

CREATIVE COMMONS & ROYALTY FREE ELEMENTS

FAVORITE BOOKMARKS

Most people understand that they can't copy something that someone else wrote but often forget that the same holds true for artwork, photographs, music, movies and other audio-visual elements.

By searching the Internet, you can find many creative commons & royalty free resources. Please note that some require to you pay a one-time fee. Below are some of the websites, MEDIA ARTS CENTER SAN DIEGO staff consider as favorite websites for a variety of elements that can be used in the creation of digital stories:

Flickr Creative Commons	www.flickr.com/commons/
Internet Archive	www.archive.org/
Jamendo Music	www.jamendo.com/en
Stock.XCHANG	www.sxc.hu
Stockxpert	www.stockxpert.com
Jupiter Images	www.jupiterimages.com
Photos.com	www.photos.com/en/
Comstock Images	www.comstock.com/web/default.asp
RoyaltyFreeMusic	http://www.royaltyfreemusic.com/free-music-resources.html
Incompetech	http://incompetech.com/m/c/royalty-free/
Partners In Rhyme	http://www.partnersinrhyme.com/

These are only a few of the websites on the web that offer creative common and/or royalty free images, video, music and sounds. You may find more resources by searching the Internet.

Understanding creative commons and royalty free elements can be confusing. Our suggestion is that when in doubt don't use anything that is not yours to begin with.

CREATIVE COMMONS



<http://creativecommons.org/>

Please take time to read about Creative Commons directly from their website. With appropriate acknowledgement, many artists provide their original art for use.

Creative Commons is a nonprofit corporation dedicated to making it easier for people to share and build upon the work of others, consistent with the rules of copyright. They provide free licenses and other legal tools to mark creative work with the freedom the creator wants it to carry, so others can share, remix, use commercially, or any combination thereof.

There are 6 different licensing types you should know.

- Attribution (CC-BY)
- Attribution Share Alike (CC-BY-SA)
- Attribution No Derivatives (CC-BY-ND)
- Attribution Non-Commercial (CC-BY-NC)
- Attribution Non-Commercial Share Alike (CC-BY-NC-SA)

- Attribution Non-Commercial No Derivatives (CC-BY-NC-ND)

There are four major conditions of the Creative Commons: Attribution (BY), requiring attribution to the original author; Share Alike (SA), allowing derivative under the same or a similar license (later or jurisdiction version); Non-Commercial (NC), requiring the work is not used for commercial purposes; and No Derivative Works (ND), allowing only the original work, with out derivatives. As of the current versions, all Creative Commons licenses allow the "core right" to redistribute a work for non-commercial purposes without modification. The NC and ND options will make a work non-free.

COPYRIGHT & FAIR USE

Copyright extends to the Internet including writing, artwork, graphic design, logos, photography, and music.

Before using something you find on the Internet in your own digital story, make sure you fully understand what is allowable by checking the Frequently Asked Questions (FAQ) area of the website you are seeking to obtain creative commons/ royalty free elements. Typically, if the website does not acknowledge either royalty free or creative commons, the elements are most likely copyrighted and you should not use them. When in doubt, do not use or seek permission from the creator.

As much as you may want to use that song from the radio that everyone knows, NEVER use music by a known artist as you will certainly be breaking copyright laws.

Generally, you may take note that in the US, all books and images published in the US before 1923 have expired copyrights and are in the public domain.

If you want to better understand copyright, checkout the United States Copyright Office at www.copyright.gov. The Frequently Asked Questions (FAQ) is a good area of the website to start, especially if you have specific questions.

You can also find an excellent document on Fair Use, "Documentary Filmmakers' Statement of Best Practices in Fair Use," at the Center for Social Media website at: http://www.centerforsocialmedia.org/resources/publications/statement_of_best_practices_in_fair_use/ [The pdf is also included in this folder]

SAMPLE PERMISSION REQUEST

Please understand that information, including net-based information, is property. It results from hard work and remains the property of its creator unless otherwise clearly indicated. Most web authors are eager to share their images. However, it is critical that permission be gained from them and that the permission be documented. Below is a sample permission e-mail that you may use.

Subject: Image Permission Request

Dear "Name,"

I am creating a personal digital story as part of a community stories created by the "California of the Past" project at my local library. The goal of the program is to create a collection of stories that define our community. While researching images that help to underscore my story, I came across your website, "Website." With your permission, I

would like to copy, download and include your image(s) [describe images to be used] so that I can use them in my story. I will only use them as a visual in my short digital story (approximately 5 minutes long), which will be posted on the Internet, included in a DVD collection available for public use at California Libraries and during a community screening. I will not be using the images for any monetary personal gain. In return, I am happy to credit you or your website as the source of the image(s). Would you please grant me permission to use your original photograph(s)? Thank you for your consideration. I look forward to your response.

Sincerely,
“Your Name”

P.S. You can see examples of California of the Past stories already posted on-line at www.DigitalStoryStation.com.