

Understanding Creative Commons

June 4, 2013 at 3 pm ET

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Adobe Connect tips:

- When you join the session your microphone is muted
- You can use chat to talk to presenters and participants
- To exit simply close the window
- Explore the icons located in top menu to see the tools and settings you can use during the session
- If you lose a window, click on the browser icon to bring it back



About Tech Tuesdays webinars

- Each month, new topic in FEATURED TECHNOLOGY section of the AlphaPlus website
- Tech Tuesdays webinar on that topic offered on 1st Tuesday of the month
- Registration done via Eventbrite
- Webinar delivered using Adobe Connect
- Webinar recording and PPT, available on AlphaPlus website in Training section
<http://alphaplus.ca/en/training/webinarsgroup1/webinars-schedule.html>



A quick copyright rule...

You should always:

- assume that an image found online is copyrighted
- look for information on when and how you can use it



Image source: <http://en.wikipedia.org/wiki/Copyright>

Chat discussion

- What do you do now?
- How do you get images?
- How do you deal with possible copyright issues?

Creative Commons (CC)

Creative Commons (CC) is a:

- non-profit organization founded by [Lawrence Lessig](#)
- movement to provide alternatives to "all rights reserved" copyright.

Image source: <http://wp.slis.ua.edu/maccall-spring2013-ls566-07/2013/03/10/creative-commons-as-cv-for-rights/>



Creative Commons (CC)

CC licenses give everyone a simple, standardized way to **keep the copyright** but allow people to [copy and distribute their work](#) provided they attribute the creators and follow the conditions they specify.

Licensing

Every license helps creators (**licensors**):

- retain copyright while allowing others to copy, distribute, and make some uses of their work
- ensure licensors get the credit they deserve
- make the license available and valid around the world

License Features

Your choices on this panel will update the other panels on this page.

Allow modifications of your work?

Yes No

Yes, as long as others share alike

Allow commercial uses of your work?



Yes No

License Jurisdiction:


International

Selected License

Attribution 3.0 Unported

This is a Free Culture License!



Help others attribute you!

This part is optional, but filling it out will add machine-readable metadata to the suggested HTML!

Title of work

Attribute work to name

Attribute work to URL


Source work URL

More permissions URL

Format of work

License mark

Have a web page?



This work is licensed under a [Creative Commons Attribution 3.0 Unported License](#).

Copy this code to let your visitors know!

```
<a rel="license" href="http://creativecommons.org/licenses/by/3.0/deed.en_US"></a><br />This work is licensed under a <a rel="license" href="http://creativecommons.org/licenses/by/3.0/deed.en_US">Creative Commons Attribution 3.0
```

Normal Icon Compact Icon

<http://creativecommons.org/choose/>

6 Licenses

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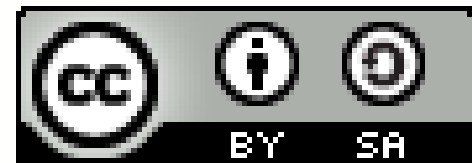


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This license is the most restrictive of our six main licenses, only allowing others to download your works and share them with others as long as they credit you, but they can't change them in any way or use them commercially.

Where to find CC content

To search for Creative Commons content, you can use:

- [Google](#)
- [Flickr](#)
- [Jamendo](#)
- [Spinpress](#)
- [Wikimedia Commons](#)
- <http://search.creativecommons.org/>





Find content you can share, use and remix

computer

I want something that I can... use for commercial purposes;
 modify, adapt, or build upon.

Search using:

Europeana

Media

Flickr

Image

Fotopedia

Image

Google

Web

Google Images

Image

Jamendo

Music

Open Clip Art Library

Image

SpinXpress

Media

Wikimedia Commons

Media

YouTube

Video

Pixabay

Image

ccMixer

Music

SoundCloud

Music

Chat discussion

- **What do you do think?**
- **Does it make sense? Would you or your organization release content under these guidelines?**

Examples and projects

1. Images on Flickr

Use CC's search tools.
Check the copyright information.
Attribute accordingly.

CC-BY-NC by [freefotouk](#)



Photo / All sizes

License	 Some rights reserved by freefotouk			
Download	Download the Original size of this photo (All sizes of this photo are available for download under a Creative Commons license)			
Sizes	Square 75 (75 x 75) Square 150 (150 x 150) Thumbnail (100 x 67)	Small 240 (240 x 161)	Medium 500 (500 x 335) Medium 640 (640 x 428)	Original (1200 x 803)



Examples and projects

2. AlphaPlus reports

<http://alphaplus.ca/en/web-tools/online-tools/technology-planning-roadmap.html>



Tools and Templates

Technology Planning Roadmap

The *Technology Planning Roadmap* is a set of packages designed to help adult literacy organizations make the best use of the technology they already have and to plan for their future needs.

The set of packages is based on our developing understanding of the important role planning plays in the successful integration of digital technologies in teaching and learning. This understanding is based on extensive literature reviews focused on the use and integration of technology in the education and nonprofit sectors as well as our work in and with the adult literacy field in Ontario.

The *Technology Planning Roadmap* consists of four packages:

1. Technology Infrastructure Inventory Package
2. Technology Assessment and Processes Package
3. Technology Plan Package
4. Technology Professional Development Plan Package

They can be used together or separately, and in the order that works best for your organization.

[Click here](#) to watch a webinar recording introducing the *Technology Planning Roadmap*.

You can also download the *Technology Planning Roadmap* presentation in PDF.



Examples and projects

3. Khan Academy

The [Khan Academy](#) offers over 3,000 instructional videos covering everything from basic algebra to advanced chemistry, biology, and even the current day banking crisis.

All videos are licensed under [CC BY-NC-SA](#).



Examples and projects

4. Wikipedia

Wikipedia migrated its licensing structure from the GNU Free Documentation License to a Creative Commons Attribution-ShareAlike license. By changing to a CC BY-SA license, Wikipedia (and the entire collection of Wikimedia sites) allows content to legally flow in and out of the site.



Examples and projects

5. Free to Learn Guide

Open Educational Resources (OER) are teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that permits sharing, accessing, repurposing -- including for commercial purposes -- and collaborating with others.

[http://wiki.creativecommons.org/Free to Learn Guide](http://wiki.creativecommons.org/Free_to_Learn_Guide)



Chat discussion

- Can you think of any other examples?

Useful links

Everything about CC

<http://creativecommons.org/>

How to Attribute?

[Best Practices for Marking Content with CC Licenses: Users](#)

Getting the buttons

<http://creativecommons.org/about/downloads>

Handy handout

http://wiki.creativecommons.org/images/6/62/Creativecommons-informational-flyer_eng.pdf

Inspired? Visit our website for more

FEATURED TECHNOLOGY

Understanding Creative Commons



How often do you find yourself wondering whether the image you found online and are about to use on your website, document or class activity is free to use or is covered by some kind of copyright? You should always assume that an image found online is copyrighted and should always look for information on when and how you can use it – that's when knowing about and understanding Creative Commons licensing can be useful.

<http://alphaplus.ca/en/featured-technology/644.html>

Tech Tuesdays webinars

There will be no webinars over the next few months.
We wish you a great and restful Summer season!



Thank you and webinar feedback

Please let us know how did you feel about this session by filling out a quick survey:

http://www.surveymonkey.com/s/understanding_creative_commons

