

Unit 2: Lesson 7: Intellectual Property and Images

Warm Up:

- You take an awesome picture and someone puts it on their social media account and with your name beside it.
- You write a story and someone else publishes it and says that they wrote it.
- You write a song and someone sings it to her friends
- You write a song and someone sings it at a concert and makes a lot of money
- You takes a picture and someone else Photoshops it and puts the new version on his web site.

Activity 1

Copyright is granted the moment something is created, so unless explicitly told otherwise, we have to assume any picture, video, or other media we find online is fully covered by copyright law, which means that no one else can make copies or post it online without permission.

Sometimes, though, we want people to share our work so that more people can see it. The **Creative Commons** (CC) license was developed to help content creators have more specific control over how other people can use their work.

CCs License Element:



Attribution: Others who use this work must credit original author. The content author may specify how they would like credit given, but the attribution does not imply endorsement by the original author.

CCs License Element:



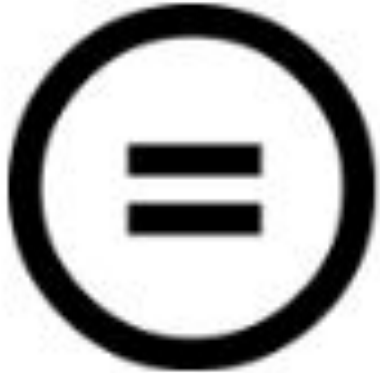
Non-Commercial: Others may not use this work for advertising or to make money.

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CCs License Element:



No Derivative Works:

Users may only use this work as is and may make no modifications.

Creative Common's Licenses



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When someone with zero mutual friends adds you on facebook

Scenario 1

Ernesto loves to sketch and posts all of his drawings on his art blog. Lately people have been taking his art and turning them into memes by adding snarky text to the top. Ernesto likes the idea of people sharing his work more broadly, but he doesn't want people to mess with his original art.

What is the least restrictive CC license that ensures Ernesto's rights are preserved? Why?



Scenario 2

Maggie and Eric record short guitar and keyboard riffs which they trade with each other to make larger songs. They dream of one day having a real musician sample their riffs in a song, they just don't want people to use their recordings without giving them credit.

What is the least restrictive CC license that ensures Maggie and Eric's rights are preserved? Why?



Scenario 3

Miranda made a short film that she's really proud of. She'd like as many people to see it as possible, but she just wants to make sure that nobody tries to sell it without her permission - after all, if it's going to be sold she'd like to have a cut of the profit!

What is the least restrictive CC license that ensures Miranda's rights are preserved? Why?



Code Studio: Unit 2: Lesson 7

- Start with the overview, and complete all 8 sections with a partner.
- Before beginning, assign roles. One person is the navigator, the other is the driver.
- Everyone will switch at the halfway mark



american goldfinch



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free to use share or modify

free to use, share or modify, even commercially

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Wrap Up

Draw an original picture in your notebook, that you intend to publish

<https://creativecommons.org/choose/#metadata>

<https://www.youtube.com/watch?v=HKfqoPYJdVc>

As you watch the video, note key concepts and how they connect to the learning experiences you've just had in the lesson

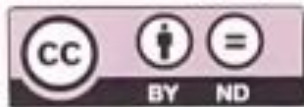
Extra Slides:



LEAST



FREEDOM



MOST



Discussion:

Prompt: What rules would you make for people who want to use your creative work?

Discuss: Have students journal individually, then share with a neighbor, and finally discuss as a whole class.

Vocabulary:

- **Citation** - A quotation from or reference to a book, paper, or author, especially in a scholarly work.
- **Copyright** - the exclusive legal right to print, publish, perform, film, or record literary, artistic, or musical material, and to authorize others to do the same
- **Creative Commons** - A collection of public copyright licenses that enable the free distribution of an otherwise copyrighted work, used when an author wants to give people the right to share, use, and build upon a work that they have created
- **Intellectual Property** - A work or invention that is the result of creativity, such as a piece of writing or a design, to which one has rights and for which one may apply for a patent, copyright, trademark, etc.

Resources Page:

<https://creativecommons.org/>

https://commons.wikimedia.org/wiki/Main_Page