



ExplorNet's

Digital Media



Objective 101.02

Explain safety and legal issues in the digital media environment.



DM

LEGAL TERMS IN DIGITAL MEDIA

Intellectual Property

- Original creations of the mind that can be protected by law; literary and artistic works, designs, symbols, images, names, etc.

Copyright

- The exclusive legal right to reproduce, publish, sell or distribute the expression of an intellectual property (literature, design, audio, video, etc.)



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LEGAL TERMS IN DIGITAL MEDIA

Trademark

- A mark (logo, symbol, word, phrase, etc.) legally registered or established by a company to represent a service or product; cannot be used without the permission of the owner.

Fair Use

- A legal allowance of using a copyrighted material without permission from the owner, provided the circumstances are reasonable and do not make the material less profitable.



QUESTIONS TO CONSIDER

- Differentiate between:
 - Intellectual property
 - Copyright
 - Trademark
 - Fair Use
- What can be copyrighted?
- Does a copyright mean it can't be used?



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FAIR USE GUIDELINES

For use of media to fall under fair use guidelines, the following factors must be considered:

- Purpose and character of use—is it for commercial or non-profit education use.
- What is the nature of the copyrighted work.
- The amount of the portion being used.
- The effect of the use on the potential market value of the product.



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CREATIVE COMMONS

- A nonprofit organization that enables the sharing and use of creativity and knowledge through free legal tools.
- Free, easy-to-use copyright licenses provide a simple, standardized way to give the public permission to share and use your creative work — on conditions of your choice.
- Creative Commons licenses are not an alternative to copyright. They work alongside copyright and enable you to modify your copyright terms to best suit your needs.

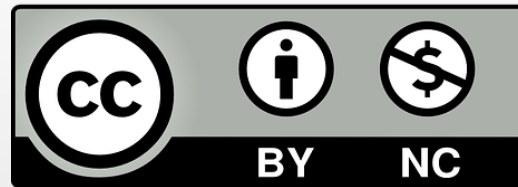
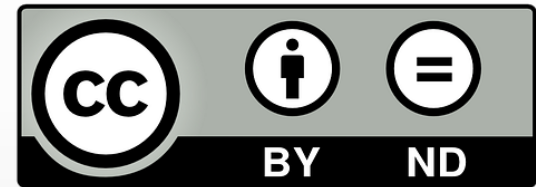
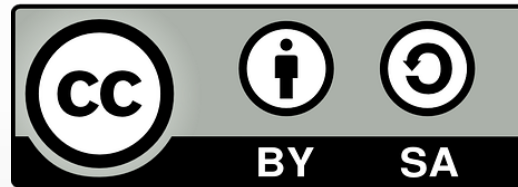


DM TYPES OF CREATIVE COMMONS

[Creative Commons Video](#)

[Creative Commons Licenses](#)

Six types with different features





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QUESTIONS TO CONSIDER

- Explain how a copyrighted work could be used under Fair Use guidelines.
- Which Creative Commons license could you use
 - For an educational project?
 - For a company logo?
 - For a song that you wanted to use in a mix?



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LEGAL TERMS IN DIGITAL MEDIA

Plagiarism

- Taking someone else's work or ideas and passing them off as your own.

Libel

- A published (written or printed) false statement that is damaging to a person's reputation or success.



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LEGAL TERMS IN DIGITAL MEDIA

Slander

- An oral (spoken) false statement that is damaging to a person's reputation or success.

Invasion of Privacy

- Intruding into someone's personal space, using their image or likeness, or revealing information about them without their permission.



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PHYSICAL SAFETY ISSUES

- Electrical Hazards
 - Electrical connections not handled properly, may result in electric shock, burn, or other injury.
- Tripping Hazards
 - Connecting cables not managed properly, could result in blocked walkway or tripping hazard.
- Ergonomics
 - Designing the workplace to best fit the worker, reducing strain on the body and enhancing comfort during digital media creation.



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DIGITAL SAFETY ISSUES

Cyberbullying

- When a person is threatened, harassed, humiliated, tormented, or otherwise targeted using the Internet, mobile phones, or other digital technology.

Identity Theft

- When personal information (SSN, credit card number, passwords, etc.) is stolen and used to gain access to financial or personal accounts.



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DIGITAL SAFETY ISSUES

Virus/Malware

- Programs that are specifically designed to damage a computer when installed; can access personal information, corrupt files, and even erase the hard drive completely.

Spam

- Unwanted emails (usually sent in a large volume) that advertise products or promote services that were not requested by the recipient.



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DIGITAL SAFETY ISSUES

Online Hoax

- A false claim that is spread through electronic means (email, social media, blogs, etc.); examples include chain letters, untrue accusations, etc.

Internet Addiction

- Compulsive disorder that causes an unhealthy obsession with the Internet and other digital resources; examples include online gambling addiction, cybersex addiction, social media addiction, etc.



QUESTIONS TO CONSIDER

- What are some ways to prevent or avoid
 - Identity Theft?
 - Virus/Malware?
 - Spam?
 - Online hoax?