Creative Commons

Joan Naturale, NTID Librarian
JXNWML@rit.edu
Overview

- Spectrum of Rights
- Copyright, Creative Commons and reasons for using
- Creative Commons elements and licenses
- Finding Creative Commons works
the spectrum of rights

Copyright
All Rights Reserved
• Re-use requires the permission from the copyright owner.

Creative Commons
Some Rights Reserved
• Re-use is permitted without permission under the specifications shared in the license.

Public Domain
No Rights Reserved
• May be used without permission.
What is Copyright?

- Exclusive set of rights for creators
- Copy, distribute, perform, adapt or use the work
- Encourages creation of new works
- Who owns the copyright? Creator, organization, employer
- Copyright owner gives permission to use the work
- Works created after 1978: the length of the creator’s life plus 70 years
What Does Copyright Protect?

- Copyright protects original works in a tangible medium.
  - Literary and artistic works
  - Translations, adaptations, arrangements
  - Collections of works
  - Applied art, industrial design and models
  - Computer software and websites
  - Can register your copyrighted works at the Library of Congress
Why Creative Commons?

- Avoid copyright issues-saves time, money and effort
- Creator can define how works are used- Creative Commons licenses
- Others can build and share your work if you choose
- Promotes openness, collaboration and shared creativity
- Helps with discoverability and dissemination of your work
- At least 1.4 billion Creative Commons licensed works
Creative Commons

- Non-profit “dedicated to building a globally accessible public commons of knowledge and culture”
- Forefront of “copyleft” movement; alternative to traditional copyright
- Supplies licenses that allow creators to share work more openly
- These licenses work within existing copyright law
- Six Creative Commons licenses only apply to works that are copyrighted
- No registration needed
Elements of Creative Commons Licenses
CC-BY (Attribution)

- Requires that you credit or attribute the original creator/copyright owner
- A part of all of the 6 Creative Commons licenses
- A way to show gratitude and give credit to the creator
Non-Commercial (NC)

- Works can only be used for a noncommercial purpose
- Based on the use and not the user
No-Derivatives

- Cannot create an adaptation or derivative work (without permission)
- Small changes (e.g. format shifting, or minor changes) – that do not alter the nature of the work, are acceptable
Share-Alike

- Any derivative work or adaptation needs to be "Shared-alike"
- In the creation of a new work that incorporates a Share-Alike work, a similar license or more liberal license (e.g. CC-BY) needs to be used.
The Six Creative Commons Licenses
CC-BY License

- Just one condition: Attribution
CC-BY Attribution ShareAlike License

- Two conditions: Attribution and Share-Alike
CC-BY Non-Commerical

- Two conditions: Attribution and non-commercial use
CC-BY-ND

- Two conditions: Attribution and No-Derivative works
Licenses With 3 Conditions

- **CC-BY-NC-SA**: Attribution, Non-Commercial, Share-Alike
  - ![CC-BY-NC-SA](image)

- **CC-BY-NC-ND**: Attribution, Non-Commercial, No Derivatives
  - ![CC-BY-NC-ND](image)
Public Domain

- Public domain = works that are out of copyright and not protected
- Copyright is waived or expired
- Cannot use Creative Commons licenses on Public Domain works
Public Domain Mark

- Used for older works, believed to be in the Public Domain. (Copyright expired).
- Mostly used by Cultural Heritage institutions (e.g. Archives, Museums, Libraries)
- **Not a license.** An indicator that a work is believed to be in the Public Domain.
CC ZERO OR CCO

- Used to indicate when a work is deliberately dedicated to the Public Domain
- Creators using CC0 waive any rights under copyright
- Unlike CC licenses users are not required to adhere to any conditions or provide attribution (although it is considered good practice to do so)
Cleveland Museum of Art: CCO Waiver

CC0 at the Cleveland Museum of Art: 30,000 high quality digital images now available

Jennie Rose Halperin
January 23, 2019
Licensing Considerations

- You have to own the copyright to your work in order to apply CC license. Make sure you are not using someone else’s material.
- Works created by employees in course of employment – employer usually owns copyright
- Creative Commons licenses are irrevocable (“no takesies backsies”)
- Specify what content your licensing (e.g. “except where otherwise indicated, this presentation is licensed under CC-BY”)
- Do not restrict others from re-using the works (file formats, digital locks) that prevents them from using the work if the license permits it.
- Online license creator (can copy XHTML text for your website that embeds the cc license)
Attribution

- The title
- The name of the author
- A link to the original, if available
- A link to the specific license
- The copyright notice for the work (if any)
- "Creative Commons 10th Birthday Celebration San Francisco" by tvol is licensed under CC BY 2.0
- Open Attribution Builder
Finding Creative Commons Materials

- Creative Commons Search
- Flickr Search
- Compfight
- Google Image Search (use Tools to look for usage rights)
- YouTube (search with keyword,creativecommons)
- Wikipedia Commons
- LUNACommmons
Tools

- **Open Attribute**
- **CogDogBlog** (Offers attribution tools)
- Microsoft Plug-in—Allows you to license from Office programs