



ALL MY OWN WORK!

Module 4



Module 4

Copyright



- ❖ *What is copyright? Why do we need it?*
- ❖ *What is the Copyright Act?*
- ❖ *Why is it important to respect intellectual property?*
- ❖ *How does copyright work in a digital environment?*
- ❖ *How is copyright related to music and images found on digital media and on the internet?*

What is copyright? Why do we need it?

- Copyright protects what writers, artists, photographers and musicians have created. It protects creative works from being used without the owner's agreement.
- These creations are called their intellectual property.
- Australian law recognises that individuals have the right to make money from the sale of copies of their work.
- The creator of any original work owns the copyright. This means he/she has the exclusive right to authorise the copying and communication of their work.



- Copyright protection is free and automatic, but it is a good idea to use the copyright symbol on work you create: e.g. © Toby Wright 2016.

The Copyright Act



- The Copyright Act 1968 (the Law) grants copyright to authors and creators in Australia to control the use of their work and to earn a living from their work.
- Copyright applies to literary (books, newspapers, magazines), musical, dramatic and artistic works found in a wide range of media, including the internet, CDs and DVDs.
- There are some exceptions to the Act. These exceptions include allowing educational institutions e.g. schools, colleges and universities to copy and print some material.

Copyright material which can be used without seeking permission.

- For the purpose of research or study. This means a student or a researcher can copy 10%, or one chapter, of a published literary, dramatic or musical work of 10 pages or more and one article from a journal.
- For the purpose of criticism or review. This means reviewers to make fair use of copyright material provided that they acknowledge the work.
- Statutory licences allow educational institutions to reproduce and communicate material protected by copyright.

Why is it important to respect intellectual property?

- To promote creative communities and rich cultures. We must support creative work by paying writers, artists, musicians and designers for their work.
- To promote freedom of speech and expression. When individual creative people can make a living from the sale of their work, they are free from the pressures of sponsorship by governments or large corporations.



It is wrong to steal.

It is immoral and illegal to steal other people's property unless they give you permission to use it.

Copyright in a digital environment

- Copyright works in the same way in a digital environment (the internet) as it does with books.
- As a general rule, students should check for a copyright notice attached to any material on the internet. Just because it is online does not mean that it is copyright free.
- As copyright is internationally recognised, material on overseas websites may also be copyright.
- The Copyright Act was amended (changed) in 2000 because of the rapid growth of use of the internet. The Copyright Amendment (Digital Agenda) Act 2000 gives the owners of material on the internet certain exclusive rights.



How can you download copyright-free images?

- Type 'copyright-free images' into your search engine, Google, and you will find many images which do not require copyright clearance.
- Check carefully what rights the owner actually allows you when you select images for use, by reading the 'Terms of Use' or 'Copyright' sections. If this information is not available, you cannot assume that it is copyright-free.



Copyright and music on the internet

- Music on the internet is subject to copyright. You must have permission for its use, unless their creator states that it is copyright-free.
- Any 'substantial portion' of a work, that is instantly recognisable, requires copyright permission if that portion is not being used for study or review purposes.

Using Music in your assessments

There are many rights associated with music:

- reproduction right, communication right, performance right and mechanical right.
- A musical recording may have the copyright of the musical work and of the lyrics plus the copyright of the sound recording (owned by whoever paid for the recording, often a record company).
- This means that you may have to negotiate with a recording company and a music publisher to get licences to use a music sample.
- You may need to pay a fee as there is no set fee for sample licences.

To find information about music rights, go to [APRA](#) - Australasian Performing Right Association or [AMCOS](#) - Australasian Mechanical Copyright Owners' Society.



Please complete
Quiz #313 in
Chesoebox Quizzes.

You must achieve 100% to
pass this module.

Ppoint - Ms C. Mateus

Reference List

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Images – in order

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