

## Table of Contents

0:00 - 0:21	Intro
0:21 - 0:52	Intro (part 2)
0:52 - 1:35	Ways to use copyright free content
1:35 - 1:47	Creative Commons License
1:47 - 2:12	Types of licenses
2:12 - 2:40	Types of licenses (part 2)
2:40 - 2:44	Finding free licensed material
2:46 - 2:57	Finding free licensed material (part 2)
2:57 - 3:47	Using content from Google
3:48 - 4:22	Using content from Creative Commons
4:23 - 4:39	Citing information
4:39 - 5:03	Citing information (written/visual)
5:03 - 5:29	Citing information (audio)
5:29 - 5:54	Citing information (reference list)





0:00 - 0:21

When working with multimodal projects, copyrights of images, videos, games, sounds, etc. is complicated. The following video seeks to provide some tools, knowledge, ideas, and techniques for you to avoid infringing on copyright.



When searching the internet for images, footage, audio, and even text to use in your media works, you need to be sure that you are able to use them and give correct credit for work that is not your own.



0:21 - 0:52

When a person creates an original work; be it text, video, a song, a photograph or any other creative work, they (and sometimes this is a company) automatically own the rights to that work. You should treat your media work like you would any other academic work by using your own original content - your own photographs, artwork, make your own videos, your own music, and so on - and you should cite any content that is not your own.

“There are three ways to use an image (or other media) legally:

- 1) use your own images
- 2) receive permission in writing from the copyright holder, or
- 3) use an image that comes either from **the public domain** or under a **Creative Commons** license.”

Source: <https://eportfolios.arts.ubc.ca/copyright-guide/>



0:52 - 1:35

There are three ways you can use an image, or other media - legally. The first is to use your own original work, make it yourself. The second is to see if the work is available for reuse, and if not you would need to ask the author for permission to use their work. Some authors might ask for some monetary compensation and some might grant you the permission without any retribution. Finally, you can use images that are either from the public domain or under an open creative commons licence. Do not assume that a work is in the public domain simply because you found it online, you need to check the usage rights.



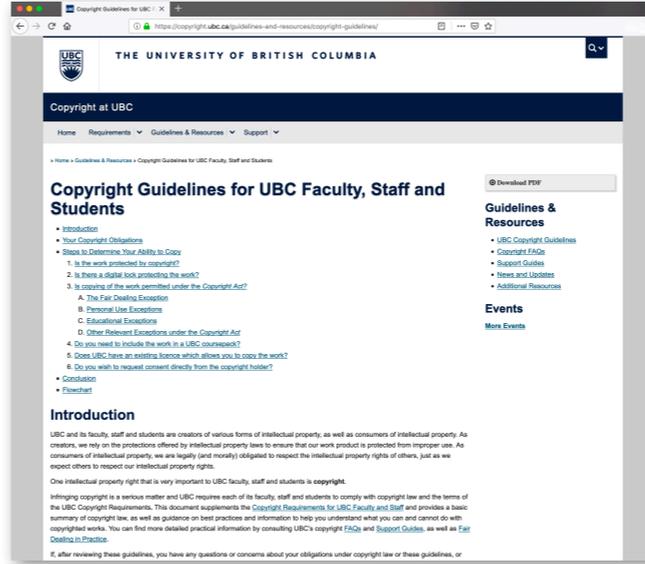
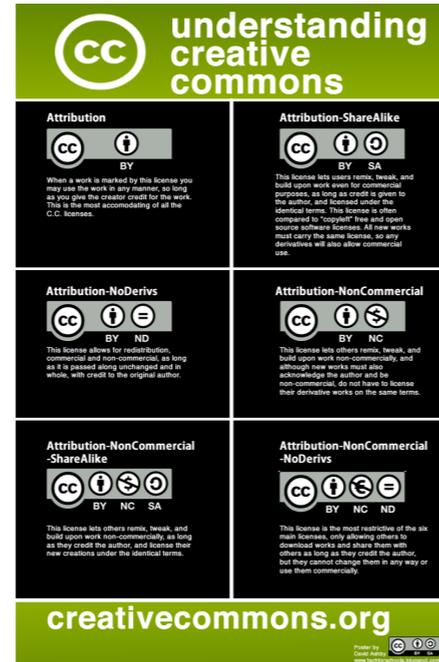
Creative  
Commons

This symbol means  
that the image is  
covered under a  
creative commons  
licence.



1:35 - 1:47

There is a way that authors can license their work to allow for free public use. If you see this symbol next to an image, it means it is under a creative commons licence.

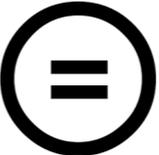


www.copyright.ubc.ca



1:47 - 2:12

There are different kinds of licenses. To learn more about them, visit UBC's Copyright Educational Resources, the Creative Commons webpage, or use this handy graphic. Just be sure that the artifact you wish to use is licensed in the way intend to use it, an author can make specifications on how allowed to be used by another.

			
<p>Attribution BY</p>	<p>Share Alike SA</p>	<p>Non Commercial NC</p>	<p>No Derivatives ND</p>
<p>All CC licenses require that if you must give you credit to the author the way requested. If you want to use someone's work without giving credit or for endorsement purposes, you must get their permission first.</p>	<p>You can copy, distribute, display, perform, and modify the work, as long as you distribute any modified work on the same cc terms. If you want to distribute modified works under other terms, you must get permission first.</p>	<p>You can copy, distribute, display, perform, and (unless NoDerivatives chosen) modify and use the work for purposes other than commercially unless you get permission first.</p>	<p>You can copy, distribute, display and perform only original copies of the work. If you want to modify the work, you must get permission first.</p>
			

2:12 - 2:40

Some creative commons licenses require attribution, or credit near the object of the author, some allow you to use the image as long as you also share the image, unchanged, in the commons. Some licences allow you to use their images for educational or hobby purposes, but not for commercial purposes, and some licences allow for derivatives, or modification of a work, and others do not allow for changes on a work.

# Finding free licensed material?



2:40 - 2:44

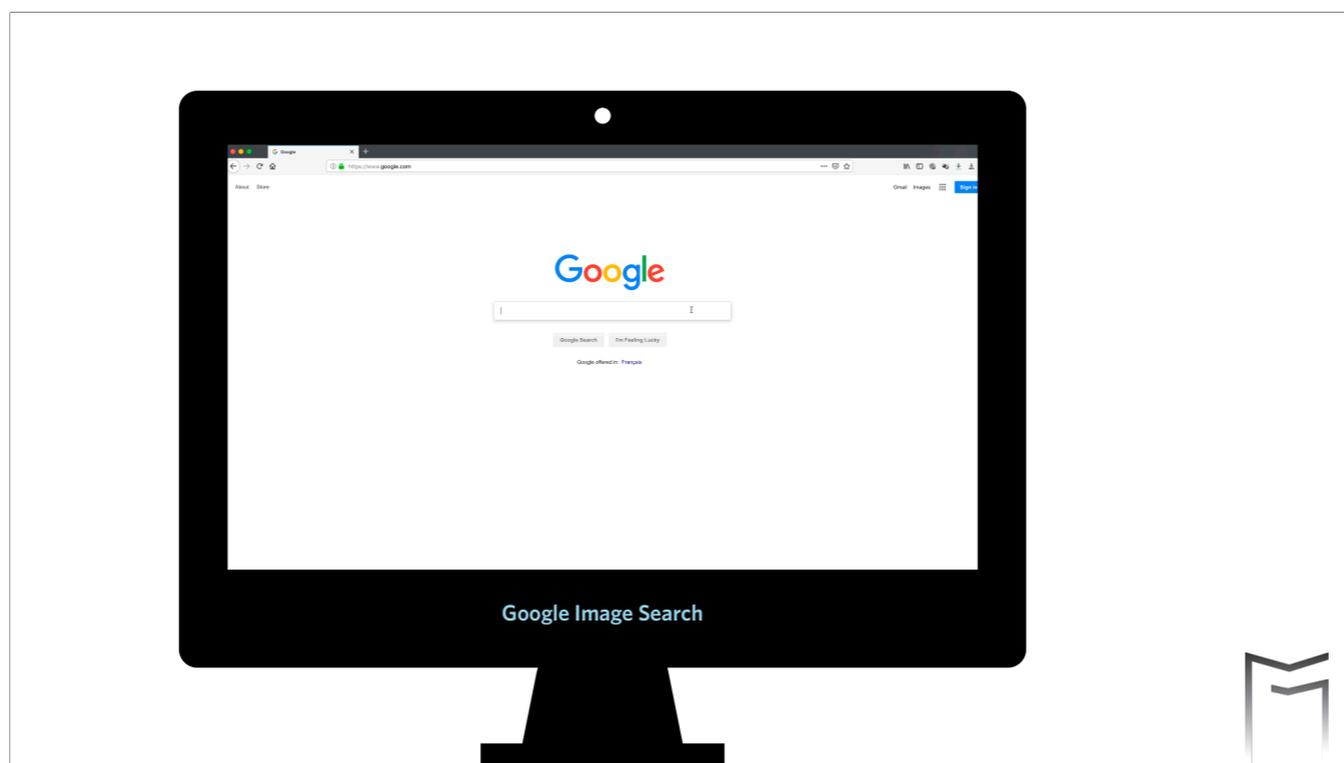
There are two basic easy ways to find free licensed materials.

# Finding free licensed material?



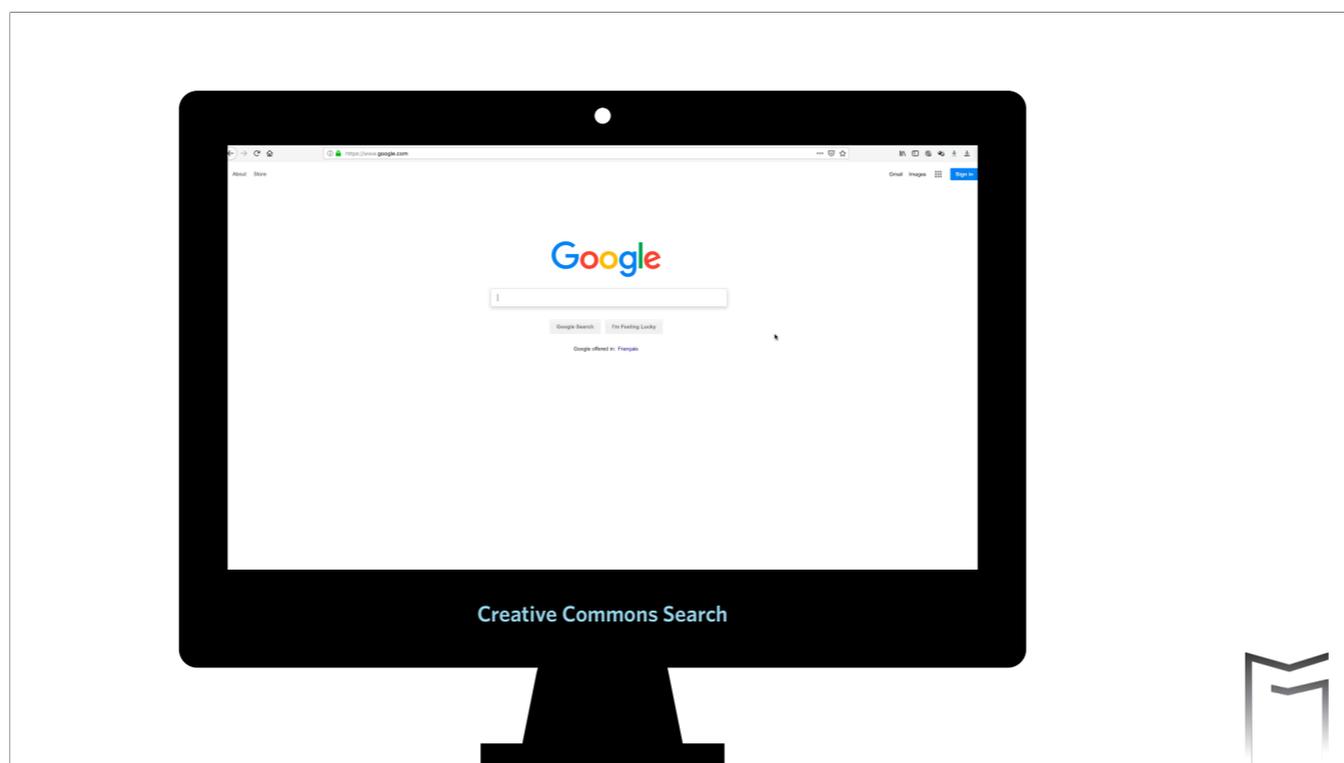
2:46 - 2:57

Google filters or use the Creative Common database. I'll show you how to do it. Let's start by doing a google search with a keyword of whatever image you are looking for.



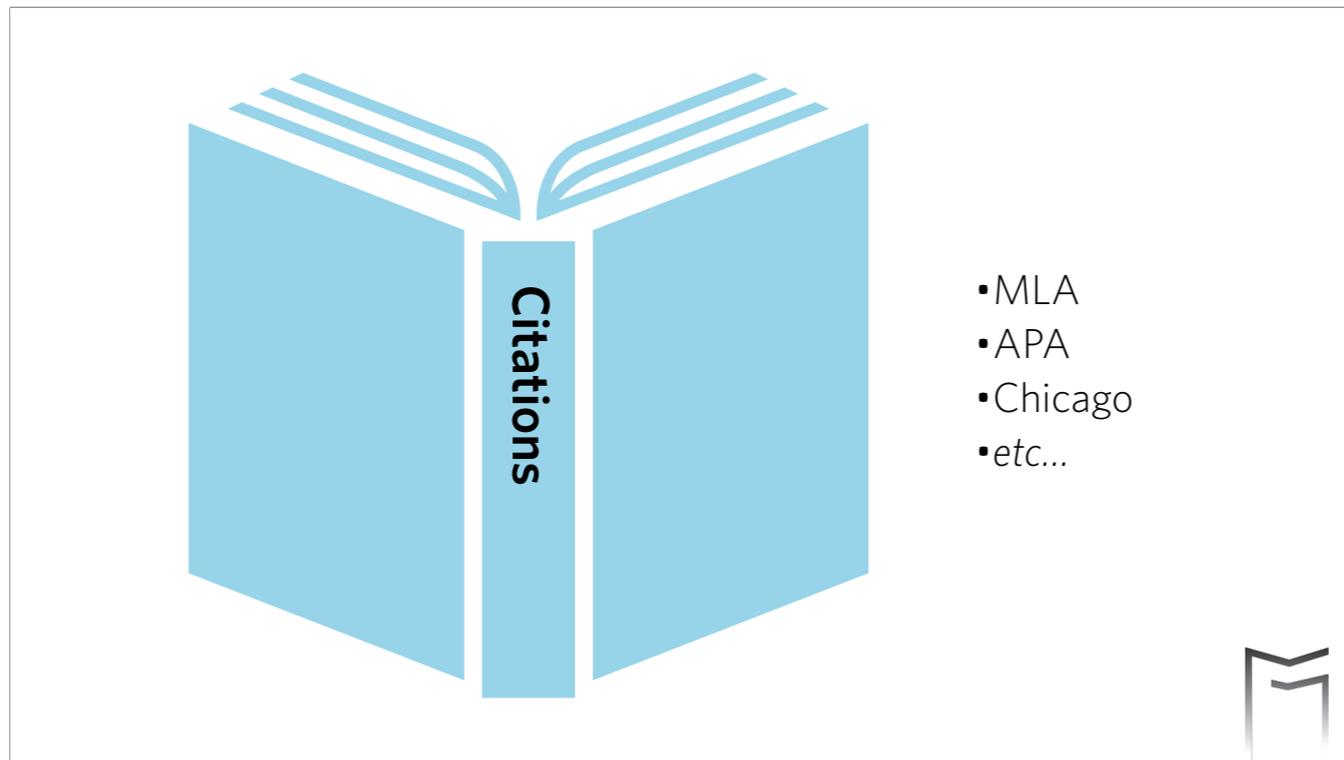
2:57 - 3:47

Once searched, specify "Images" underneath your keyword. But you can also do this search for a video. This will show all images that come up with this word. Then, go to the "Tools" and go to "Usage Rights" where you can browse the options and choose the one you need, I will chose "Labelled for Reuse". You can also specify the size of the image you need so that you can grab a higher resolution file for whatever output you are going for, and to avoid a low-quality pixelated image. Chose and click on the image you wish to use and it will take you to the web-page that is holding it. On this page, you can see the licence. In this case, it is a Wikipedia page, and wikipedia only uses images with a creative commons licence.



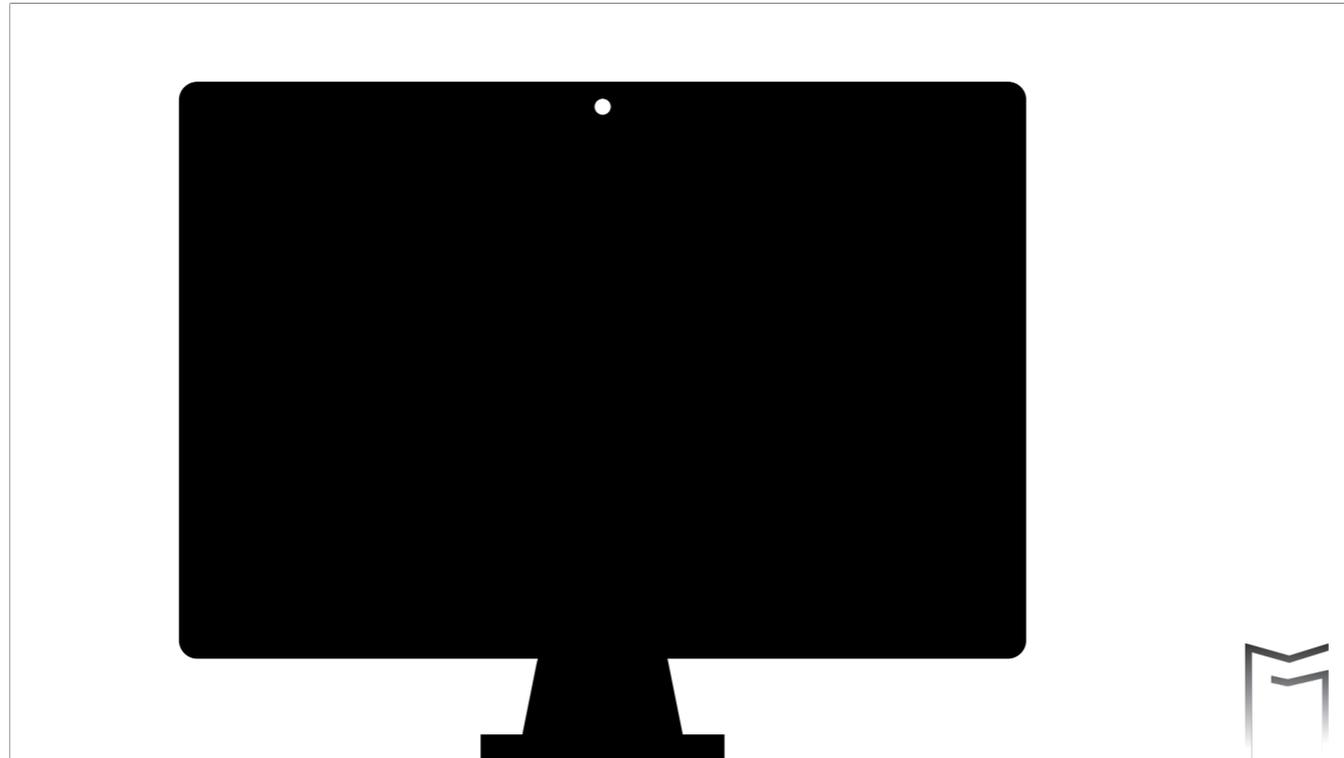
3:48 - 4:22

The other way you can find an image with a Creative Commons licence is through their web-page. Just go to [creativecommons.org](https://creativecommons.org), and then click "Search the Commons". From here you can enter in a keyword, and select where you would like to search. You can grab an audio file through sound cloud, or search youtube for an open video, or all images on flicker that are open use, keep that in mind as you upload images to flickr, and in this case, I am going to do a google image search.



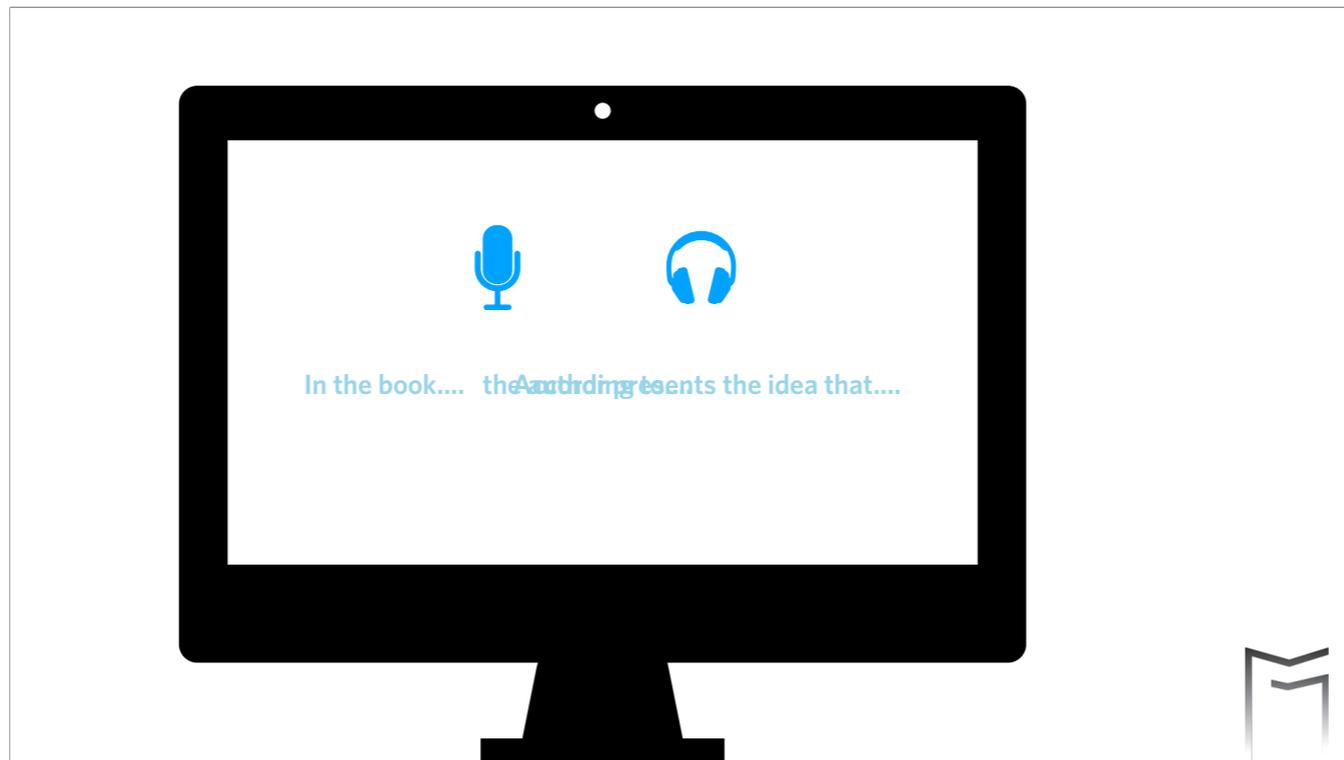
4:23 - 4:39

Please remember, for all written and image references you need to provide the correct citation. There are different citations formats, such as MLA, APA, CHICAGO, among others. You need to find out which format is required for your class.



4:39 - 5:03

When written work, media, video, or images from another author is posted, stated, mentioned, or paraphrased in your multimodal project, you need to acknowledge it. For example, in this video sample above, the citation appears in a corner of the screen as the idea is being referenced, recognizing that it belongs to other authors, because of this citation.



5:03 - 5:29

Alternatively, if you are working with a podcast or some form of audio in which there is no visual support, or if you don't want to use a formal citation visual, you can use expression to let your audience know the idea comes from someone else. Such as: "According to" or "in the the book" or "the author presents the idea that ..." as an example.



5:29 - 5:54

And finally, you can include a list of citations mentioned in your multimodal project by dedicating an element; either a page, a scene, a pop up window in a web-site, or at the end or in a specific part of your project, formatted as a reference list in the correct style. The same example video does it in this screen shot here.



THE UNIVERSITY OF BRITISH COLUMBIA

Teaching and Learning Enhancement Fund 2018-2020

Video created by

Christine D'Onofrio

Voice

Rachel Lige