



Creativity in the Online World: Copyright Basics **Our Roles as Creators and Consumers**

High School Lesson A

Notes for the teacher

- ★ This slide deck has been created to support the free lesson plan PDF at the copyrightandcreativity.org website.
- ★ Lesson details to help guide your discussion and show optional activities are included in the speaker notes. Go to *File > Print settings and preview > 1 slide with notes > Print* to print.
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- ★ Please report broken links to info@copyrightandcreativity.org.

Gathering Conversation

- ★ Did you know you are a creator?
- ★ Have you ever thought of yourself as an artist or creator when you're creating things to put online?
- ★ What have you posted online lately?

Read these
questions and
discuss your
thoughts

Did you know... you are a

creator

whenever you post
something

original

online?





Did you know...

you are also a

consumer

online?



Activity

Make something creative

What are the ways
you can share this
creation with
others?

Who might you
want to share this
with? Or, would
you choose NOT to
share it?



Discuss your thoughts

- ★ Did any of you choose not to share your drawing or limit it to a small group of people? Why?
- ★ What if someone else shared it for you? Without your permission? What do you think about that?
- ★ What if it took you more than five minutes to make? What if it took you six months or a year, working many hours each day?
- ★ What if it cost a lot to make, for example if you had to travel to a faraway place or use special equipment that was very expensive?
- ★ What if you're a professional and this is your livelihood? Would that make a difference?

National Geographic T-Rex Autopsy–Stomach Like a Bird



National Geographic Behind the Scenes of a T-Rex Autopsy



Purpose of Copyright

Did you know...



What's Up with Copyright Anyway?

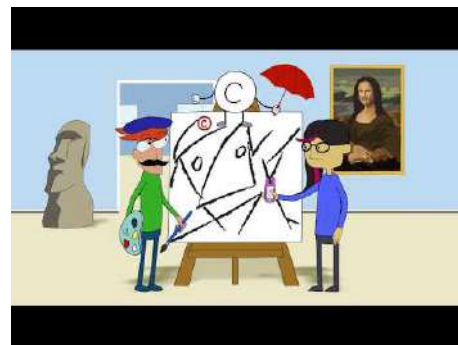
A Brief (Very Brief) History and Copyright Basics



Videos to Watch



A.1



A.2



A.4



A.5

Wrap-up

**What did you think of
the case study videos?**

Wrap-up

What did you think of
the Dude Perfect
case study video?



Wrap-up

**What did you think of
the Wu Tang Clan
case study video?**

Wrap -up

**What did you think of
the Taylor Swift
case study video?**

Limitations of Copyright

- ★ Not everything protected
- ★ Fair Use
- ★ Expiration

10 THINGS YOU SHOULD KNOW ABOUT

COPYRIGHT



COPYRIGHT PROTECTS CREATIVE WORK — YOURS, MINE, EVERYONE'S!

1



We're all both consumers and creators of creative work. As consumers, we watch movies, listen to music, read books, and more! As creators, we take photos, write songs, make videos, etc.

2



Copyright protects creative work, so people can't generally copy or share or perform other people's work without permission.

3



Copyright comes from the Constitution. Its purpose is to promote more creativity. The idea is that letting each of us decide what happens to our own creations will encourage us to keep creating.

4



All creative work is protected by copyright as soon as it's written down or recorded or saved—and not just work by professional artists or big studios. Copyright protects all of us—our photos on Instagram and everything we write or create.

5



If you copy or share other people's creative works without permission, that's called copyright infringement. Examples:

- Downloading music, movies, ebooks, or games from illegal sources that operate without artists' permission.
- Uploading your collection of music, movies, ebooks, or games for your friends to copy.

Copyright infringement is illegal and carries serious penalties.

BUT COPYRIGHT DOESN'T COVER EVERYTHING

6



Copyright gives a lot of protection, but it also has limitations. Not everything gets copyright protection. Facts and ideas are not protected by copyright, neither are US Government documents, like NASA photos and reports by federal agencies.

7



Another limitation of copyright is "fair use," which allows us to copy and re-use copyrighted work without the artist's permission in certain, limited ways that are still fair to the creator.

8



When you re-use portions of someone else's work for a school project—the using images or songs for a presentation is one case—that's a fair use situation. You don't need the author's permission.

9



Copyright protection doesn't last forever. Eventually it expires, and the creative work falls into the "public domain." Works in the public domain are free to re-use and share however you want.

10



Some creators are happy to share their creative work. They use a licensing system for sharing called Creative Commons. You can find millions of CC work that are free to share or re-use.

Let's Review!



Conclusion

- ★ Copyright **benefits** us as **creators** and **consumers**
 - ★ Encourages **creativity**
 - ★ Has **limits**
- 

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