Research, Write, Present | Multimedia Presentation
Copyright and Fair Use

Key Concept
Have you ever created something that made you feel proud? Maybe you wrote a moving short story or took a beautiful photograph. If you have, you know that it takes a lot of hard work to create something original, whether it is a work of art or a new invention.

Copyright laws protect the rights of people who create original works. Learn what rights creators of original works have and what rights you have. You can make limited use of copyrighted work for certain purposes. You usually do not need permission for limited use in school projects.

What if you want to show your presentation to an audience outside of your school? In that case, you must get permission from the owners of any copyrighted works you have used. Whenever you have any doubts about whether you need permission, you should get it.

Most images, audio, and video on the Web are copyrighted. Do you know how you can and cannot use copyrighted works? Learn when you can use an image, audio, or video without permission. Find out how to get permission to use copyrighted multimedia in your presentation.

Look Ahead
Task: Determine the copyright status of the multimedia you found.
Goal: Determine when to obtain permission to use multimedia from the copyright holder.

You may want to review an example of media copyright information before you begin.

See the example: Media Copyright Information
Vocabulary

**Words to Remember**
This page gives basic definitions for some important terms that can help you learn about copyright and fair use. You can get a more complete definition of each term from Fact Monster*.

**New Words**

**Copyright**: Law that prohibits any creative work from being used without permission.

**Fair Use**: Limited use of a copyrighted work for certain purposes, such as education.

**Public Domain**: Creative works that may be used without permission because the copyright has expired.

**Review Word**

**Plagiarism**: Copying or making slight changes in a written or created work and presenting it as a new or original work.
Exploration

Learning from the Web
Explore some Web sites about copyright laws and fair use. Learn when you can use a copyrighted image without permission.

While you explore the following Web sites, think about the guiding questions. You may want to take notes to help you answer the questions. If you think of other questions about copyright and fair use, keep those in mind too.

Guiding Questions

- When does fair use allow you to use a copyrighted image, audio, or video?
- What are the limits on fair use of a copyrighted image, audio, or video?
- When should you get permission to use a copyrighted image, audio, or video?

Web Sites
Copyright and Fair Use

- Copyright Questions and Answers* from CyberBee*
- Copyright Kids* from The Copyright Society of the U.S.A*
- Fair Use in the K–12 Digital Classroom* from Gayle’s Electronic Classroom*

Adding Multimedia to a Presentation

- Inserting an Image into a Slide* from Internet4Classrooms*
- Using Sound in a Slide Show* from Internet4Classrooms*
- Insert a Picture into a PowerPoint Slide* from About*
- Moving and Resizing Pictures and Text Boxes in PowerPoint* from About*
Information

What to Know
This page summarizes some of the information from the Web sites you explored. This information helps you learn what you need to know for this activity about copyright and fair use. You may want to take notes to help you remember the most important points. You can return to the Web sites for more exploration if you want to learn more.

Copyright and Fair Use Laws
Copyright laws protect the works of authors, artists, musicians, and others who produce original creations. Copyrights prevent others from changing creative works without permission and claiming the works as their own. Copyright laws also prevent people from profiting from other people’s work without permission. You must assume that a work is copyrighted even when it is not marked with a copyright symbol ©.

Fair use allows limited use of copyrighted works without permission. While no clear and specific rules exist for fair use in all cases, you can follow some accepted guidelines for school projects. You can use copyrighted works without permission in your school projects.

The limits to using copyright works without permission for school projects are:

- You may use up to five images created by the same person.
- You may use a maximum of 15 images or 10 percent of the total images in a collection (whichever is less).
- You may use a maximum of 30 seconds of audio or 10 percent of the audio’s total running time (whichever is less). For music, this limitation applies to the words in a song as well as the sound.
- You may use a maximum of 3 minutes of a video or 10 percent of the video’s total running time (whichever is less).
- Fair use for a school project expires two years after the project is completed.

Fair use only applies to audiences within your school. It does not apply to a school project that is shared with an audience outside your school. For example, fair use would not apply if your teacher posted your multimedia presentation on your school’s Web site. You must get permission to use any copyrighted images, audio, or video before you share a school project with an outside audience.

You should always give credit to the creator of an image, audio clip, or video. You cite the source of an image, audio clip, or video just as you cite the author of a text. Sometimes, the creator of a work gives advance permission for specific uses. Most Web sites have copyright statements that explain their policies. They also provide contact information in case you need to get permission.
Task

What to Do
Complete the following task to show what you have learned about copyright and fair use. While you work through the task, think about whether you are achieving the goal. You may want to review an example of media copyright information before you begin.

Task: Determine the copyright status of the multimedia you found.

Goal: Determine when to obtain permission to use multimedia from the copyright holder.

See the example: Media Copyright Information

1. Open the document containing your media citations.
2. Check the Web sites where you found your media for copyright information.
3. Record the copyright status of each image, audio clip, or video cited in the document.
4. Remember to save your document often while you work.
5. Add the media to your presentation.
6. Discuss the following points with your teacher:
   - If your presentation is covered by fair use
   - If you need to get permission to use any of the media
   - How you can get permission from the creators of the media
7. Get any permission you may need to use the images in your presentation.
8. Review the checklist and revise your image citations to make sure they are complete.
Task Example

Student Name

Date

Media Copyright Information for Global Warming PowerPoint

1. First Choice Image Web site:

   Copyright Permission Status:

   With respect to Content designated as available for download for educational purposes, librarians, teachers, support staff, administrators, and other staff of educational institutions are authorized to download, print, reproduce, and distribute such Content as may be beneficial for use in educational settings. This authorization extends only as far as is necessary to directly benefit students. Content subject to this Section may not be disseminated beyond the user's particular educational institution and may under no circumstances be used for commercial purposes.

   Copyright Contact Information:

   http://www.nationalgeographic.com/community/terms.html#content

Second Choice Image Web Site:

http://www.sxc.hu/photo/335236

Copyright Permission Status:

This image is royalty-free. I am allowed to use this image in digital format on websites and multimedia presentations.

Copyright Information:

http://www.sxc.hu/info.phtml?f=help&s=8_2

2. First Choice Image Web site:

   Copyright Permission Status:
With respect to Content designated as available for download for educational purposes, librarians, teachers, support staff, administrators, and other staff of educational institutions are authorized to download, print, reproduce, and distribute such Content as may be beneficial for use in educational settings. This authorization extends only as far as is necessary to directly benefit students. Content subject to this Section may not be disseminated beyond the user's particular educational institution and may under no circumstances be used for commercial purposes.

Copyright Contact Information:

http://www.nationalgeographic.com/community/terms.html#content

Second Choice Image Web Site:

http://www.sxc.hu/photo/728528

Copyright Permission Status:

This image is royalty-free. I am allowed to use this image in digital format on websites and multimedia presentations.

Copyright Information:

http://www.sxc.hu/info.phtml?f=help&s=8_2

3. First Image Choice Web site:

Copyright Permission Status:

With respect to Content designated as available for download for educational purposes, librarians, teachers, support staff, administrators, and other staff of educational institutions are authorized to download, print, reproduce, and distribute such Content as may be beneficial for use in educational settings. This authorization extends only as far as is necessary to directly benefit students. Content subject to this Section may not be disseminated beyond the user’s particular educational institution and may under no circumstances be used for commercial purposes.

Copyright Contact Information:

http://www.nationalgeographic.com/community/terms.html#content

Second Choice Image Web Site:

http://www.sxc.hu/photo/797985
Copyright Permission Status:

This image is royalty-free. I am allowed to use this image in digital format on websites and multimedia presentations.

Copyright Information:

http://www.sxc.hu/info.phtml?f=help&s=8_2

4. Global Warming Video Clip Web site:
http://www.nwf.org/wildlifeandglobalwarming/globalwarmingandwildlife.cfm

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