

iMedia Legal Issues

You need to show that you understand about copyright, trademarks and intellectual property rights in your portfolio

This is in LO2 in every portfolio

You need to show that you understand what you would need to do about copyright if you were working on a commercial product

Copyright and the law

The internet is full of images and other resources

It's really easy to just use one in your work and not know why that's a **big deal**.



What is copyright?

Every image* on the internet is owned by someone.

Even if it doesn't say so on the webpage.

Which means that you **can't** just use anything you find.

This is all to do with **copyright**.

* Whenever these slides talk about images, the same applies to video, sound, text and other resources

What is copyright?

If something is **copyrighted**, it means that it belongs to someone and you can't just use it without permission.

The © is the copyright symbol.

But: even if the image doesn't have a © by it, it's still copyright.

Assume that **everything** belongs to someone unless it says you can use it.

What is copyright?

If someone uses an image without permission they can be fined.

Fines of thousands of pounds for using copyrighted images are common.

This is particularly important for **commercial products** - DVD covers, magazines, book covers etc...

Q: Copyright and the law

What does copyright mean?

Why is copyright a big deal?

Why is a really big deal if you're making a commercial product?

What can I do about this?

1. Understand that you can't just use anything you find on the internet
2. Use copyright free resources
You can find where to source copyright free resources on my website - images, sounds and videos
3. Understand that this is a big deal and that any commercial product **must** comply with copyright

Copyright Free Images

Some images are **Public Domain**. This means you can use them in any way you want. You don't need to do anything.

Some images are **Creative Commons**. This means there are some conditions about how you can use the image - for example, you may need to **attribute** the work.

Some images are only free for **non-commercial** use.

Royalty Free Images

You can also buy the right to use an image.

Some images are **royalty free**.

This does not mean they are copyright free.

This means that once you buy the image you can use it as much as you want - but you have to buy the rights to use it first.

Q: Copyright and the law

What does public domain mean?

What does creative commons mean?

What does attribution mean?

What does non-commercial mean?

What does royalty free mean?

Trademarks

Some images and phrases are **trademarks**.

Companies trademark their logos, the names of their products, the slogans used in adverts and sounds linked to the business.

This means no one else can use the trademark in a way which might mislead anyone.

So, you can't use trademarks in your work.

Q: Trademarks and the law

What are trademarks? Give some examples.

Why can't you use trademarks in your work?

Intellectual Property Rights

Copyright and trademarks stop people stealing work.

This protects the **Intellectual Property Rights** of the person who created the work.

Intellectual Property Rights

Intellectual Property Rights are just the right to not have your own ideas and products stolen by someone else.

They help creators make money.

Intellectual Property Rights also protect any **patents** that companies have on their products.

Patents stop other people copying an idea or a product.

Q: Intellectual Property

What are intellectual property rights? What do they aim to do?

What does this mean you can't do in your work?

Copyright of images in the UK

Copyright is covered by the Copyright, Designs and Patents Act 1988

Copyright is automatic as soon as an image is put on the internet or published

Lasts for 70 years* after the death of the creator

Always applies to commercial products

* this is different for music and video products

Referencing this work

If you use ideas from these slides in your work you must write them in your own words and reference it

Do not copy and paste - that's plagiarism and that's a really big deal

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