SOME RIGHTS RESERVED:
UNDERSTANDING CREATIVE COMMONS

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Understanding Creative Commons

Today presentation will cover:

Copyright Basics
- What is copyrighted
- What cannot be copyrighted
- Published vs. unpublished

Creative Commons
- Licensing options
- Licensing your work
- Searching for materials
Copyright Basics
Is it Copyrighted?

- A work is copyrighted from the moment it becomes *fixed in a tangible medium*.

Must fit into one of 8 categories:

- Literary
- Musical
- Dramatic
- Pantomimes or choreographic
- Pictorial, graphic, or sculptural
- Motion pictures or other audio visual
- Sound recordings
- Architectural
Is it Copyrighted?

When copyright doesn’t apply:

- Not fixed in a tangible medium
  - Improvised speech that is not recorded
- Titles, names, short phrases, or slogans
  - Protected under other laws
- Discoveries, ideas, concepts, or principles
- Methods, procedures, processes, or systems
- Works containing no original creative expression
  - facts, news, calendars, lists, etc.
- Works in the public domain
Published vs. Unpublished

- **Unpublished**
  - Life of the author + 70 years
    - As of Jan. 1st 2015, works created before 1945
  - Anonymous or unknown death date = 120 years from creation
    - As of Jan. 1st 2015, works created before 1895
  - What counts as unpublished?
    - Manuscripts, letters/correspondence, photographs, project notes, etc.

- **Published**
  - Depends on when the work was published
    - Before 1923 = out of copyright
      - Birthday song controversy
  - Can you tell by copyright symbol if it's published?
    - Copyright symbol has not been required since March 1st, 1989

Resources:
1. Copyright Term and the Public Domain – Peter Hirtle
2. [http://copyright.cornell.edu/resources/publicdomain.cfm](http://copyright.cornell.edu/resources/publicdomain.cfm)
Creative Commons
Creative Commons

- Non-profit organization
  - Founded in 2001
- Provides free access to a variety of copyright licenses
  - Internationally recognized
- Alternative to the “all rights reserved” option
  - Aimed at the educational and creative communities
  - minimize legal, technical, and social barriers to sharing and reuse

Creative Commons
Creative Commons

- Materials with CC marks
  - Openly licensed to the public
    - Everyone gets the same opportunities to use
  - Standardized and customizable
    - Symbols will mean the same on every work
    - Creators can be flexible with the rights they share
  - Legally binding
    - Once published, CC rights cannot be revoked
Licensing Options

- Attribution
  - CC-BY
  - Must give credit to original creator
  - Lets others distribute, remix, tweak, and build upon a work
    - Even commercially!
  - Example: Public Library of Science (PLOS)
Licensing Options

- Attribution & Share Alike
  - CC BY-SA
  - Must give credit to original creator
  - Lets others distribute, remix, tweak, and build upon a work
    - Even commercially!
    - Must license their new creations under the identical terms
  - **Example:** Wikipedia
Licensing Options

- Attribution & No Derivatives
  - CC BY-ND
  - Must give credit to original creator
  - Allows for redistribution
    - Even commercially!
    - Must be unchanged and left whole
  - Example: Software Companies
Licensing Options

- Attribution Non Commercial
  - CC BY-NC
  - Must give credit to original creator
  - Lets others distribute, remix, tweak, and build upon a work
    - non-commercial use only
    - Derivative works do not need to be licensed under the same terms
  - Example: Wired.com photos
Licensing Options

- Attribution, Non Commercial, & Share Alike
  - CC BY-NC-SA
  - Must give credit to original creator
  - Lets others distribute, remix, tweak, and build upon a work
    - non-commercial use only
    - Must license their new creations under the identical terms
  - **Example:** MIT Open CourseWare
Licensing Options

- Attribution, Non Commercial, & No Derivatives
  - CC BY-NC-ND
  - most restrictive of the six main licenses
  - Must give credit to original creator
  - Allows for others to download a work and share
    - Cannot remix, tweak, or build upon the work
    - Non-commercial use only
- **Example:** TED Talks Videos
Creative Commons

- Licensing your own work through creative commons
  - [http://creativecommons.org/choose/](http://creativecommons.org/choose/)
Creative Commons

- Creative Commons Search
  - Http://search.creativecommons.org/