

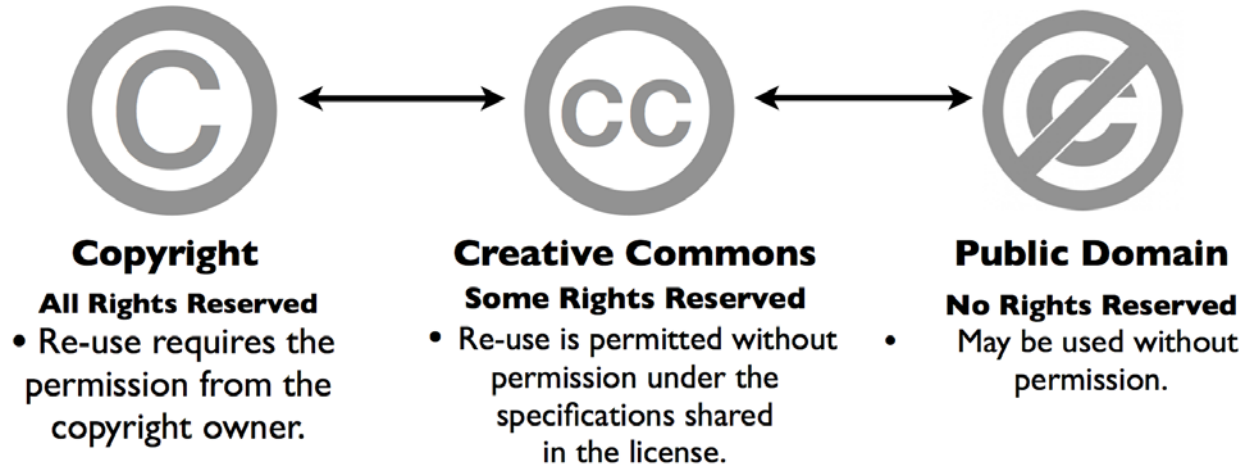
Creative Commons

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Overview

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

the spectrum of rights





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?

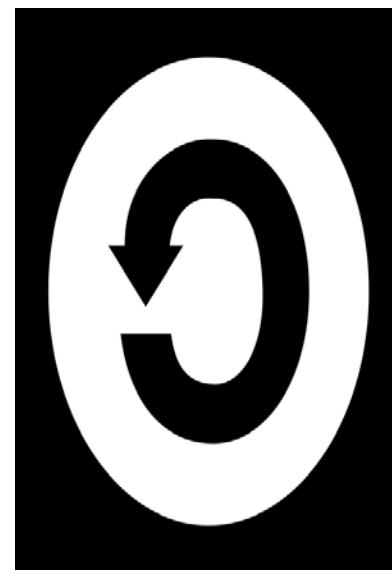
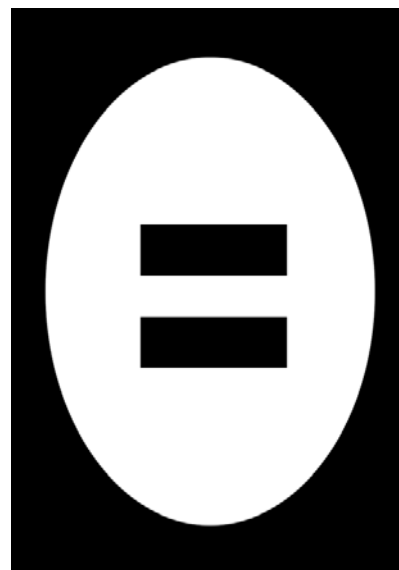
- **Avoid copyright issues-saves time, money and effort**
- **Creator can define how works are used- Creative Commons licenses**
- **Others can build and share your work if you choose**
- **Promotes openness, collaboration and shared creativity**
- **Helps with discoverability and dissemination of your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



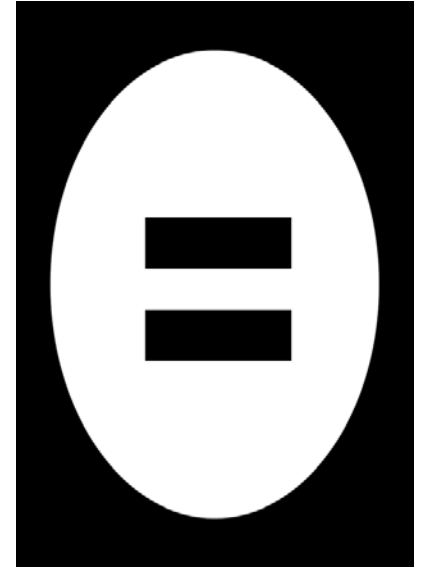
Non-Commercial (NC)

- Works can only be used for a noncommercial purpose
- Based on the use and not the user



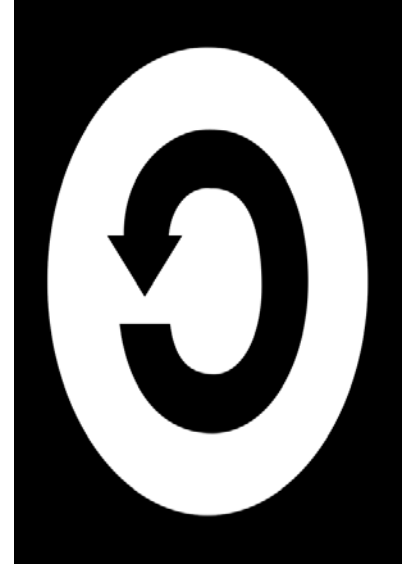
No-Derivatives

- 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



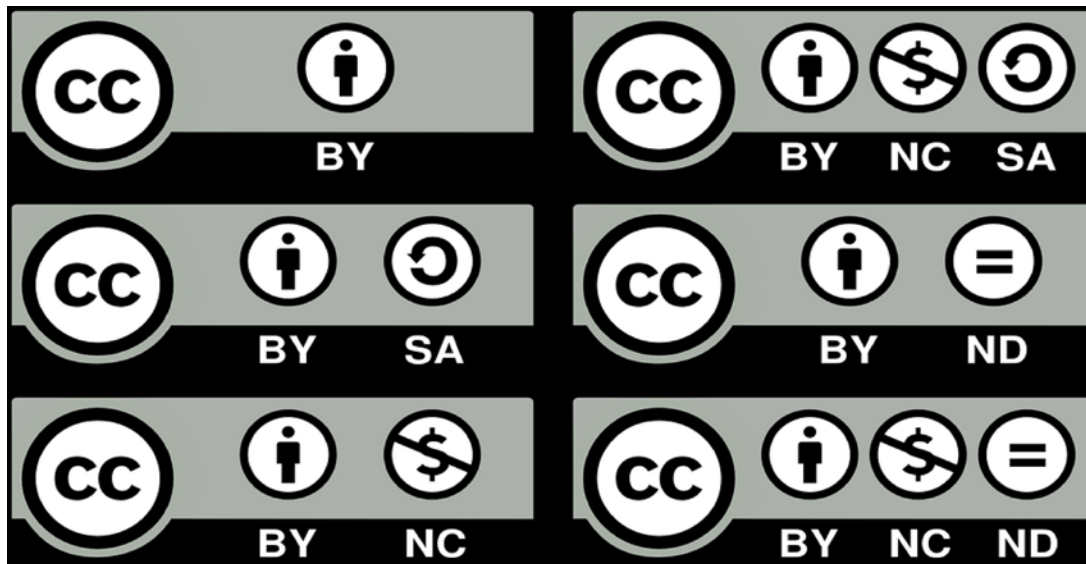
Share-Alike

- 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



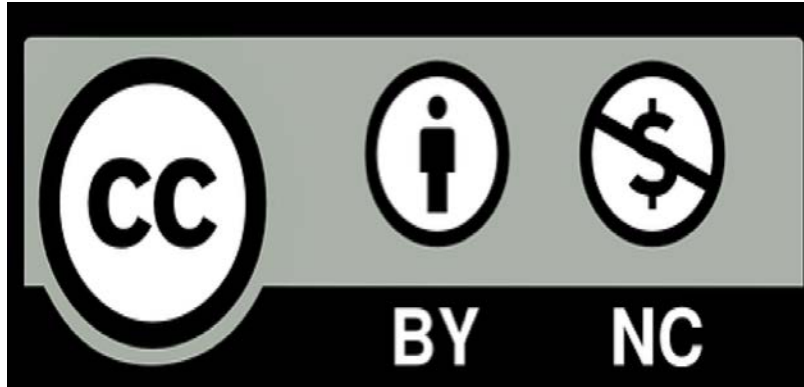
CC-BY Attribution ShareAlike License

- Two conditions: Attribution and Share-Alike



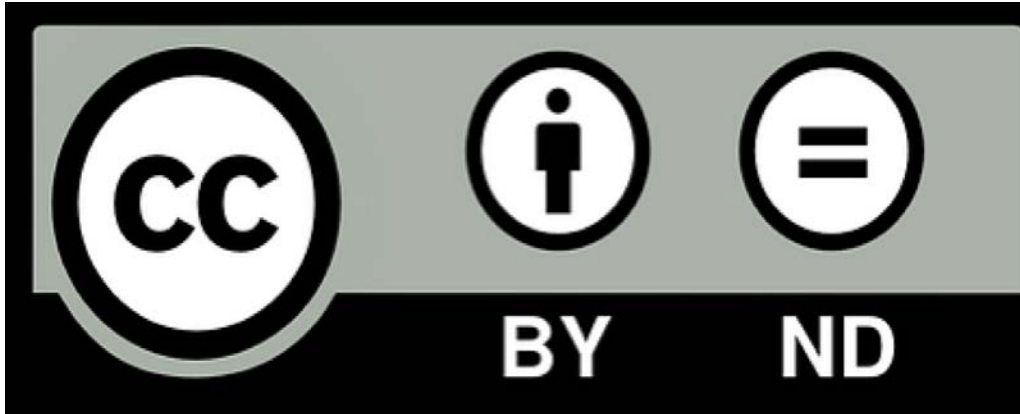
CC-BY Non-Commercial

- 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-ND: Attribution, Non-Commercial, No Derivatives**



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)



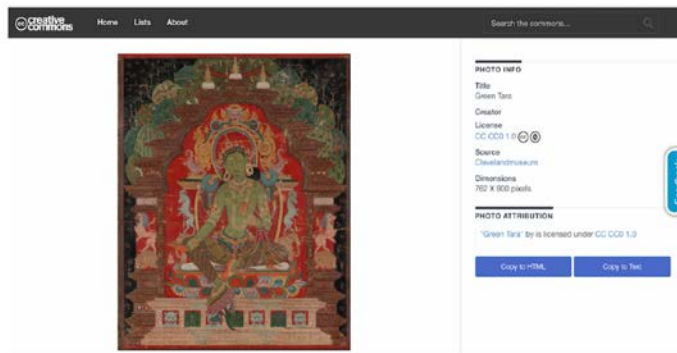


Cleveland Museum of Art: CCO Waiver

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



Jennie Rose Halperin
January 23, 2019

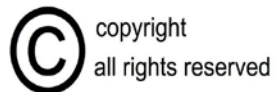




most freedom



least freedom



OER

Not OER



Licensing Considerations

- You have to own the copyright to your work in order to apply a 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 [tvoll](#) 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](#)
- [LUNACommons](#)

Tools

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