

Copyright Presentation

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ITEC 7445: Multimedia and Web Design

Use of Video Copyright Guidelines

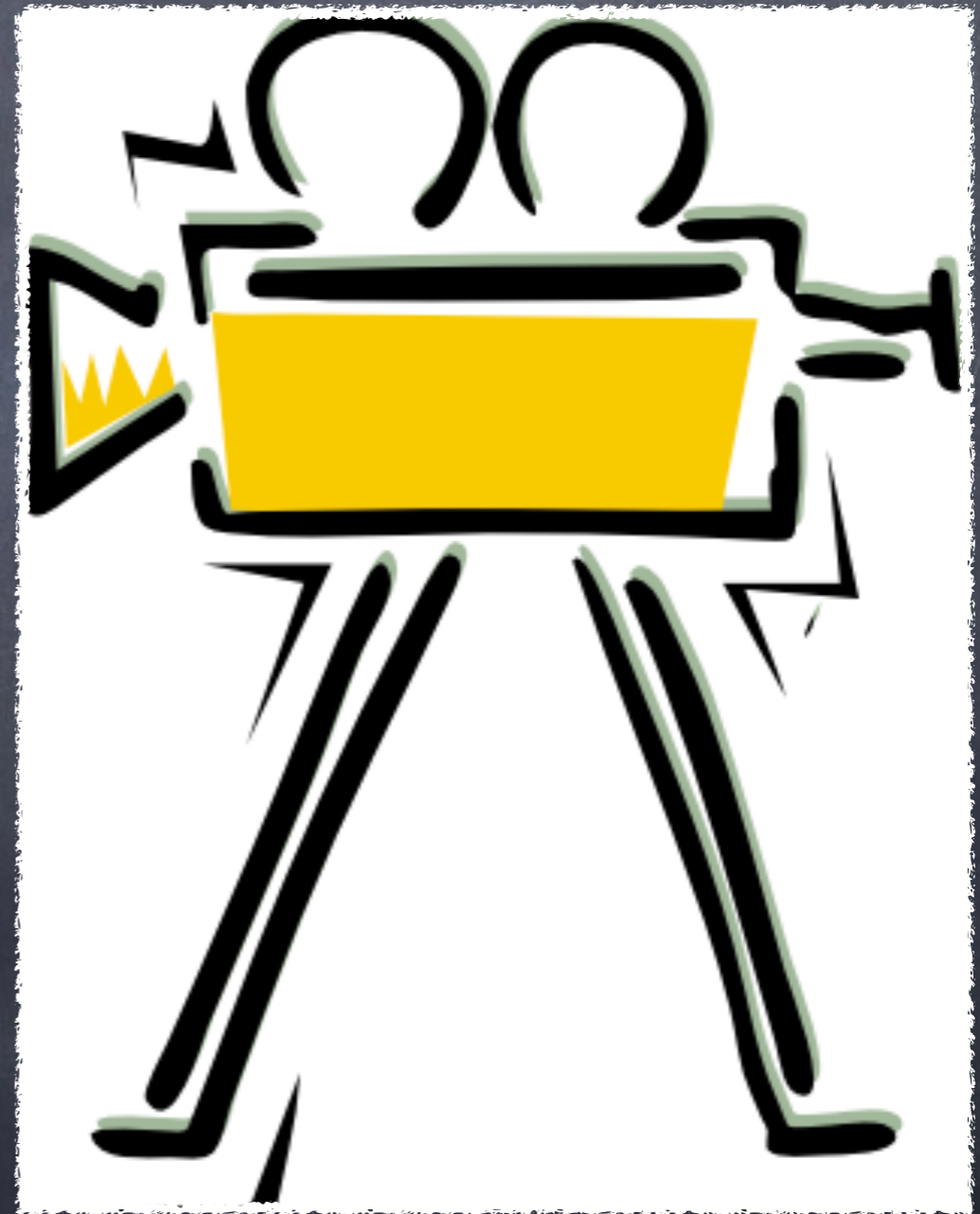


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Copyright Guidelines for Use of Video in Classrooms

Teachers are allowed to use film and video in an educational setting as long as the following conditions are met:

- Video must be used for instructional purposes.
- Video or film must be shown in either a classroom or other campus location.



Copyright Guidelines for Use of Video in Classrooms



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- Video or film must be shown in a face-to-face setting where teachers and students are in the same general area.
- Video must be a legitimate copy that displays the copyright notice. (not bootleg or home recording).

Copyright Guidelines for Use of Video

- Must give proper attribution to copyright holder, if used in multimedia project
- Videos or films may not be used for entertainment or recreational purposes, regardless of whether no admission is charged for a viewing



Student Use of Video Guidelines



- Students "may use portions of lawfully acquired copyright works in their academic multimedia," defined as 10 percent or three minutes (whichever is less) of "motion media."

Fair Use Guidelines are Categorized Under Four Factors

Fair use is codified at Section 107 of the Copyright Act, which gives a non-exclusive set of four factors courts will consider in deciding whether a use is fair or not. These factors are:

- the purpose and character of the use,
- the nature of the copyrighted work,
- the amount and substantiality of the portion used, and
- the effect of the use on the potential market for or value of the copyrighted work.



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Scenario 1



- Students were required to create a multimedia history project. One group decided to embed a 2:00 snippet from the movie "Alamo" which is copyrighted into their powerpoint. Are these students abiding the fair use guidelines for videos?

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<http://buildawebsitetonight.com/uploads/images/videos/movie-camera-clipart.jpg>

Scenario 1 Answer



Retrieved from

<http://buildawebsitetonight.com/uploads/images/videos/movie-camera-clipart.jpg>

- Yes. Students may use portions of lawfully copyrighted works in their academic projects. These students used less than 10 percent of the copyrighted film.

Scenario 2

- Teacher uses video as a reward for students who have returned important beginning of the school year documents. Student are allowed to buy popcorn and snacks during viewing for school fundraising. Is the teacher demonstrating fair use of video?



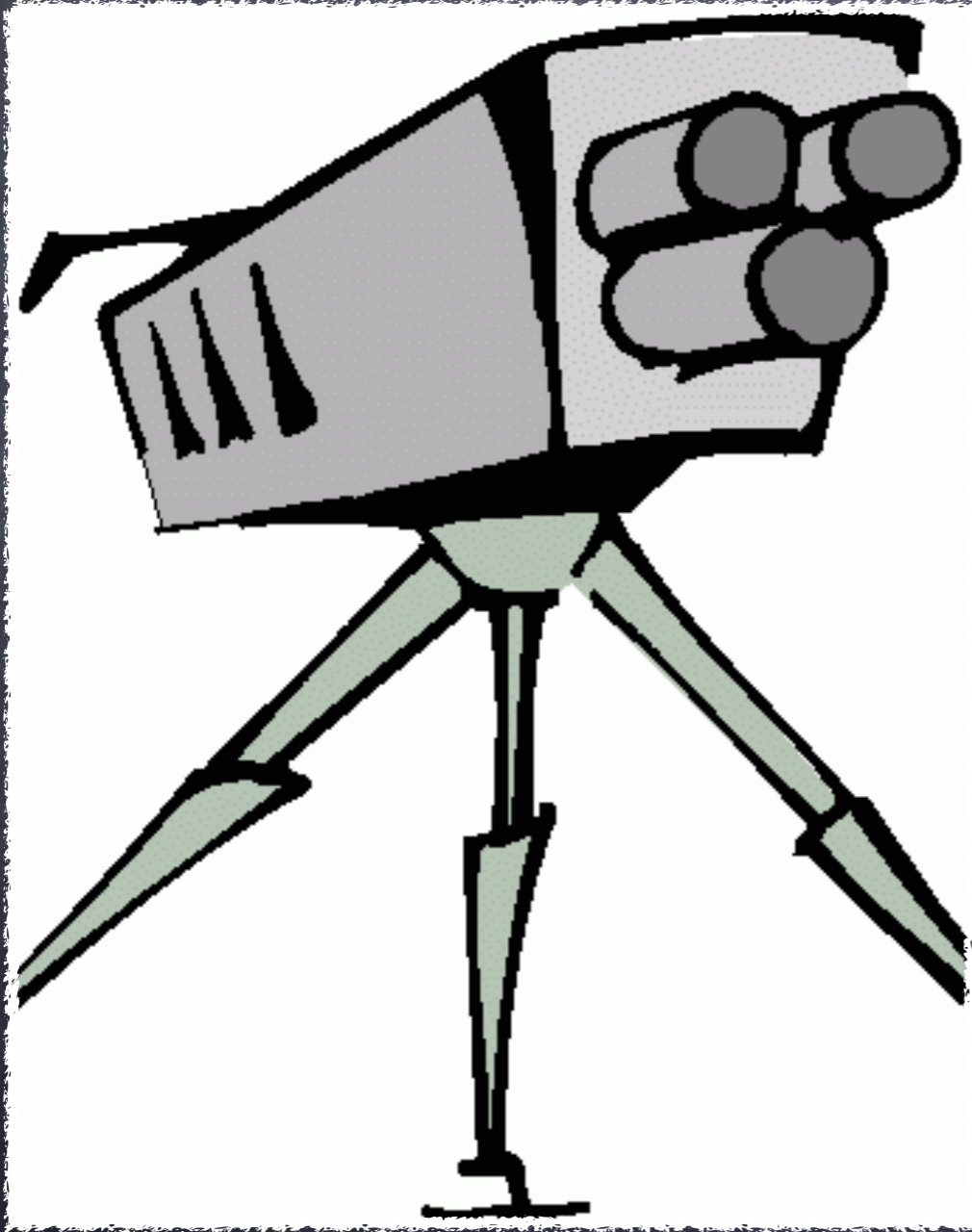
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Scenerio 2

- No! Videos or films may not be used for entertainment or recreational purposes, regardless of whether no admission is charged for a viewing

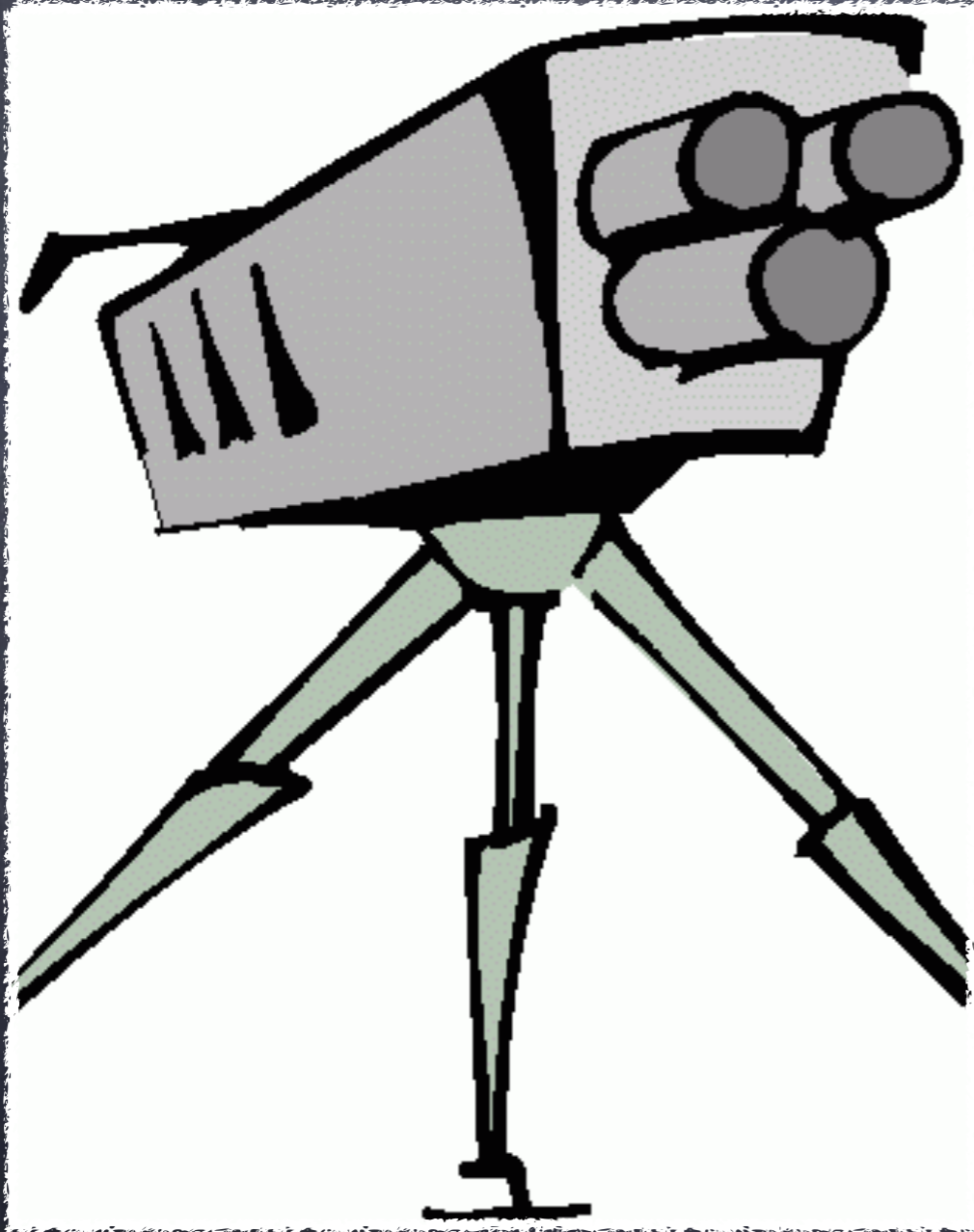


Scenario 3



- The class has been doing a book study on the book "James and the Giant Peach." Teacher decided to show the movie for the students to be able to compare and contrast the differences and similarities within the film and text. Is the teacher following a fair use of video guideline?

Scenario 3 Answer



- Yes, since it is for classroom instruction and no admission fee is charged.

References

- <http://library.nwciowa.edu/policies/videocopyright>
- Copyright and Fair Use Guidelines for Teachers
Retrieved from <https://www.softchalkcloud.com/lesson/files/OpbRiU64M1YXad/Copyright&FairUsebyTechnologyandLearning.pdf>
- FairUseTube.org-Promoting Fair Use in Online Video
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