

CHAPTER 10 COPYRIGHT AND ATTRIBUTION ESSENTIALS

Multimedia Communications by Marie Rutherford

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Please visit the web version of Multimedia Communications (<https://ecampusontario.pressbooks.pub/multimediacomm/>) to access the complete book, interactive activities and ancillary resources.

Learning Outcomes

- Explore the concepts of copyright, fair dealing, and Creative Commons licensing
- Describe public domain and what is considered as public domain
- Explain the importance of open licensing and applying appropriate attribution practices in the context of content management
- Explore, practice, and apply copyright and attribution practices
- Identify key terms related to copyright and attribution essentials

Copyright and Multimedia

Understanding how to properly use and cite images and content is essential to your academic integrity, but understanding copyright, permissions, and the use of openly licensed materials also extends to your professional life.

The practice of giving proper credit to the original creator is an essential practice. Citations are used to give credit for academic and legal reasons with a stylized format. An attribution statement is similar to a citation with the difference it does not typically follow a stylized format. Following copyright and attributions standards is an ethical practice, ensures credit to the originator, and helps the creator maintain their

credibility. When creating a multimedia project many creators reuse, remix, or adapt pre-existing content rather than creating all elements from scratch. This can be both an effective and efficient use of available resources.

Copyright is an intangible right granted to creators however, with the evolution of multimedia additional challenges are evident. Consider a multimedia project may encompass several parts and each part may have its own unique copyright owner.

In this chapter, we'll review what types of images, sound, and other resources you can use when creating presentations, video and other multimedia.

Chapter Organization and Preview

- Copyright and Fair Dealing Basics
- Openly Licensed, Public Domain, and Free to Use
- Finding and Attributing Openly Licensed Content in your Multimedia Projects
- Explore, Practice and Apply
- Key Chapter Terms

Attribution & References

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- **Introduction is adapted from *Copyright, Fair Use, and Creative Commons Basics In Writing About Literature* by Rachael Benavidez and Kimberley Garcia, CC BY-NC-SA 4.0**

10.1 COPYRIGHT AND FAIR DEALING BASICS

Anything you find on the Internet is free, right? Nope!

As the saying goes, “Information wants to be free, (https://en.wikipedia.org/wiki/Information_wants_to_be_free)” which might lead you to believe that anything you find on Google (or any other search engine) is actually free. Google will serve you all the information you need, most of it at no cost, but when it comes to locating images to use for a visual media project, do not confuse “free information” to also mean “free images.”

Copyright rules, fair dealing, and the terms of Creative Commons are complex, but knowing the basic rules will help you to ask the right questions.

Even experienced authors of visual media wrestle with the precise details about copyright. This chapter will help get you centered.

Consider the following questions as you think about your multimedia project:

1. **Can I use a copyrighted image in my project?**
2. **Is the use of certain copyrighted images permissible under fair dealing?**
3. **How can something be both copyrighted and available under Creative Commons licensing?**



A copyright symbol and a question mark overlap each other. **Source:** Image by Arrow303. / A derivative of Copyright red.svg and Not-known.svg, CC BY SA 3.0.

What is Copyright?

Canadian copyright law has been evolving since the creation and passing of the Canadian Copyright Act in 1924. The Act itself is focused on promoting use and access to copyrighted works, while giving creators and/or rights holders recognition and protection for their work (Government of Canada, 2017, para. 1-2).

Since then, numerous laws have been passed to refine the meaning of copyright and the terms upon which an author’s rights extend. The following video will give you an introduction to Copyright, public domain and fair use. While Canada has a “fair dealing” exception instead of fair use, many of the principles are the same.

Why do we have laws that restrict the copying and sharing of creative work? How do those laws work in the context of the internet, where nearly everything we do involves making a copy?

Copyright law is an important area of law, one that reaches into nearly every facet of our lives, whether we know it or not. Aspects of our lives that in some instances are not regulated by copyright – like reading a physical book – become regulated by copyright when technology is used to share the same book posted to the internet. Because almost everything we do online involves making a copy, copyright is a regular feature in our lives.

Copyright Fundamentals

You might not realize it, but copyright law is as integral to your daily life as local traffic laws. Copyright law is the area of law that limits how others may use the original works of authors (or creators, as we often call them) — works spanning the spectrum from novels and operas, to cat videos, to scribbles on a napkin.

Although copyright laws vary from country to country, there are certain commonalities among copyright laws globally, largely due to international treaties.

There are some important fundamentals you need to be aware of regarding what is copyrightable, as well as who controls the rights and can grant permission to reuse a copyrighted work.

1. **Copyright grants a set of exclusive rights to creators, which means that no one else can copy, distribute, perform, adapt or otherwise use the work in violation of those exclusive rights. This gives creators the means to control the use of their works by others, thereby incentivizing them to create new works in the first place. The person who controls the rights, however, may not always be the author. It is important to understand who controls the exclusive rights granted by copyright in order to understand who has authority to grant permissions to others to reuse the work (e.g., adding a CC license to the work).**
2. **Copyright does not protect facts or ideas themselves, only the *expression* of those facts or ideas. That may sound simple, but unfortunately it is not. The difference between an *idea* and the *expression* of that idea can be tricky, but it's also extremely important to understand. While copyright law gives creators control over the expression of an idea, it does not allow the copyright holder to own or exclusively control the idea itself.**
3. **As a general rule, copyright is automatic the moment a work is fixed in a tangible medium. For example, you have a copyright as soon as you type the first stanza of your poem or record a song in most countries. Registering your copyright with a local copyright authority allows you to officially record your authorship, and in some countries this may be necessary to enforce your rights or might provide you with certain other advantages. But generally speaking, you do not have to register your work to become a copyright holder.**
4. **Copyright protection lasts a long time. More on this later, but for now it's enough to know**

that copyright lasts a long time, often many decades after the creator dies.

Consider

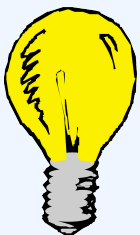
Do you know a professional graphic designer, photographer, artist, musician, writer or a content creator?

- How does this person earn their living?
- How does Copyright protect their interests – both financially and creatively?
- How does using someone else's copyrighted material without permission or payment (eg. a song, a book, a website design) affect the creator/copyright owner?

Watch Understanding Copyright, Public Domain and Fair Use (3 mins) on YouTube
(<https://youtu.be/XzzkSZ0Jrko>)

What is Fair Dealing / Fair Use?

As mentioned in the Understanding Copyright video, fair use/fair dealing is an exception to the rules of copyright, though what qualifies as fair can be tricky. The principle of Fair Use is related to American copyright law. In Canada, we rely on Fair Dealing as an exception to Canadian Copyright law.



Tip: Fair Dealing and Educational Exceptions

When living and studying in Canada, much of your use of copyrighted materials in your school work will be covered under the fair dealing exception to Canadian Copyright law,

because your use of these works is educational and not-for-profit. One caveat to this use is that you **MUST** cite and attribute the copyrighted materials that you use.

Watch Fair Dealing with Copyright Protected Works (3 mins) on YouTube (<https://youtu.be/YleW-MLVs6Q>) **for an overview of fair dealing in your academic work**

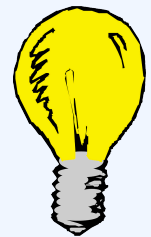
Your use of copyrighted content will depend on a large variety of factors. Here are some general guidelines to guide your thinking.

Always check with your professor, your institution's library team, or your employer before embarking on projects that may use copyrighted materials under fair dealing or another exception. In a commercial / work setting, you may need to pay for access to particular software/apps, for use of materials that were free in an educational setting, and more.

Tip: Copyright and Fair Dealing at work

When you move to a work environment, the use of copyrighted materials may become much more complicated. In the work world, the use of copyrighted works may fail the fair dealing assessment because the use is no longer educational or for research purposes.

Check with your employer for guidance before using any copyrighted work in commercial / for-profit situations.



Best practices for Copyright Compliance at School

1. **Use openly licensed resources whenever you can, giving proper attribution, especially when using images for decorative purposes.**
2. **Cite and reference any materials that you quote, paraphrase, summarize or use as inspiration in your academic work.**
3. **Use Fair Dealing and Educational exceptions if you need to use copyrighted content in your work – check with your professor or library team for help to apply these exceptions properly.**
4. **Check the terms of use and license agreements for websites that provide content you may use (eg: Unsplash, Pixabay and other image collections), and software/apps to ensure your use falls within appropriate terms of service (eg: Canva, other multimedia packages).**

Best Practices for Copyright Compliance at Work

1. Ask your employer what software/apps, media collections and multimedia components are available and already licensed for use within the company. Often, employers will have specific software, images and other resources available.
2. Read website terms of use and license agreements for any free software or apps, or content you may want to use. They may prohibit commercial use, and you may have to pay for access/use. Check with your employer to confirm that the use of these tools is appropriate.
3. Use openly licensed resources that are designated for all purposes, and do not have a non-commercial clause.
4. Be aware that you may need to purchase a license or pay for use of other people's work in order to remain copyright compliant.

In the following sections of this chapter, you'll learn more about Creative Commons and Open Licenses, Public Domain, and how to find openly licensed materials for use in your projects.

Attribution & References

Except where otherwise noted, this page is adapted from Copyright, Fair Use, and Creative Commons Basics In *Writing About Literature* by Rachael Benavidez and Kimberley Garcia, CC BY-NC-SA 4.0 and Copyright Basics In *Creative Commons* by JR Dingwall, CC BY 4.0. / Combined sections of each page and streamlined for student understanding, added original content and focus on Fair Dealing (Canada).

Licenses and Attributions from original source

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- Adapted from Covell, S. (2022). *Visual Communication: A General Education textbook for the study of visual rhetoric*. Granite State College. <https://granite.pressbooks.pub/comm543/>(opens in a new tab)
- Government of Canada. (2017, October 16). *History of Copyright in Canada*. Canada.ca. <https://www.canada.ca/en/canadian-heritage/services/history-copyright-canada.html>

10.2 OPENLY LICENSED, PUBLIC DOMAIN AND FREE TO USE

There are many resources that you can use on the web that are openly licensed, in the public domain, or free to use for various purposes. This can help you to create multimedia and other projects while remaining copyright compliant in your work. As we noted, earlier in this chapter, the internet and all of its content is **not** free for the taking. However, with some knowledge of different licensing models, you can complete projects confidently, demonstrating copyright compliance. On this page, we'll discuss Creative Commons/ openly licensed, public domain, and free to use options for content that you can find on the web.

What is Creative Commons?

Let's say that you are on vacation in Yosemite National Park and you woke up from your campsite and saw the most beautiful sunrise coming through El Capitan. You took a picture of it just as a bald eagle swooped down into the framing. You captured a once-in-a-lifetime shot that couldn't be staged even if you tried.

Since you were the one who captured this image, you automatically hold copyright to it even if you don't apply to register it officially. But you feel like it ought to be seen and used by others simply because you want your work to be shared. As the owner of the photo, you can upload it to a Creative Commons image repository and place a Creative Commons license on the work so that it can be discovered and used according to your wishes without placing a burden on the users to apply for permission from you or arrange a licensing agreement.

Creative Commons licensing *does not remove, revoke, or replace* your copyright. It simply enables your work to be used as you specify, according to the license you select. The video below explains Creative Commons and the various terms that can be placed on media that determine how others can use it.

Review the video [Using Creative Commons Content \(2 mins\)](https://youtu.be/1OULrgm4iW4) on YouTube (<https://youtu.be/1OULrgm4iW4>) for an overview of how this licensing works

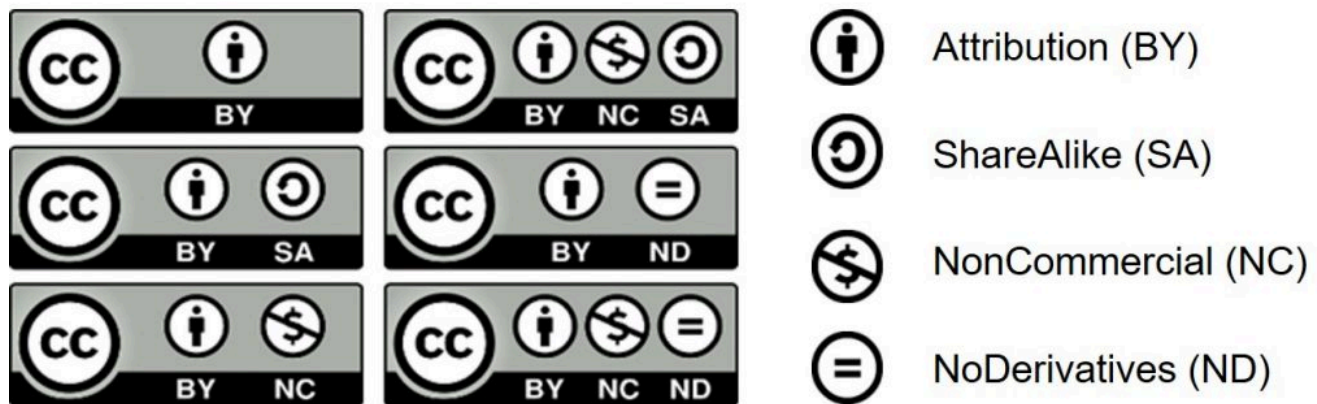
Creative Commons Open Licenses

Creative Commons licences (<https://creativecommons.org/>), are open licenses which act like copyright, but

with permissions. They enable collaboration, development, access, and inspiration from your creative works without requiring you to give up the rights (copyright) automatically granted to you for your creation. Creative Commons (<https://creativecommons.org/>) (CC) is the global body that provides open-copyright licences, so as an author, you can give your permission to share and reuse your creative work, with the conditions you choose.

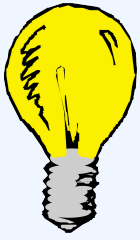
When a creator applies one of the six licences on their work, they retain their copyright but allow the public to share, remix, adapt, and reuse the work legally without having to ask permission or pay additional fees, provided that the user complies with the conditions of the licence.

The six CC licences consist of three elements: the CC logo, icons representing a combination of conditions (which can also be represented by two letters or written out in long form), and the version (4.0 International is the most recent).



Creative Commons license images include the letters CC in a circle, followed by the particular conditions on the license, including a graphic of a person (BY – Attribution), a circular arrow (SA – ShareAlike), a dollar sign crossed out (NC – NonCommercial), and an equals sign (ND – NoDerivatives). The six licences include CC BY, CC BY-SA, CC BY-NC, CC BY-NC-SA, CC BY-ND and CC BY-NC-ND. **Source:** OER By Discipline Guide Version 2, CC BY 4.0 / A derivative of Creative Commons Icons.

The most open of these licences is CC BY (<http://creativecommons.org/licenses/by/4.0/>), requiring attribution only. The most restrictive (but still more open than copyright’s “all rights reserved” approach) is CC BY-NC-ND (<https://creativecommons.org/licenses/by-nc-nd/4.0/>), which requires attribution but does not allow for commercial use and adaptations.



Tip: Using Openly licensed materials at work

Many materials in the public domain or with a Creative Commons license can be used in commercial and for-profit settings. Always confirm the public domain or Creative Commons license, and read the terms of use/license agreement carefully. If the material is marked with a clause that prohibits commercial use (such as NC), you will need to choose something else.

What is Public domain?

Items in the public domain are not protected by intellectual property laws, including copyright, trademark, or patent laws. Public domain belongs to the public. This means that no individual can claim any right to the material, and it can be used by anyone without obtaining permission.

Here are four of the typical ways that works end up in the public domain:

- **The copyright has expired**
- **The existing copyright owner failed to renew the copyright**
- **The work was dedicated to the public domain**
- **Copyright law is not applicable to this type of work (example: short phrases, facts and theories, and U.S. government works)**

*Note: Copyright law varies from country to country, and a work can be in the public domain in one country, but not necessarily in another.

Materials that are in the public domain because copyright has expired or has not been renewed may not be clearly marked. Typically, this will apply to much older publications, images and more. Since works do not enter the public domain until 70 years after the creator's death, most of what you find on the web will not fall



"Steamboat Willie Enters the Public Domain" by Doo Lee, CC BY 4.0

Some commonly known characters, including Mickey Mouse / Steamboat Willie, an original Walt Disney creation, are now in the public domain because their copyright has expired. While this 1928 version of Mickey Mouse is now in the public domain, more recent versions are still covered by copyright. Learn more at: Mickey, Disney, and the Public Domain: a 95-year Love Triangle (<https://web.law.duke.edu/cspd/mickey/>) . **Source:** "Steamboat Willie Enters the Public Domain" drawn by Doo Lee, CC BY 4.0.

into this category. Common examples of works that are in the public domain include: historical images, photographs, maps or written works.

Materials that have been dedicated to the public domain will be clearly marked. Similar to applying a creative commons license, many creators will assign a public domain mark to their work, and these can be located by using Advanced Google search (with appropriate license limiter), Google Images, and more.

What are “Free to use” resources?

Free to use resources can be found all over the web, in various formats and on a large variety of sites. Many of these sites have their own specific licenses. Before using “Free to use” resources, you’ll need to carefully read the “license” applied to the resource, and determine if the terms of use / service for that website, resource, or app are appropriate for your intended use. Some examples of free to use resources might include:

- **Image, photo and clipart collections that offer free downloadable content (similar to a creative commons license, but with their own terms)**
- **Software and applications that you log into with a free account, and can be used to create graphics, videos, screencasts, audio/music, and other creative items**
- **Websites with downloadable content that doesn’t require a login or subscription to use**

Before using free to use content, make sure that you check the Terms of service/use and licensing information available from each individual website. Many will have prominent notices about how you can use their work, but some will need a closer look. If you’re unclear about the terms of service or licensing information provided on the website, make sure you consult with someone knowledgeable about copyright issues – your campus library is a good place to start. If you’re in a work environment, ask your supervisor or HR department who to contact.

In some cases, you should be wary of whether or not the content you’ve found is copyright compliant – you will also need to check to make sure that the content you are using has been uploaded by the copyright owner, before reusing.

Consider

You are responsible for maintaining due diligence for Copyright compliance when selecting resources to use in your multimedia projects, both in school and at work. Consider the following scenarios, and try to identify if the use of the resource found would be acceptable or problematic for copyright compliance.

1. You locate the textbook for your course, in PDF format, on a website that gathers resources (eBooks, websites, PDF files) on environmental sustainability. Since the book costs \$150 to purchase at the campus bookstore, should you use the PDF version you found?
2. You need a video clip to liven up a business presentation, and find a funny clip in an episode of a popular netflix show on YouTube, posted by an individual user. Should you use this clip?
3. You are asked to improve the visual appearance of a set of PowerPoint slides, to be used in a new product pitch. You find a photo on a photographer's website that is just perfect, but is marked with a watermark of "copyright" stamped across the bottom of the image. Should you add this photo to the PowerPoint file?

Review the next section for an overview of some common free-to-use resources on the web, and what you should consider before diving in to use them in your academic or professional projects.

Using Web Content and Resources in your Projects

As we've discussed, the individual licenses web content will dictate what you can do with them, either at school or at work. The table below provides an overview of commonly found web content, open licenses and free to use resources, along with guidelines on how you may be able to use them. If you're not sure whether or not your use meets terms of service, be sure to consult with someone knowledgeable about copyright.

Comparing Free Web Resources and Services for School and Work

| Resource | License | Use at School | Use at Work | Attribution | Notes |
|--|--|---------------|-------------|-------------|--|
| Public Domain Materials <i>Search OpenVerse or other collections</i> | Public Domain, CC0 (https://creativecommons.org/public-domain/cc0/) | Yes | Yes | Recommended | If Copyright has expired, use as you like. If designated Public Domain by copyright holder/creator, check for preferred attribution statement and respect wishes. |
| Creative Commons <i>Search OpenVerse</i> | CC BY, CC BY-NC, CC BY-SA, CC BY-NC-SA, CC BY-ND, CC BY-NC-ND (https://creativecommons.org/share-your-work/cclicenses/) | Yes | Maybe | Required | Read & abide by license, respecting non-commercial, share-alike and no derivatives conditions when applicable. Provide attribution and make a note of changes/adaptations. |
| Unsplash Images (https://unsplash.com/) | Unsplash license (https://unsplash.com/license) | Yes | Yes | Recommended | Ensure you're using images that are "free to use under Unsplash license" and do not use Unsplash+ images or other stock images that appear on the same pages, without payment. |

| | | | | | |
|--|---|-------|----------|-------------|---|
| Pexels (https://www.pexels.com/) | Free to use (https://www.pexels.com/license/) | Yes | Yes | Recommended | Ensure you're using images labeled "Free to use", as the site mixes their free to use with stock photography on search results page. Stock photography requires payment/subscription. |
| Google Images (https://images.google.com/) | Various licenses | Maybe | Maybe | Required | Do not use images straight from a Google Images search. Go to the source page for any image, and verify it's license before including in your projects. You may use a Creative Commons / Open license search filter, but will still need to verify individual licenses at the page where the image is posted. |
| YouTube videos (https://www.youtube.com/) | Standard YouTube License (https://www.youtube.com/static?gl=CA&template=terms) | Yes | Probably | Recommended | Use of materials uploaded to YouTube is governed by the Standard YouTube license, which creators agree to when they upload their content. Review the license to ensure your use fits. Check to ensure that the content appears to be uploaded by the copyright owner before using. |

| | | | | | |
|--|--|-------|----------|-------------|--|
| Canva (https://www.canva.com/) – app/software | Terms of Use (https://www.canva.com/policies/terms-of-use/) Licensing Explained | Yes | Probably | Recommended | Canva’s free account can be used for a variety of personal and work related uses. A free account is limited to a subset of resources, and you are responsible for ensuring that your use is limited to that which is appropriate under the terms of use. |
| Websites and webpages | Copyright, unless otherwise noted | Maybe | Maybe | Required | Read website terms of service/ use and ensure your use is appropriate. Quote, paraphrase, summarize, cite and reference typically okay, but only within regular limits. |

Now that you’re aware of some of the openly licensed, public domain, and free to use options available on the web, read through the next page for tips on locating these resources for use in your projects.

Attribution & References

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References

Jenkins, J. (n.d.). *Mickey, Disney, and the Public Domain: a 95-year love triangle*. Duke University School of Law. <https://web.law.duke.edu/cspd/mickey/>

10.3 FINDING AND ATTRIBUTING CONTENT IN YOUR MULTIMEDIA PROJECTS

Multimedia projects often require the use of images, video, or sound clips and music to help improve the overall effect of your project, be it video, presentation, infographic or other format. You can make use of openly licensed, free to use, and public domain materials to enhance these projects, but first you have to find them. Once located, you'll need to pay special attention to the licenses and terms of use for each site.

Consider

When planning for copyright compliance in your multimedia projects, consider the resources you need to create engaging multimedia. What resources do you already have access to?

- Does your employer or school have a subscription to products such as Canva or another software package that already contain elements you can make use of?
- Does your employer or school have a stock image collection?
- Does your employer or school have branding guidelines or resources to get you started?

If you answered no to these questions, you will likely need to find open/free resources to help create your message.

Finding openly licensed images

There are several excellent sources for finding high quality images and graphics online. Some use licenses similar to Creative Commons and simply require the attribution and a link to the original author.

- **Unsplash (<https://unsplash.com/>):** Great free images, but need to verify that they are free to use under Unsplash license – paid access images and Unsplash+ are mixed in with the free images. After searching, use the License dropdown to indicate ‘free’.
- **Pexels (<https://www.pexels.com/>):** Great free images. Verify that they’re free to use under Pexels license.
- **Pixabay: Images (<https://pixabay.com/images/search/free%20images/>):** Great free images. Verify that they’re free to use under Pexels license.
- **The Greats (<https://thegreats.co/>)**
- **Flickr: Creative Commons (<https://www.flickr.com/creativecommons/>):** Sort your Flickr results to identify CC licensed images, and check the license carefully for requirements.
- **Wikimedia Commons (https://commons.wikimedia.org/wiki/Main_Page):** A large collection of images with clearly marked licenses. **General Open Content Search Tools**
- **OpenVerse (<https://openverse.org/>):** A robust search that allows you to search for different types of media and specify the open license.
- **Creative Commons (<https://search.creativecommons.org/>)**
- **Google Advanced Search (https://www.google.ca/advanced_search):** You can use the search limiters to limit to materials that are free to use, but you will need to check licenses very carefully on the actual page you want to use.



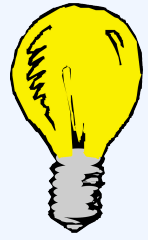
Source: Photo by Markus Winkler, Unsplash license

Openly Licensed Video & Music

- **Pexels (<https://www.pexels.com/videos/>)**
- **Pixabay Music & Videos**

Tip: Always Check Licenses Carefully.

You must carefully review licenses on the original page where the resource (image, video, music) is found. Watch for statements such as “non-commercial use only”, “personal use”, “no derivatives” and other statements that may indicate that content could be problematic if you’re creating projects for work or school. If you’re not sure, check with your employer or your academic library.



Providing Attribution for Creative Commons resources

We give others credit for their work, not only because it is a requirement of the license but also because it is the right thing to do. Your creation would not exist without the original author’s work, so it is only fair that you acknowledge their contribution by including a well-done attribution in your work. Below is a guide to providing proper attribution for Creative Commons (CC) licensed resources.

What Information Do I Need?

The ideal Creative Commons attribution will include the following information:

- 1. Title: Name of the material if provided; however, some creators choose to leave their works untitled.**
- 2. Author: The name of the author or authors of the material; unless the author has specifically requested that you not attribute content to them.**
- 3. Source: Where can the content be found? This is usually a link to a website or document.**
- 4. License: Provide which type of CC license the content is published under and provide a link.**

The shaded area below is an example of how attribution information is typically be formatted:

A Typical Attribution for Creative Commons materials

“Student Guide to Open Educational Resources ” by Ashlyne O’Neil is licensed under CC BY-NC-SA 4.0

You may also need to add the following information, depending on what notices were present when you accessed the material and how you used it:

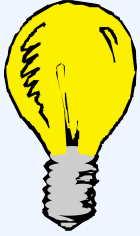
- **If there any other copyright notices, notices that refer to the disclaimer or warranties, or notices of previous modifications, you should keep this information and copy it into your attribution.**
- **If you modified the material yourself, you should add a note indicating what modifications you made and what terms the new work is being licensed under.**
- **If you are using an adaptation of an already adapted work, you should credit the creators of the previous works and the creator of the adaption.**

Where Should I Display Attribution Information?

Attribution should be given in a manner that is reasonable for the medium you are working in. Here are some of the most common practices for attributing content.

- **Written documents and images:** place the attribution information next to the Creative Commons material or include it as a footer toward the bottom of the page.
- **Slideshows:** include the attribution information as a footer on the bottom of the slide that the work appears on.
- **Videos:** show the attribution information for the material used when it appears on screen.
- **Podcasts:** mention the artist’s name, that the work is under a Creative Commons license during the podcast, and provide full attribution next to where the podcast is available online.
- **Music:** Audio cannot be used if copywritten under CC No Derivatives (CC BY-ND). Audio has very strict copyright restrictions. For more detail, review the information available about audio licensing on the Creative Commons website (<https://creativecommons.org/about/program-areas/arts-culture/arts-culture-resources/legalmusicforvideos/>)

If the standard attribution methods are not suited for your particular project, you can always include a credits section in your work to display the necessary attribution information.



Tip: Providing Attribution for other Resources

When using free-to-use materials (such as images from Unsplash, music from Pixabay), check to see if the source website has a recommended attribution statement and use that format. Even if attribution is not **required**, it is good practice to provide it, giving credit to the original creators. If you're using materials under fair dealing or a Creative Commons license, you **must** provide a proper reference/attribution statement.

Resources

If you are new to attributing content, consider using the resources below:

- **Open Washington's Attribution Builder**, (<https://www.openwa.org/attrib-builder/>) a site to help create and format attribution information
- **Attributing Creative Commons Materials [PDF]**, (<https://creativecommons.org.au/content/attributingccmaterials.pdf>) a detailed guide to attributing Creative Commons content

Attribution & References

Except where otherwise noted, this page is adapted from “Finding Images, Multimedia, and Attribution” in *EDCI 336: Technology and Innovation in Education*, by University of Victoria, Educational Technology, CC BY 4.0 and from Attributing Openly Licensed Content In *Making Open Educational Resources: A Guide for Students by Students* by Ashlyne O’Neil; Jykee Pavo; Mikayla Bornais; Tariq Al-Rfouh; Chris Nardone; Elijah Annoh-Waithe; Lawrence Villacorte; Lorenzo Pernalicci; Marianne Kantati; Mitchel Macmillan; Mohamed Eldabagh; Norman Ha; Devin Wacheski; Anas Al-Chalabi; Dave Cormier; Brandon Mailloux; Ghanem Ghanem; Kamaal Kusow; Kristen Swiatoschik; Patrick Carnevale; Rana Kilani; Steven Shlimoon; and Zain Raza, CC BY-NC-SA 4.0 . / Added in Tips, questions for consideration, and streamlined content to focus on multimedia projects.

10.4 EXPLORE, PRACTICE AND APPLY

Overview: Explore, Practice and Apply

Activities found on this page are designed to provide opportunities to explore, practice, and apply concepts presented in chapter 10.

Explore

Visit the website of a free content provider, listed below. See if you can locate the license under which they share their free-to-use content. Read the license very carefully, and identify what restrictions they place on use of that free content. Would you be able to use this content in a work context? What about at school?

- Pixabay Music (<https://pixabay.com/music/>)
- Pexels Video (<https://www.pexels.com/search/videos/videos/>)
- Unsplash photos (<https://unsplash.com/>)

Practice

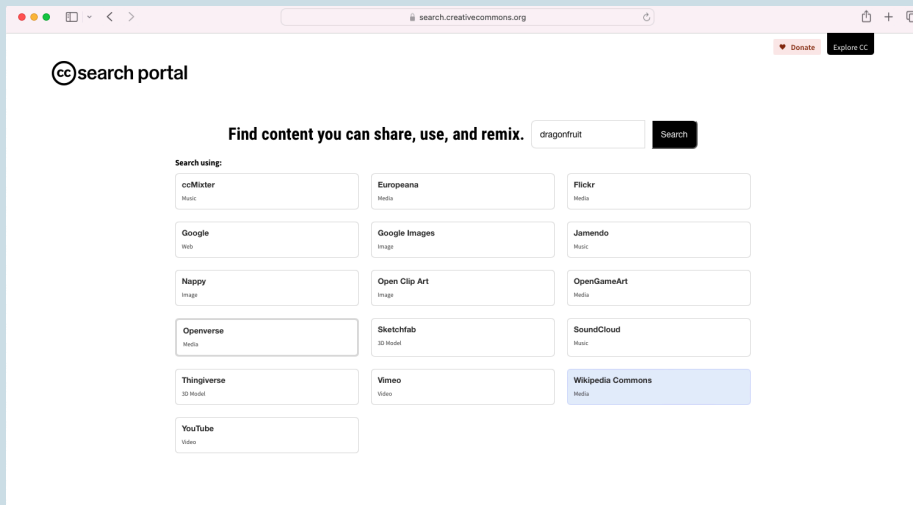
Review the following free-to-use images, and prepare an attribution statement that gives credit to the creator.

- Photo from Unsplash (<https://unsplash.com/photos/a-disco-ball-sitting-next-to-a-potted-plant-QGKK8poYTSA>)
- Photo from Wikimedia Commons (https://commons.wikimedia.org/wiki/File:Fluorescence_rainbow.JPG)
- Music clip from OpenVerse (<https://openverse.org/audio/462aff1d-8daa-4694-9761-1b384506f530?q=music+clip>)

Apply

For this exercise, you will be conducting a search through Creative Commons for an open licensed or creative commons licensed image. Your topic to search for is “dragonfruit”.

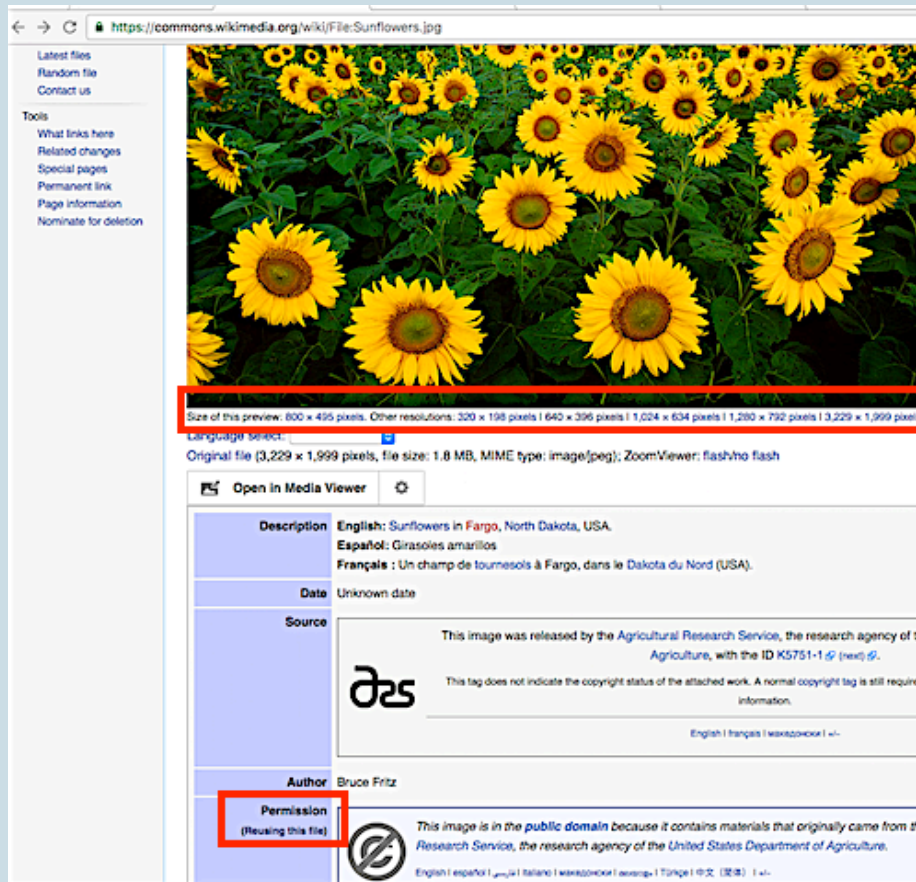
1. Go to the Creative Commons Search Portal at <http://search.creativecommons.org/>
2. For your search query word, enter **dragonfruit**
3. Choose **Wikipedia Commons** as your search engine.
4. Click the **Search** button to run your search.



Source:
Screenshot of CC
Search Portal, CC
BY 4.0

5. Choose a photo from the list of results. Explore this page. See if you can find various image

resolutions/sizes to download and the image copyright information.



Example of a search result for “Sunflowers” on Wikimedia Commons. Copyright and licensing details for each image are located below the image, labeled “Permission (Reusing this file)”. **Source:** Display page of image via Wikimedia Commons, CC BY-SA 4.0.

Choose an image by clicking on the resolution size desired. Now right click on the image and save to your desktop or chapter folder. This is the image you would use for a project.

- You also need to record the copyright information and restrictions on the image for your records. This proves you have permissions to use the image if needed. Create a new text document and record each of these things on it:

- name of the image
- name of the image creator
- web link [url] to the image and CC copyright information

If this was for an actual job, the image and the licensing information document would go in your folder for your client’s project.

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- **Apply activity adapted from 2.4 Exercise 4: Searching and using Creative Commons or Public Domain work for your projects In *Digital Foundations – Intro to Media Design with Adobe Creative Cloud*” by Xtine Burroughs and Michael Mandiberg is licensed under CC BY-NC-SA 3.0 / This is a derivative from the original work. Content is available under Creative Commons Attribution Non-Commercial Share Alike unless otherwise not**

10.5 KEY CHAPTER TERMS

Chapter 10 Terms

Downloadable Chapter Key Terms

View or download & print the PDF or Word format of the worksheet shown below.

[Design Chapter Key Terms Worksheet \[Word\]](#)

[Design Chapter Key Terms Worksheet \[PDF\]](#)

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