BEFORE WE GET STARTED...

- It’s all in the Copyright Guide
- If you need help, don’t be afraid to ask!
  - You can always contact me at cehresman@mhc.ab.ca
OVERVIEW

1. Communication/Technology
2. Memes
3. Copyright Basics
4. Using Other Peoples Work
The ‘Socially Awkward Penguin’ meme (left) compared to the original image (right). Photo by George F. Mobley/Getty Images. Published on PetaPixel (2015, September 5) Archambault.
Canadian Intellectual Property Office

- Trademarks
- Patents
- Copyright
- Industrial Design
- Integrated Circuit Topographies
- Olympic/Paralympic Marks
- Trade Secrets
Copyright is the exclusive legal right to produce, reproduce, publish or perform an original literary, artistic, dramatic or musical work. (CIPO)
Copyright is automatic
Protected for 50 years + life

Then what happens?
The work enters the public domain

What are derivative works?
An expressive creation that includes major, copyright-protected elements of an original, previously created first work.

Taken from http://en.wikipedia.org/wiki/Derivative_works
USING OTHER PEOPLES WORK

- Qualify for an exception or obtain permission
  - Fair dealing
  - Obtain permission
    - Contact the creator or their estate
    - Licensing
      - Open
      - For Purchase
  - Terms
    - Assignment/License, Exclusive/Non-Exclusive, Transferable/Sub-licensable, Personal/Home Use, Royalty Free, Editorial Use, TPM’s, TOS
The Canadian Copyright Act allows the use of material from a copyright protected work (literature, musical scores, audiovisual works, etc.) without permission when certain conditions are met.
WHAT IS OPEN?

Adapted from Paul Stacey & Sarah Hinchliff Pearson (2017). Fig. 1 from Made with Creative Commons. Creative Commons. CC-BY-SA
**CREATIVE COMMONS**

<table>
<thead>
<tr>
<th>Attribution</th>
<th>No-Derivatives</th>
<th>Non-Commercial</th>
<th>Share-a-Like</th>
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<tbody>
<tr>
<td>BY</td>
<td>ND</td>
<td>NC</td>
<td>SA</td>
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</tbody>
</table>

![Icons for Attribution (BY), No-Derivatives (ND), Non-Commercial (NC), Share-a-Like (SA)](image)
IMAGE RESOURCES

- Google Usage Rights
- Creative Commons on Flikr
- TinEye
- Openclipart
- Pixabay
- Unsplash
- Pexels

“I found it on the internet so its free...right?”
Search Flikr for a Creative Commons-licensed image. Capture as much information as you can about it.

- Title:
- Creator:
- Type of CC license:
- In your own words, what does this license permit you to do?
- For what type of project can you imagine reusing this thing?
DON’T FORGET I’M HERE TO HELP…
EMAIL ME AT
CEHRESMAN@MHC.AB.CA