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Copyright Guidelines

How to do our work while respecting
the intellectual property of others.

Judy Mae Bingman

Marketing and Communications Manager

**Illinois
Extension**



Copyright:

What's my right to copy.

Extension content must meet legal and contractual standards for the pieces of content we package together and share in our name.



Constitution

Article 1, Section 8

Congress shall have power to . . .
To promote the Progress of
Science and useful Arts, by
securing for limited Times to
Authors and Inventors the
exclusive Right to their
respective Writings and
Discoveries.

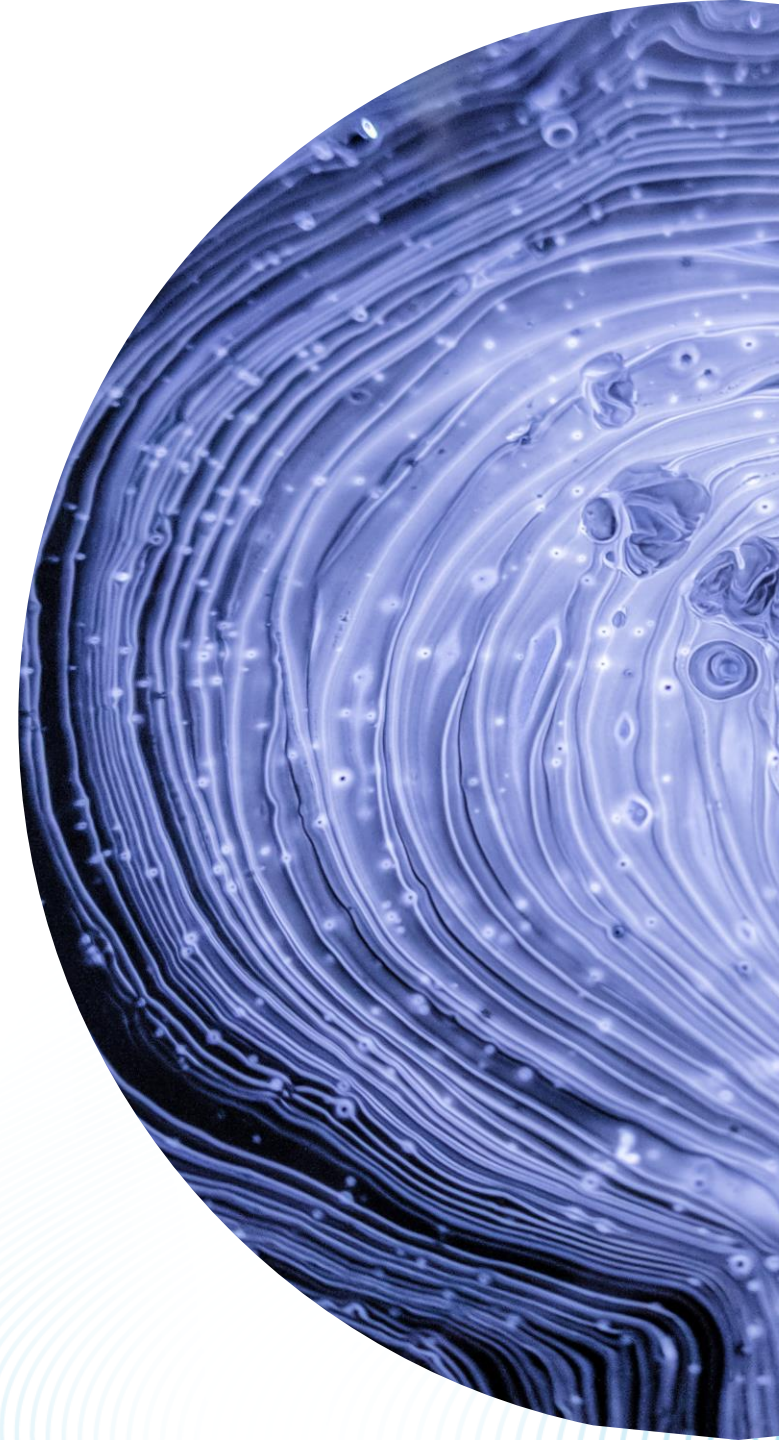


Copyright Basics

- Protection exists for a *fixed tangible* product the moment it's created.
- Copyright lasts for the lifetime of the author, plus 70 years. After that, it enters public domain. (1978)
- Ideas are not copyright protected; only the *expression* of the ideas is protected.
- Facts are not copyright protected, only your words about them are protected.
- Material does not need to carry a copyright symbol © to be protected.

Intellectual Property

- Literary Works (anything that contains words or numbers)
- Musical Works | Sound Recordings
- Dramatic Works | Pantomimes | Choreography
- Pictures | Graphics
- Movies
- Sculptures | Art
- Architecture





**If you didn't create something
from scratch, you don't own it.**

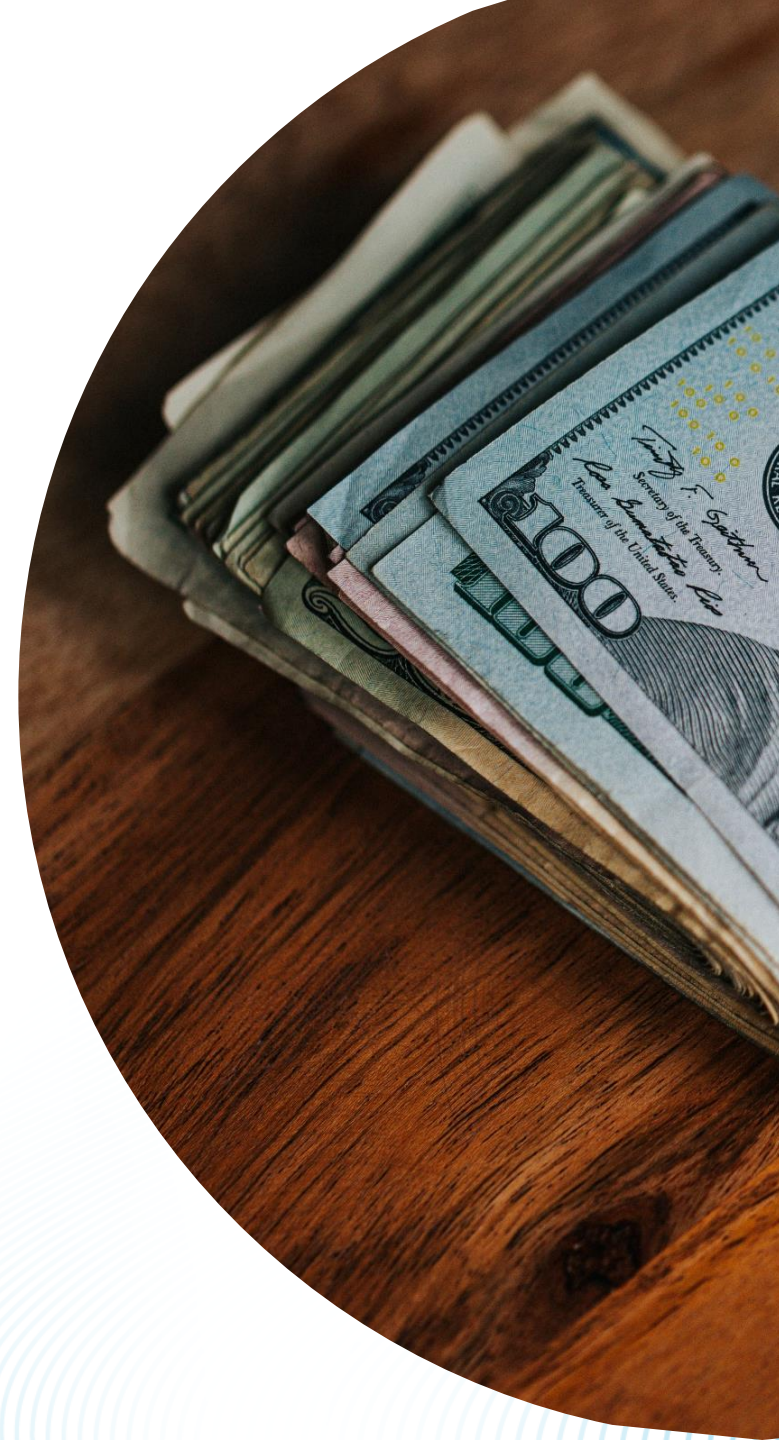
**If you don't own it and you
don't have written permission,
you can't use it.**

How to source what you need

Royalty Free
doesn't mean it is free

License
**access depends on following
specific requirements**

Creative Commons
is not a blank check to do what you want



Creative Commons

Six Types of Licenses



NEED TO KNOW

- Is it available for commercial use?
- Can I alter it?
- Do I have to cite the creator?

Commercial

relates to the PURPOSE of the use,
not the status of the company

CC Licenses

CC BY: Commercial use ok | Can alter | Must credit creator

CC BY-SA: Commercial use ok | Can alter | Must credit creator | If reshared, must follow these same rules

CC BY-NC: No Commercial use | Can alter | Must credit creator

CC BY-NC-SA: No Commercial use | Can alter | Must credit creator | If reshared, must follow these same rules

CC BY-ND: Commercial use ok | Cannot alter | Must credit creator

CC BY-NC-ND: No Commercial use | Cannot alter | Must credit creator

The logo consists of three white characters: a lowercase 'c', a lowercase 'c', and an uppercase 'O'. The first 'c' is slightly smaller than the second 'c', which is slightly smaller than the 'O'. They are all rendered in a clean, sans-serif font. The background is a dark, textured blue with a subtle, ethereal light pattern that resembles a nebula or a starry sky.

Creator gives up all rights and places
the material in public domain.

How we apply Copyright Laws to Extension work



PHOTOS



GRAPHICS



MUSIC



VIDEO



Try to source it free

- [Unsplash.com](https://unsplash.com)
- [Pixabay.com](https://pixabay.com)
- [Pexels.com](https://pexels.com)
- [Canva.com](https://canva.com)

Use with caution

- Microsoft
- Google Images



Google Image Search



corn



All

Images

Videos

Shopping

News

More

Tools



Collections

SafeSearch

Size

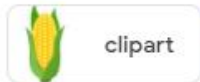
Color

Type

Time

Creative Commons licenses

Clear



clipart



field



plant



cob



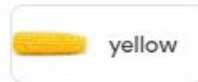
transparent



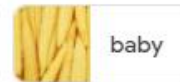
kernel



candy



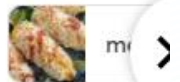
yellow



baby



ear



more



Licensable

corn background ...
pxhere.com



corn, crop, freshly, harvested ...
piqsels.com



Corn | Free SVG
freesvg.org



corn | I'm trying grilled corn for the first time tonight. I... | Flickr

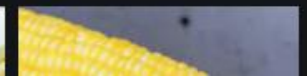
Visit

Get this image on: [Flickr](#) | [License details](#)

Want to know where this information comes from? [Learn more](#)

Related images

[See more](#)



Microsoft Office Products

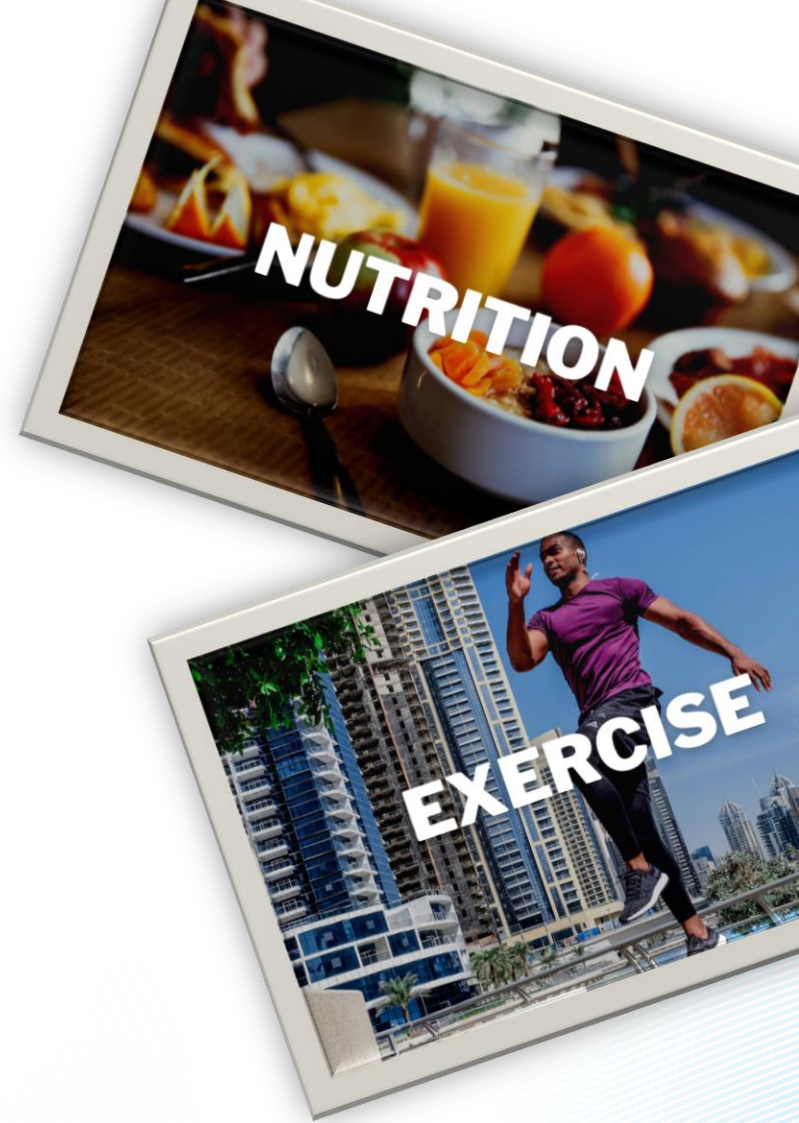
Select Creative Commons and use with caution

Getty License\$\$\$

Ideal for specialized, less widely used images

Canva

Must include some design element to use Canva. It is not a photo-source application. It is a design application



Canva Details for Use

- Use for flyers, infographics, social media, and give-away promotional items except wearables.
- Free media can be used for both commercial and noncommercial use.
- You may not use photos with identifiable people or places in a manner that would suggest endorsement or affiliation with your product or organization.

What Canva doesn't allow

- You cannot save or resell images.
- Cannot use a stock image as a part of a trademark or logo design.
- Cannot reproduce the image more than 2,000 times (one-time use) or 250,000 times (royalty-free).
- Cannot save photos to a network for use by others.
- Cannot download stock photos to use in designs created outside of Canva.
- Cannot use images in items available for sale.



**Photos from volunteers
and partners**

Getting permission

LICENSE AGREEMENT: Non-Staff Photographer and Artist

I, _____,
grant The Board of Trustees of the University of Illinois ("University") a non-exclusive, irrevocable, fully
paid up license to use the following works: [enter name, description, and approximate date of
photograph(s)/work(s)]

I understand that:

1. The works listed may be used by University for any non-profit purpose (such as educational activity or marketing) and may be modified by University as needed (such as cropping for format purposes).
2. My name will be listed with the works or otherwise acknowledged when reasonably possible.
3. I retain all other rights to the works.

I represent that:

1. I am age 18 or older.
2. I own the rights in the works sufficient to grant this license to University.

Talent

Release Forms

If you are planning to use an individual's image or likeness in media such as photographs, video, etc., you should request written permission to do so. Releases also should be completed and signed by any talent working with companies or individuals performing photography, video or audiotape on university premises. Use the form below.

[Talent/model release.](#)

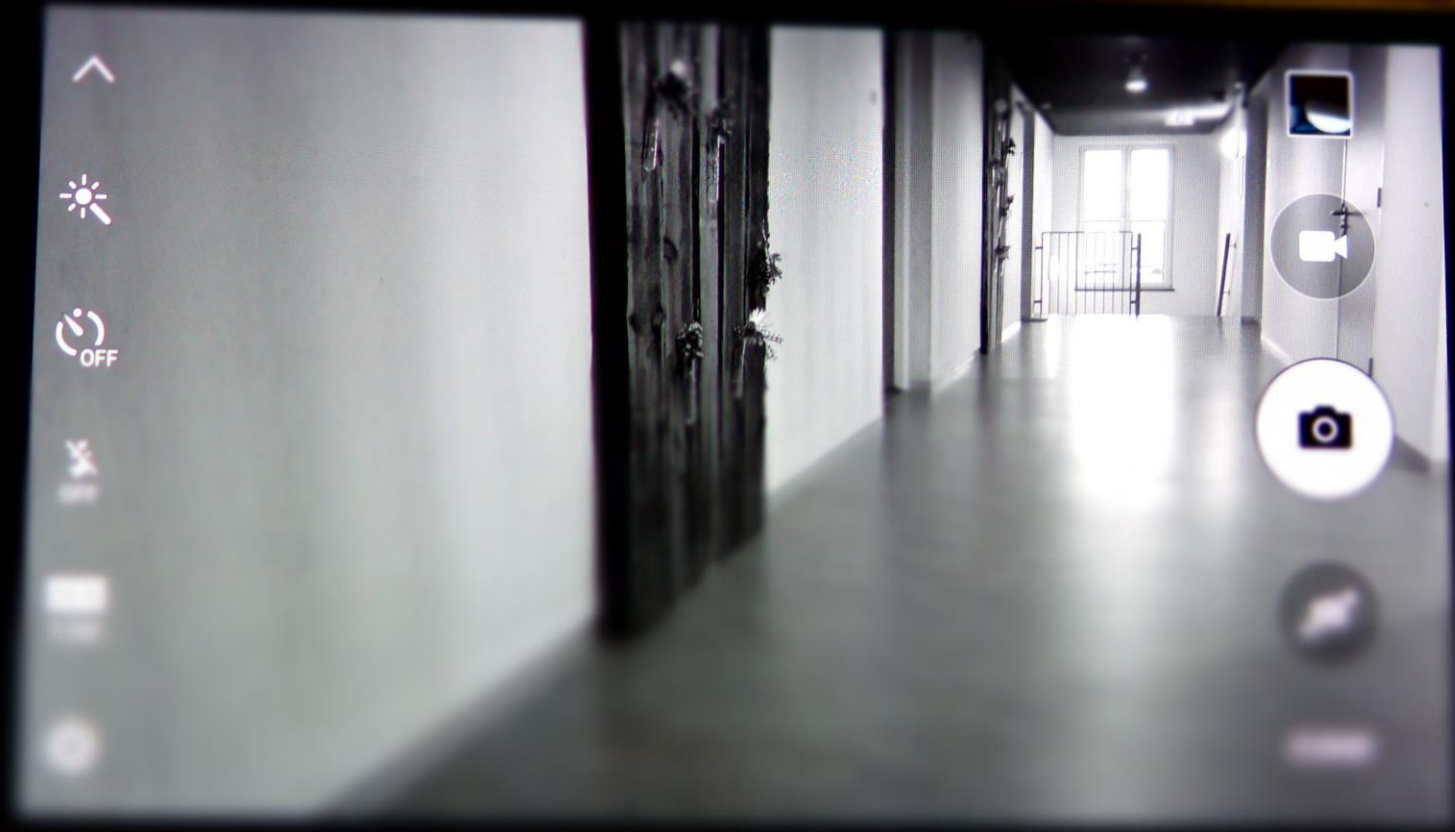
Notes:

<https://extension.illinois.edu/commit/release-forms>

What if ...

- ... I'm only using it locally and it won't be posted online?
- ... I'm not sure about a photo my colleague used?
- ... A MG volunteer created the presentation, and I don't know where they got their photos?
- ... I'm using the photo for important educational purposes?
- ... I need a specific photo that's not available for free?
- ... A partner really likes one of the photos I used from Canva?

Videos





Incorporating Other People's Video Into Extension Content

- Allowed for live teaching
- Not allowed in recordings.
 - Pause recording.
 - Provide the link for others to go watch.

Music



Music

- Broadcasting music at an event is illegal without a license, including most music subscription services.
- You are legally liable for music accidentally included in your recording as you are for music you choose to include.
- All recognizable music is protected by copyright, but you can always ask the artist for permission.
- Most creative commons music requires you to list the artist.



W₅

O₁

R₂

D₂

S₂

M₂

O₁

K₃

D₃

A₃

Fair Use



What is your purpose for using it?

How unique is the works?

How much are you using (and is it the most important part)?

How will it impact the owner?

Copyright Policies at the University of Illinois

Copyright infringement is the act of exercising, without permission or legal authority, one or more of the exclusive rights granted to the copyright owner under Section 106 of the Copyright Act (Title 17 of the United States Code). Infringement may occur when a copyright protected work is reproduced or distributed without authorization, including when it is uploaded or downloaded from the Internet or otherwise published without permission. ... Although there are limited exceptions not requiring permission, such as the doctrine of fair use, sharing substantial portions of such works, including on peer-to-peer networks, without authorization by the rights owner or by meeting the exception requirements is an infringement. Penalties for copyright infringement include civil and criminal penalties. Copyright compliance enforcement agencies aggressively pursue infringers. If you are infringing, even unknowingly, you can be subject to civil damages per work infringed, and even criminal fines and jail time.

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With supporting content developed by Stephen Wald and Samantha Koon.

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