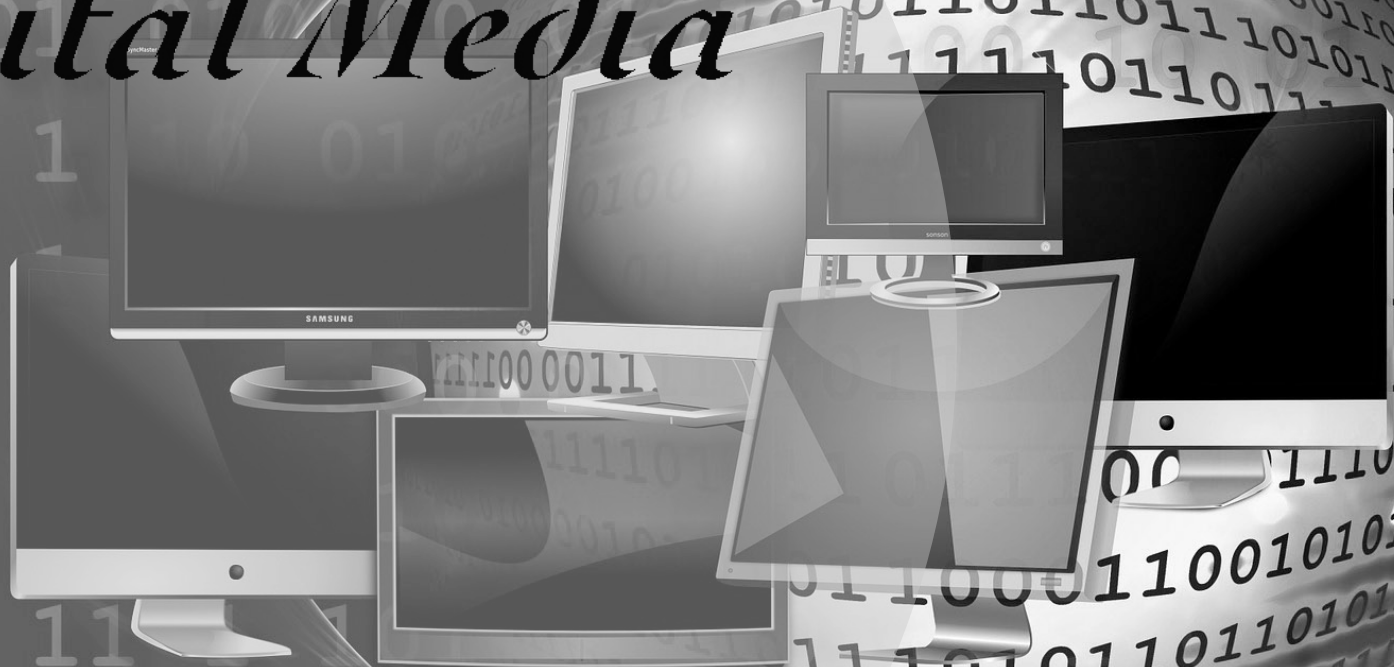




**ExplorNet's**

# *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.

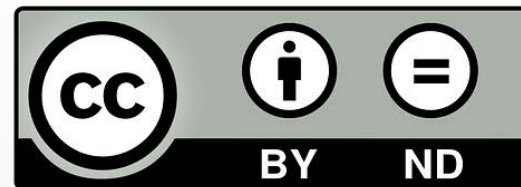
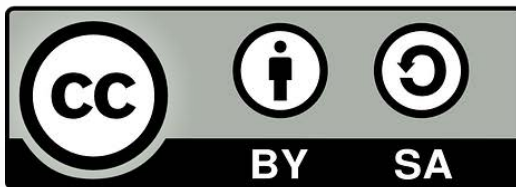


# DM TYPES OF CREATIVE COMMONS

[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.



# *DM* ***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?