

Copyright & Images

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Copyright vs. Fair Use

Copyright

- Rights given to the original creator of the work
- Protects tangible creations
- Lasts the author's life + 70 years

Fair Use

- Allowance of use for specific situations
- Four factors used to determine acceptability in usage



Four Factors of Fair Use

1. Purpose and character of the use
2. Nature of the copyrighted work
3. Amount and sustainability of the portion used
4. Effect on the potential market

<http://fairuse.stanford.edu/overview/fair-use/four-factors/>

What the Law Says

- Single pictures or illustrations
 - No more than 5 images from one person
- From a Collection of Work:
 - 15 images OR 10% of collection (Which ever is less)

Scenario 1

A teacher in your school is looking to create a webpage for her class to use. She wants to know if it is okay to copy and paste images from Google Images to enhance the overall design of her page. Is this covered under the Fair Use policies?

Scenario 1

- Check to see:
 - Where are you posting the image?
 - Is the image copyrighted?
 - Does the author allow for fair use?
 - Does it have a [Creative Commons](#) license attached?
- If it is unclear, you must contact the author for permission before you copy and paste.

Scenario 2

The photography teacher is compiling a collection of images to show her students how to best capture lighting in a photograph. They have found an entire collection by one photographer and want to share it with the students. Is this covered under the Fair Use policies?

Scenario 2

- According to the fair use policy, the teacher may choose 10% or 15 images to share from any given collection. To share more than that they will need to use images from a variety of photographers.

Scenario 3

A teacher is wanting to photocopy an illustration of a political cartoon so that her students can discuss the cartoon and create their own. Is this covered under the Fair Use policies?

Scenario 3

- According to the Fair Use policy, the teacher is allowed to use the political cartoon in it's entirety as long as she makes proper reference to the creator of the original.
- Students can use the original illustration as a inspiration tool for their own political cartoon as long they use the idea and do not copy the exact illustration.

In Review

- Use of copyrighted images in the classroom is permissible if you follow the [Fair Use Guidelines](#)
- If you are not sure, ask!

Resources

- Davidson, H. (2002) *Copyright and fair use guidelines for teachers*. Retrieved from <http://www.halldavidson.net/copyrightTEACH.pdf>
- Copyright Clearance Center. (2008). *Copyright basics: Introduction*. Retrieved from <http://www.copyright.com/Services/copyrightoncampus/basics/>
- Hansen, J. (2011, May). Copyright issues in teaching: Issues for on-ground to online courses. Retrieved from https://www.softchalkcloud.com/lesson/files/OpbRiU64M1YXad/CopyrightByJonHansen_KSU.pdf

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- Harris, L. E. (2013, January 8). *Copyright law + using images and photos from google*. Retrieved from <http://www.copyrightlaws.com/creators/copyright-law-using-images-and-photos-from-google/>
- Stim, R. (2010, October). *Copyright basics FAQ*. Retrieved from <http://fairuse.stanford.edu/overview/faqs/copyright-basics/>
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