

Copyright and Metadata made easy



Lesson Plan 4

Digital creators and consumers

Overview

Copyright and metadata made easy

These lesson plans provide step-by-step activities to guide pupils through the decisions and considerations they must make before publishing an image, video or sound recording online.

The lessons begin simply, avoiding complicated licensing issues, then build in complexity. We have designed these 6 lessons to help pupils develop their digital skills in areas outlined in the **Digital Competence Framework**, with specific focus on copyright and metadata. At the start of each lesson plan we identify the **DCF Strands and Elements** covered.

Lessons 1 - 3 are designed for Key Stage 2 and help pupils to gain a basic understanding of metadata and copyright.

Lessons 4 - 6 are designed for Key Stage 3 and 4, and explore how copyright applies when using other people's creative work and using photographs of people. Some information in lessons 4 - 6 may also be useful and interesting to Key Stage 2 pupils.

Before you start

- People's Collection Wales is a website packed full of fascinating photographs, documents, videos and stories about the history, culture and people of Wales
- Visit the Teaching Toolbox section of People's Collection Wales to see how pupils can publish content and use the website to improve digital competence skills **www.peoplescollection.wales/learn/digital**
- The skills developed when creating an account and uploading items to People's Collection Wales closely match many of the requirements of the Digital Competence Framework. Learn how to upload items and create collections using our easy to follow user guides **www.peoplescollection.wales/help-centre**

Lesson 4

Digital creators and consumers

Lesson Objective: To understand your rights and responsibilities as a creator and as a user of the creative work of others

Digital Competence Framework

Key Stage 3

Citizenship: 1.3 Digital rights, licensing and ownership; 1.4

Online behaviour and cyberbullying

Key Stage 4

Citizenship: 1.3 Digital rights, licensing and ownership

Key Messages

- Everything online was created by someone and most of it is covered by copyright
- Why credit other people's work? 1. Respect. 2. It's the Law.
- In the UK copyright law is defined by the 1988 Copyright Designs and Patents Act (UK)
- Copying other people's work without giving credit and claiming it as your own is known as plagiarism
- Copying other people's work and distributing it without permission is known as piracy
- Plagiarism and piracy are stealing
- Is it ever okay to use other people's work without asking? Yes. There are exceptions to copyright, these are called 'fair dealing' in the UK (or 'fair use' in the USA)
- Copyright doesn't last forever
- As a creator you can license your creative work, this means you can choose what others are legally allowed to do with it

Extra Information

- This lesson continues on from lessons 1-3 designed for Key Stage 2 pupils. It may be useful to review the information in Lesson 1: Copyright – Know your digital rights before starting lesson 4, to ensure everyone has a good understanding of copyright
- There are seven additional documents that support this lesson; **Copyright symbol**, **Copyright definition**, **Digital Consumer worksheet**, **Exceptions to copyright info sheet**,

School Project worksheet, Copyright infringement scenarios worksheet and Creative Commons and the Public Domain worksheet. Find these at the end of this lesson.

- This lesson is made up of nine tasks and may take up to 5 hours to complete. You may want to break this lesson into several sessions. Some tasks are designed to be suitable for homework.

Breakdown of Tasks

- **Task 1:** Creators and consumers. Class discussion
- **Task 2:** Digital Consumer worksheet. Suitable for homework
- **Task 3:** What are Plagiarism and Piracy? Online search & class discussion
- **Task 4:** Plagiarism and Piracy. Independent research online. Suitable for homework
- **Task 5:** Copyright & Fair Dealing animation
- **Task 6:** Are you breaking copyright law? School Project worksheet. Suitable for homework
- **Task 7:** Are you breaking copyright? Copyright infringement scenarios worksheet. Class activity
- **Task 8:** Creative Commons and the Public Domain worksheet. Suitable for homework
- **Task 9:** Hwb playlist



Task 1

Creators and consumers class discussion (30 minutes)

Show the pupils the copyright symbol. Start a discussion about copyright, digital creators and digital consumers. You could share the Copyright Definition with your pupils after this task.

Discussion questions:

- What is this symbol and what does it mean?
- What kinds of 'creative works' are covered by copyright?
- What is a digital creator?
- Are you a digital creator?
- What kinds of creative works have you made online? For example, photos on social media, videos on YouTube, academic projects uploaded to websites like People's Collection Wales.
- Are you a digital consumer?
- What is a digital consumer?
- How have you used the creative work of others in school?
- Have you used the stories, writing or drawings of other people in class? Did you just look at it? Did you copy it?
- Have you performed a play or a piece of music written by someone else?
- Have you searched online for information or pictures? How did you use them?

Explain:

- Copyright protects all creative work and stops others from using it without the creator's permission
- Copyright protects these types of work: drawings, paintings, writing, music, drama, photographs, film, television and web content
- A person who makes a creative work is known as the creator of that work
- A person who makes a creative work online is a digital creator
- A person who uses a product is known as a consumer
- A person who views and uses the creative works of others online is a digital consumer



Task 2

Digital Consumer worksheet (45 minutes)

Hand out the Digital Consumer worksheet. Independent activity - this task could be completed in class or as homework.

Think about yourself as a digital consumer. How have you used the creative work of others? Complete this worksheet, giving an example of a book, video, photo, drawing, song and play that you have accessed digitally. Some should be from school work and some from your personal use. Describe how you used the creative work. For example, did you view it, copy it, change it, create something new from it, share it on social media, etc.?



Task 3

What are Plagiarism and Piracy? (45 minutes)

Divide the class into pairs or small groups. Ask half the groups to search online for the meaning of 'plagiarism' and the other half to search for 'piracy'. Ask each group to explain plagiarism/piracy means. As a class discuss what the difference is between them.

Plagiarism

- To steal the idea or work of someone else and pass it off as your own
- To use another person's work without crediting the source
- To present as new and original an idea or work taken from somewhere else
- A type of copyright infringement
- A type of theft

<https://www.merriam-webster.com/dictionary/plagiarize#legalDictionary>

<http://www.plagiarism.org/plagiarism-101/what-is-plagiarism>

Piracy

- Robbery on the high seas!
- To copy or share someone else's work without permission, such as computer programs, books, music, and films
- A type of copyright infringement
- A type of theft
- Piracy is sometimes about making money, but even if you share someone else's work for free it is still piracy

<https://www.britannica.com/topic/piracy-copyright-crime>

<https://www.merriam-webster.com/dictionary/piracy>

Explain:

- All creative works were created by someone, this includes everything online
- Crediting the works of others, and gaining their permission to use their work shows Respect. It's also the Law
- Breaking copyright law is known as 'copyright infringement'
- Plagiarism and Piracy are theft. You can be prosecuted



Task 4

Plagiarism and Piracy research (1 hour)

Independent activity - this task could be completed as homework.

Ask the pupils to research famous examples of copyright infringement online and write about one example. Ask them to describe the case, who won and why, and to explain which parts of copyright law were broken.

Famous ones are:

- Star Wars vs. Battlestar Gallactica (the original film & TV show)
- Apple vs. Microsoft
- Apple vs. Google
- iTunes
- Music bands suing each other e.g. The Hollies vs. Radiohead (for 'Creep'), Marvin Gaye's family estate vs. Pharrell Williams and Robin Thicke (for 'Blurred Lines'), Songwriters Thomas Leonard and Martin Harrington vs. Ed Sheeran (for 'Photograph').

Helpful links:

realbusiness.co.uk/law/2014/08/11/6-famous-copyright-cases

www.bbc.co.uk/news/entertainment-arts-40813002

www.bbc.co.uk/news/entertainment-arts-40560477

www.bbc.co.uk/news/entertainment-arts-39556351

99designs.co.uk/blog/tips-en-gb/5-famous-copyright-infringement-cases



Task 5

Copyright & Fair Dealing animation (20 minutes)

Explain:

- Copyright does not last forever and there are certain exceptions to copyright listed in the law.
- How long does copyright last?
 - For writing, artistic, dramatic & musical work: In the UK copyright lasts for the lifetime of the creator plus 70 years. In most other countries it is at least the creators lifetime plus 50 years
 - For other types of work (e.g. film, TV, sound): 50-70 years after broadcast (but can vary)
- In the UK copyright law is defined in the 1988 Copyright Designs and Patents Act (UK)
- Does the law say that it is ever okay to use other people's work

without asking? Yes!

- There are exceptions to copyright, these are called 'fair dealing' in the UK or 'fair use' in the USA

Show the class the Copyright & Fair Dealing animation.

The information from this animation is summarized in the Exceptions to copyright info sheet. Give pupils a copy of this and the Copyright definition to support Tasks 6 and 7.



Task 6

Are you breaking copyright law?

School Project worksheet (30 minutes)

Hand out the School Project worksheet. This task could be completed in pairs or independently and is suitable for homework.

You are writing a school project about a famous Welsh person. You have done a lot of research for your project, from books and online. You have copied some text and images from the web and pasted them into your school project. These include photos or images of the famous person.

Which of the scenarios below are within copyright law and which are a copyright infringement? Explain why.

Answers to School Project worksheet (30 minutes)

You have copied some text and images from the web and pasted them into your school project. Your project will be seen by your teacher and potentially other people in your class

Answer: This is allowed within copyright law. Copyright law prevents people from copying someone's work and adapting it, however there are exceptions. Limited extracts of creative works can be copied and used for teaching and education purposes and for private study.

You make a poster to put up in your school using the content that you copied from the web. Your poster is shown on the school website

Answer: This may be allowed within copyright law. Copyright law prevents people from copying someone's work, adapting it and putting it on the internet without their permission, however there are exceptions. Limited extracts of creative works can be copied and used for teaching and education purposes and for private study. You should ensure you credit the creator and assess whether your use of the work is 'acceptable'. Is there a financial impact on the copyright owner because of your use of their work? Even if you are not making a profit, could they lose out on financial gain because you have made their image available for free? If you could be impacting them financially then this could be copyright infringement.

Your school is trying to raise money for charity so you use some of the images that you copied from the web and make mugs to sell

Answer: This is copyright infringement – copyright law has been broken. Copyright law prevents people from copying someone's work and selling it without their permission.



Task 7

Are you breaking copyright law?

Copyright infringement scenarios (30 minutes)

Divide the class into 4 groups and give each group one of the scenarios from the Copyright infringement scenarios worksheet.

Ask each group:

- Decide whether you are breaking copyright law
- Explain why
- What could you do to make sure you are not breaking copyright law?

Answers to Copyright infringement scenarios

You are in a band and you cover someone else's song. It goes to number one and makes you lots of money!

Answer: Copyright law has been broken. Copyright law prevents people from copying someone's work and from performing, showing or playing their work in public without their permission. If you gain permission from the writer of the song before you cover it then you will not be breaking the law. If they give you permission to use their song they may also ask for a 'cut' of the profit.

You copy lots of different videos from You Tube and create your own 'mash-up'. You put it on your own website

Answer: Copyright law may have been broken. Copyright law prevents people from copying someone's work, adapting it and putting it on the internet without their permission, however there are exceptions. Limited extracts of creative works can be copied and used for criticism, review and reporting current events, for teaching and education purposes, and for parody, caricature and

pastiche. In these cases you should credit the original creator and gain their permission if possible. If you have not credited the creator and the 'mash-up' was not for these purposes then you may have broken copyright law.

You write a funny song to perform with your friends that makes fun of your favourite pop stars. The tune and some of the lyrics come from the pop stars songs. You video it and put it on YouTube

Answer: Copyright law may not have been broken. Copyright law prevents people from copying someone's work and from performing, showing or playing their work in public without their permission, however there are exceptions. Limited extracts of creative works can be copied and used for parody, caricature and pastiche. If the song and video were created for these purposes then you have not broken copyright law.

Your take a photo of some amazing street art/graffiti and use it for the cover of a book that you publish

Answer: Copyright law may or may not have been broken. Graffiti is an artistic work and is theoretically covered by copyright law. Even if the graffiti was produced illegally it may be covered – copyright law does not state anything about the legal status of the creative work. Copyright law prevents people from copying someone's work without their permission and from distributing copies of it whether free of charge or for sale. If possible, you should credit the creator and gain their permission before publishing your book. However, as many graffiti artists are anonymous, you may not be able to identify the creator in order to gain their permission! If you publish the image anyway, the artist may have to take legal action and prove that the work is theirs to show they own copyright.



Task 8



Creative Commons and the Public Domain (1 hour)

Hand out the Creative Commons and the Public Domain worksheet. This task could be completed in pairs or independently and is suitable for homework.

Is there an easy way to take images (or other creative work) from the internet without worrying about breaking copyright law? Yes. Some creators are happy to share their creative work for free, as long as you give them credit.

Research Creative Commons online and answer the following questions:

What is Creative Commons?

Answer: Creative Commons is an organisation where creators share their work so others can use it without copyright infringement.

What is a Creative Commons license?

Answer: Creative Commons licenses are a special kind of copyright license, created by Creative Commons, which are free for anyone to use. Each license give information about what the creator will and will not let you do with their work. You may be allowed to copy, share and adapt the work, as long as you follow the license terms. Terms may include giving credit to the creator, providing a link to the license, and saying if you have made changes to the original work. Some licenses even allow you to use the work for commercial purposes. <https://creativecommons.org/share-your-work/>

What is the Public Domain?

Answer: Creative work that is not covered by copyright is said to be

in the Public Domain. There are no restrictions on the use of this work and you do not have to credit the creator.

Additional Information about Creative Commons:



This symbol shows that work is in the Public Domain because no copyright laws apply, for example because copyright has expired



This symbol shows that work is in the Public Domain because the creator has given the work to the public for free use. This is also known as CCO (Creative Commons license zero)

Imagine that you have taken a really amazing photo and you would like to share it online. You are happy for others to copy it and use it, but not to change it. Others can even make a profit from it, but you want to be credited as the creator. Creative Commons licenses allow you, as a creator, to choose what others are allowed to do with your creative work. Use the link below to identify which license you would need. Write down the name of the license and copy the licence symbols

<https://creativecommons.org/share-your-work/>

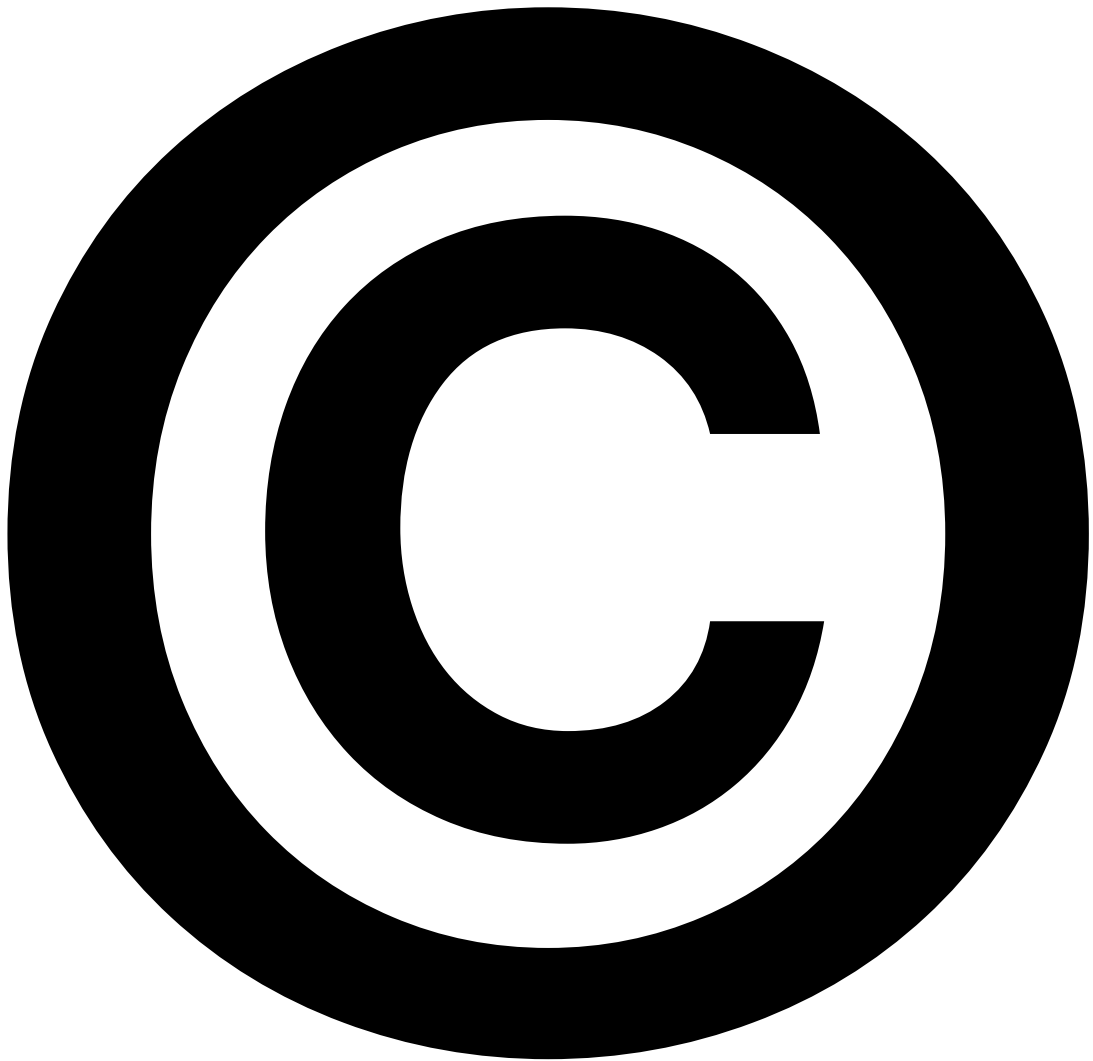
Answer: Attribution-NoDerivatives 4.0 International (CC BY- ND 4.0)



Task 9

Ask the pupils to complete this Hwb playlist quiz to test their knowledge (10 minutes)

Copyright Symbol



Copyright Definition

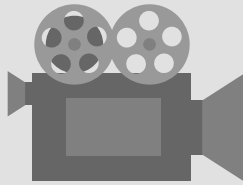
- **Copyright protects your work and stops others from using it without your permission.**
- **You get copyright protection automatically - you don't have to apply or pay a fee. There isn't a register of copyright works in the UK.**
- **You can mark your work with the copyright symbol (©), your name and the year of creation. Whether you mark the work or not doesn't affect the level of protection you have.**
- **Copyright protects these types of work: drawings, paintings, writing, music, drama, photographs, film, television and web content.**

www.gov.uk/copyright/overview

Digital Consumer



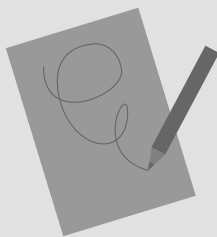
Book:



Film:



Photo:



Drawing/Painting:



Song:



Play:

Exceptions to copyright information

Important rules when you use the creative work of others

- Find out who the creator is
- Ask their permission
- Credit the creator
- Pay if necessary

But there are certain situations where it's okay to use the creative work of others without asking or paying. These include:

- Teaching, education, research & private study
- Criticism & review & news reporting
- Parody, caricature & pastiche
- If the creator has allowed it (e.g. Creative Commons)

Fair dealing means:

- Only use part of the work
- Non-commercial use (not for profit) and not causing the creator to lose out financially
- Still credit the creator whenever possible

Our Copyright & Fair Dealing animation gives a good summary of this

For more information see the UK Government Copyright webpages:

<https://www.gov.uk/copyright>

<https://www.gov.uk/guidance/exceptions-to-copyright#fair-dealing>

Definitions

Parody

A written or musical work in which the style of an author or work is imitated for comic effect

<http://www.wordcentral.com/cgi-bin/student?book=Student&va=parody>

Caricature

Exaggeration of the actions, parts, or features of someone or something usually for comic effect

<http://www.wordcentral.com/cgi-bin/student?book=Student&va=caricature>

Pastiche

A literary, artistic, musical, or architectural work that imitates the style of previous work

<https://www.merriam-webster.com/dictionary/pastiche>

School Project

You are writing a school project about a famous Welsh person. You have done a lot of research for your project, from books and online. You have copied some text and images from the web and pasted them into your school project. These include photos or images of the famous person.

Which of the scenarios below are within copyright law and which are a copyright infringement? Explain why.

You have copied some text and images from the web and pasted them into your school project. Your project will be seen by your teacher and potentially other people in your class

You make a poster to put up in your school using the content that you copied from the web. Your poster is shown on the school website

Your school is trying to raise money for charity so you use some of the images that you copied from the web and make mugs to sell

Copyright infringement scenarios

Divide the class into 4 groups and give each group one of the scenarios below.

Ask each group:

- *Decide whether you are breaking copyright law*
- *Explain why*
- *What could you do to make sure you are not breaking copyright law?*

You are in a band and you cover someone else's song. It goes to number one and makes you lots of money!

You copy lots of different videos from You Tube and create your own 'mash-up'. You put it on your own website

You take a photo of some amazing street art/graffiti and use it for the cover of a book that you publish

You write a funny song to perform with your friends that makes fun of your favourite pop stars. The tune and some of the lyrics come from the pop stars songs. You video it and put it on YouTube

Creative Commons and the Public Domain worksheet

Is there an easy way to take images (or other creative work) from the internet without worrying about breaking copyright law? Yes. Some creators are happy to share their creative work for free, as long as you give them credit.

Research Creative Commons online and to answer the questions below:

What is Creative Commons?

What is a Creative Commons license?

What is the Public Domain?

Imagine that you have taken a really amazing photo and you would like to share it online. You are happy for others to copy it and use it, but not to change it. Others can even make a profit from it, but you want to be credited as the creator. Creative Commons licenses allow you, as a creator, to choose what others are allowed to do with your creative work. Use the link below to identify which license you would need. Write down the name of the license and copy the licence symbols

<https://creativecommons.org/share-your-work/>