](#) helps calculate whether US copyright applies.

The video below explains PD from a global perspective.

Open Knowledge Foundation. *Public Domain Calculators*. n.d. Vimeo.  
<https://vimeo.com/15678944>



However fabulous Creative Commons and Public Domain content may be, sometimes you really need to use copyrighted material.

Say you plan to comment on popular media or current events. For instance, you may be planning to critique the portrayal of Native Americans in commercial films. You are going to want to “quote” some commercial films like *Pocahontas*, *Lone Ranger*, and *Dances with Wolves*. If you are reviewing a book, you may want to share its cover art.

You **may** use copyrighted content without asking permission **if** you believe that your use falls under the doctrine known as **Fair Use**. Fair Use is a little complicated.

In general, when you *transform* original content, *repurpose* it, and *add value* to it in your own remix, you may be able to claim the use *fair*.

According to American University’s [Center for Social Media](#), these two tests or questions help you plan whether to use the copyrighted work of others without asking permission:

- Did the unlicensed use “transform” the material taken from the copyrighted work by using it for a different purpose than that of the original, or did it just repeat the work for the same intent and value as the original?
- Was the material taken appropriate in kind and amount, considering the nature of the copyrighted work and of the use?

Examples of *transformative* use include: satire and parody, negative or critical commentary, positive commentary, quoting to start a discussion, illustration or example, and incidental use.

AU’s [Recut, Reframe Recycle](#) offers specific examples of transformative use in video production.

A variety of “Codes of Best Practices in Fair Use” (<http://www.centerforsocialmedia.org/fair-use/best-practices>) represent agreed upon norms and boundaries that help clarify what fair use looks like in education, libraries, documentary filmmaking, poetry, media studies, and more.

You will want to download and consult some of the Codes when you plan to ethically use copyrighted materials under fair use. (Or if you are questioning a take-down of your posted media creations.)

The video below explains why the [Code for Fair Use in Online Video](#) was created.

American University. Center for Social Media. *Remix Culture: Fair Use is Your Friend*.  
<http://www.centerforsocialmedia.org/fair-use/video/remix-culture-fair-use-your-friend>.

## Best Practices | Center for Media & Social Impact

[www.cmsimpact.org](http://www.cmsimpact.org)

The Center for Social Media showcases and analyzes media for public knowledge and action—media made by, for, and with publics to address the problems that they share. We pay particular attention to the evolution of documentary film and video in a digital era. With research, public events, and convenings, we explore the fast-changing environment for public media.

### A Fair(y) Use Tale

[cyberlaw.stanford.edu](http://cyberlaw.stanford.edu)





## Copyright Flowchart: Can I Use It? Yes? No? If This... Then...

langwitches.org

Langwitches, The Magic of Learning. Modern learning that transforms education in the 21st century. Finding new forms and redefining learning for the challenges of the future .