



Script – copyright – copyleft

The internet gives us access to numerous resources like images, videos and text materials. It is quite easy to copy, paste and modify, for instance, pictures and integrate them in our own documents, be it on paper, online or whatever context.

Imagine you would like to use this nice fish. Do you think you can change the colours and add the modified image to a T-shirt? Nice T-shirt isn't it. Maybe you can produce T-shirts like this one and sell them? What do you think? Would you be allowed to do this?

Copyright is a very complex matter. Here are the basics of what you can do and not do.

Sometimes things are very clear. In many cases, there is a full copyright. Re-use would only be possible with the written authorization of the author. Sometimes however, images for instance, are free for re-use. They belong to the Public Domain.

But there is also a category 'in-between'. Images, videos and text materials with a Creative Commons License can be re-used under certain conditions.

So once again, if you find for instance an image with a clear message that it belongs to the Public Domain, you can do anything you like and that includes selling T-shirts. You don't even have to give credit to the author.

Some people call these Public Domain images copyleft pictures, because they are the opposite of images with a full copyright.

Nowadays many people publishing content on the internet choose one of the Creative Commons Licenses to protect their authorship of texts, videos and images. You may have seen some of these icons.

In all the Licence types you will always find the BY icon. This means that you always need to give credit to the author and so you have to mention the author's name.

If authors don't want you to modify the text or image, they can add ND, meaning that you can just copy the original and not adapt.

Share alike means that when you integrate images, videos or a text of someone in your own creation, you should give the same Share Alike License to your product when you publish it.

When you see the Euro or Dollar Icon, it means that it is not allowed to use the image for commercial purposes. So no selling of T-shirts, for example.

You will also often find creative common licenses with three of the icons combined.

It is part of the digital competences of students... and teachers to show respect for the intellectual property of authors.

Bart Verswijvel – 2017 – CC-BY-SA.





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