





COPYRIGHT

Article I, Section 8, clause 8, of the United States Constitution states the purpose of copyright laws is "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 attaches as soon as the original work is created
- Copyright is an automatic right and does not require the author to file special paperwork (although you can)
- The copyright owner has the right to do four things (called *exclusive rights*):
 - Reproduce the copyrighted work;
 - Display the copyrighted work publicly;
 - Prepare derivative works based on the copyrighted work; and
 - Distribute copies of the copyrighted work to the public by sale, rental or lending, and/or to display the image.

Copyright © 2018 by The McGraw-Hill Companies, Inc.

CYA YOUR DOWNLOADS! YOUR DEFENSE

- FILE FOLDER – PIXELO
 - FILE FOLDER – LICENSES
 - futuristic-design-bundle.PDF (This is a PDF of all of the files I purchased that day)
 - pixelo.pdf (license) - This covers all of the files I purchased
 - FILE FOLDER – FONTS
 - FILE FOLDER – ILLUSTRATOR FILES
 - FILE FOLDER – OTHER FILES
- FILE FOLDER – UNSPLASH
 - FILE FOLDER – LICENSES – all the PDFs of the licenses
 - FILE FOLDER – IMAGES – all the images



Let's talk
about
IMAGES!

TYPES OF IMAGES

YOUR OWN IMAGES

- OK to use
- Customer's property
 - In contract OK to use
- Down size the images to 72 DPI on web – less chance of being stolen
- Might want to watermark



Photo by Joanna Kosinska on Unsplash

TYPES OF IMAGES



PUBLIC DOMAIN

- A **public domain image** is defined as a photo, clip art or vector whose copyright has expired or never existed in the first place. These **images** can be used by almost anyone for personal and commercial purposes. (Creative Commons Zero)

http://www.wikipedia.org/wiki/File:Public_domain_image.jpg (Creative Commons Attribution-ShareAlike license)

TYPES OF IMAGES – CREATIVE COMMONS

- **CC0** – Creative Commons Zero – no copyright, no licensing, no attribution is needed, but if you can...do it!
- **CC BY** – Attribution - distribute, remix, tweak, and build upon a work, even commercially, just provide attribution.
- **CC BY-SA** - remix, tweak, and build upon a work even for commercial purposes, as long as you credit and license your new creations under the identical terms.
- This license is often compared to "copyleft" free and open source software licenses. All new works based on the original work will carry the same license, so any derivatives will also allow commercial use. This is the license used by Wikipedia, and is recommended for materials that would benefit from incorporating content from Wikipedia and similarly licensed projects.

TYPES OF IMAGES – CREATIVE COMMONS

- **CC BY-ND** – This license allows for redistribution, commercial and non-commercial, as long as it is passed along unchanged and in whole, with credit to original creator.
- **CC BY-NC** – This license lets others remix, tweak, and build upon a work non-commercially, and although their new works must also acknowledge original creator and be non-commercial, they don't have to license their derivative works on the same terms.
- **CC BY-NC-SA** - This license lets others remix, tweak, and build upon a work non-commercially, as long as they credit the original creator and license their new creations under the identical terms.
- **CC BY-NC-ND** - This license is the most restrictive of the six main licenses, only allowing others to download your works and share them with others as long as they credit original creator, but they can't change them in any way or use them commercially.

TYPES OF IMAGES

FAIR USE

- **BIG ELEPHANT IN THE ROOM...**
- Fair use is a legal exception to the exclusive rights an owner has for his or her copyrighted work.
- To allow for *limited and reasonable uses* as long as the use does not interfere with owners' rights or impede their right to do with the work as they wish.

<https://www.publicdomainpictures.net/en/view-image.php?image=322410&picture=elephant>



TYPES OF IMAGES



<https://pixabay.com/en/black-tailed-prairie-dog-1374568/>

EDITORIAL

- **Editorial Use** is a publishing term based on the Fair Use exception of copyright law where copyrighted work can be used without authorization for purposes of news reporting, criticism, education, etc. ...
- Images that are **MARKED** as "editorial use only" are ones that have not been released for commercial use and have also been taken without the consent of the individuals in the photo.

TYPES OF IMAGES

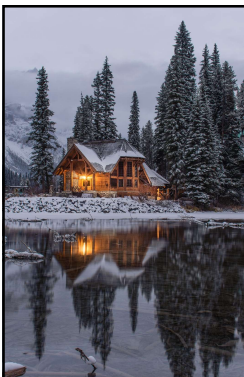
ROYALTY FREE

- Means you can use the images forever there isn't a time limit on the images. Also you can use it over and over usually – but check with the license when you buy it.

RIGHTS MANAGED

- Usually there is a time limit on how long you can use the image, video etc. Also usually good for one-time use – then you need to pay.

Photo By [joe farris](#) on [Unsplash](#)



RELEASES

• MODEL RELEASE

- It means that the model has been compensated in some format and has signed their rights away for use.
- Often the website has caveats as to the use of the image.

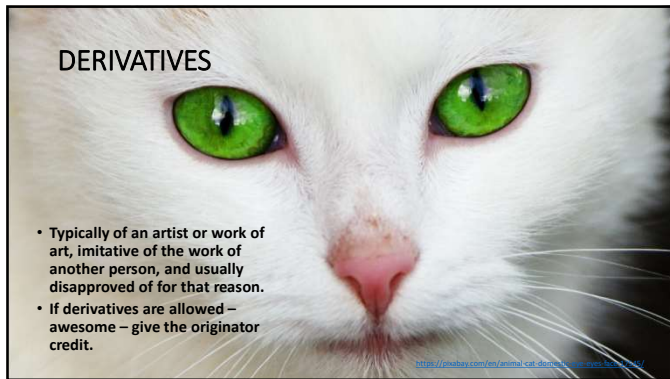
• PROPERTY RELEASE

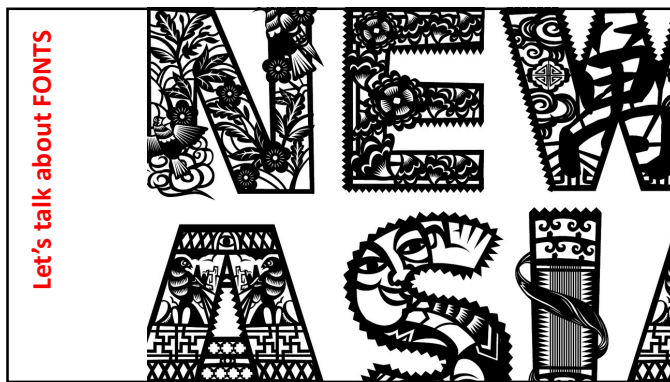
- Usually a piece of property (like a barn or a home) that allows you the right to use their property in an image.
- Often the website has caveats as to the use of the image.

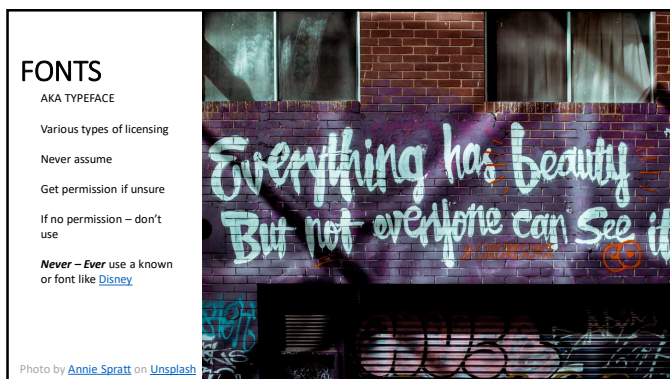
RELEASES

Photo by EHmetator Unusabong on Unsplash

RELEASES







FONTS



<https://pixabay.com/en/abc-alphabet-alphabetically-letter-3014146/>

FONTS

PERSONAL USE

"You can use it for free for personal use. Please give credit (something like: font used is Telegrafico by ficed + a link to my deviantart page if you can)."

COMMERCIAL USE

"If you're going to earn money for a project involving this font, I would consider correct to make a donation (send me an email/PM and I'll send you a link for donating by PayPal)." Or if this project is being used for a for-profit venture.



<https://ficed.deviantart.com/art/telegrafico-65509498>

Photo by [Sebastian Spindler](#) on [Unsplash](#)

FONTS

EULA – End User Licensing Agreement
– READ IT!!! Keep a copy in your licensing folder

Desktop and print licensing – basic comes loaded

Webfonts – may or may not display correctly – must be embedded correctly and must be created correctly so that if unable to display as that font, it shows a standard font.

Open Licensing (OFL) – like creative commons

Commercial – generally the better way to go if the font will be used on anything.



ANY QUESTIONS?



@geekymarketer

THANK YOU SLIDE

- Unsplash - <https://unsplash.com/>
- Pixabay - <https://pixabay.com/>
- Creative Commons - <https://creativecommons.org/>
- Google Fonts - <https://fonts.google.com/#AboutPlace:about>
- Public Domain information - https://en.wikipedia.org/wiki/Wikipedia:Public_domain_image_resources
- Editorial Use - <http://www.photobuyerguide.com/blog/500-what-is-editorial-license-editorial-usage-stock-images/>
