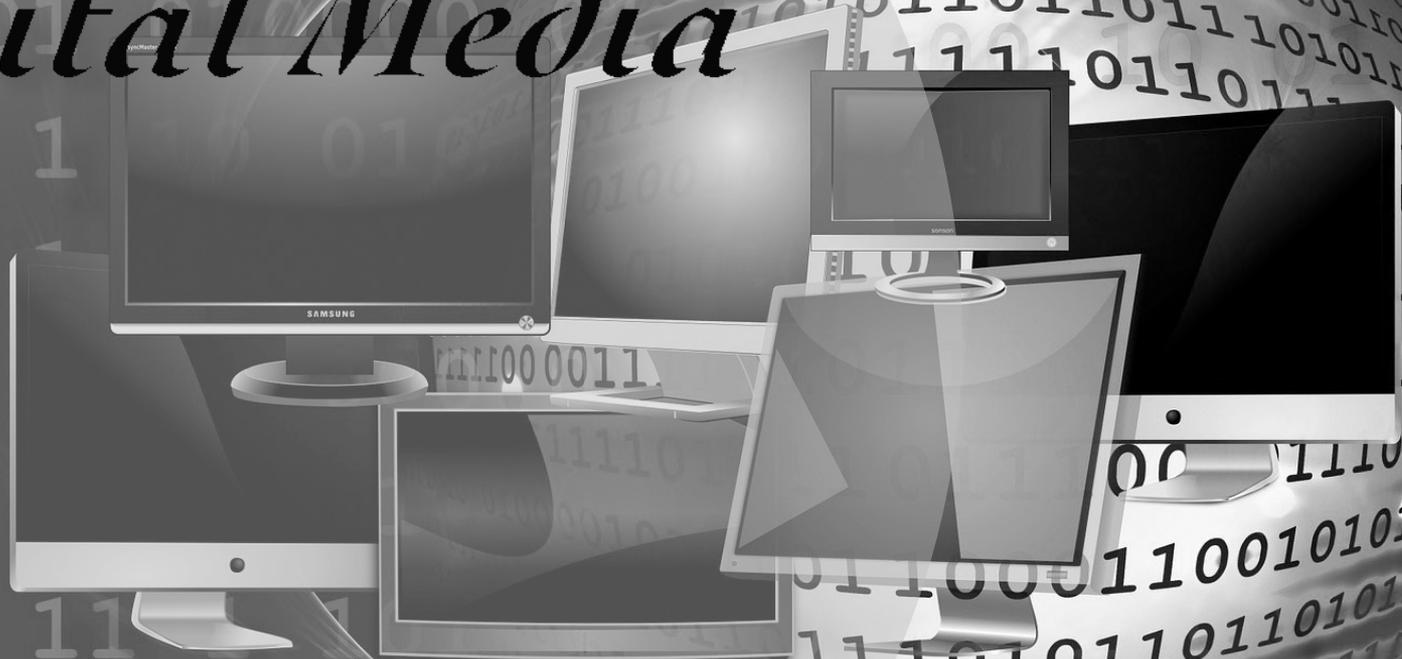




ExplorNet's

Digital Media



Objective 101.02
Explain safety and legal issues in the digital media environment.



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.)



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?



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.



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.



TYPES OF CREATIVE COMMONS

[Creative Commons Video](#)

[Creative Commons Licenses](#)

Six types with different features





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?



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.



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.



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.



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.



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.



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?