Factsheet

SOURCING LICENSED MEDIA FOR USE IN CLOUD CONCEPTS

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Purpose:	Provide an overview of sourcing media for use in cloud concepts, including relevant copyright and licensing laws.
Audience:	All staff
Why learn about sourcing media for cloud concepts?	Knowing how to source properly licenced media for use in your cloud concepts will enhance your productions and protect you from copyright infringements.

Copyright at Deakin

Deakin Learning Futures works with the University Solicitor's Office to provide assistance and advice on copyright matters. When sourcing media that is not your original work to use in a cloud concept resource, you need to be acutely aware of your responsibilities as a member of staff to ensure compliance with the law. Deakin provides a range of information for staff on copyright guidelines and requirements. Visit the staff services[1] page on copyright for more information.

There are also a range of regular workshops and a consultation services available for staff to address copyright matters. For a list of dates and consultation service instructions, visit the workshops and consultations[2] page.

Licenses and agreements at Deakin

The use of media and materials at Deakin is guided by a range of licenses including CAL licence, Screenrights License, Educational Music Licenses and Creative Commons Licenses. These set the legal provisions for using media for your educational projects, including cloud concepts. It's important that you understand how the licenses affect your ability to use certain media. Visit the licenses and agreements[3] information page for more info.
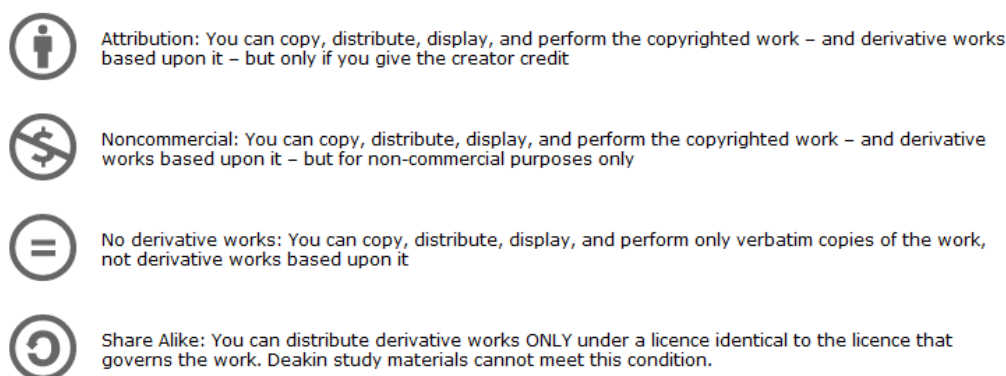
When you are planning to use media in your cloud concept, always consider copyright matters as soon as you begin. Copyright compliance is best dealt with BEFORE you attempt to publish your work. Since you may need to obtain permission to use certain materials in your production, make sure you consider copyright compliance in the planning stage of your cloud concept.

Creative Commons

Creative Commons (CC) licences are available as an alternative to retaining full copyright for copyright owners. The framework allows copyright owners to licence their work for use on certain terms, so that a user does not have to seek permission. There are four main licences; *Attribution*, *Noncommercial*, *No derivative works*, and *Share Alike*. Often you will see visual representations of a Creative Commons license as in **Figure 1**. Creative Commons licensing applies to many of the images, audio and video that you might want to use in your cloud concepts, so it's important that you know which licenses you can use. For more information visit the Creative Commons[4] information page on the Deakin website and visit www.creativecommons.org for official documentation. You will also find a useful search engine to help you locate Creative Commons licenced media.

The trouble with Creative Commons licensed media is that it can be confusing and could accidentally lead you to use something illegally while thinking it is OK. When sourcing online content for your cloud concepts, it is much safer to purchase official licenses for images and videos from microstock providers. These types of providers can guarantee a license agreement to ensure you have the right to use an image or video in your production. Each item will come with its own unique license and outline the rights you have purchased to use the media. There are a range of different licenses on offer, so be sure to understand them before purchasing and using the media in your concept.

Figure 1   Typical Creative Commons Licenses

Attribution: You can copy, distribute, display, and perform the copyrighted work – and derivative works based upon it – but only if you give the creator credit

Noncommercial: You can copy, distribute, display, and perform the copyrighted work – and derivative works based upon it – but for non-commercial purposes only

No derivative works: You can copy, distribute, display, and perform only verbatim copies of the work, not derivative works based upon it

Share Alike: You can distribute derivative works ONLY under a licence identical to the licence that governs the work. Deakin study materials cannot meet this condition.

Source: https://staff.deakin.edu.au/services/copyright/licence-agree/creative-commons.php retrieved 28 February 2014.

Table 1   Reputable microstock providers

Resource	Description	Features
istockphoto[5]	Originally a photo repository, iStockphoto now includes illustrations, video and music. Licenses for materials are exchanged with credits that are purchase by the user.	• Over 10 million files • 115,000+ contributors • 7 million members • 45,000 files added weekly • Standard and extended licenses • Royalty-free materials with legal guarantee • Feature-rich search functionality
ShutterStock[6]	Shutterstock is a subscription based stock repository of photos, illustrations, vectors and videos.	• Over 25 million stock photos • 10,000 images added daily • Subscription and on-demand pricing plans • Spectrum colour search feature • Free weekly photo
Fotolia [7]	Fotolia is a crowd-sourced library of royalty-free images, vectors, illustrations and video footage clips. Media can be purchased with credits or by subscription.	• Over 23 million files • Standard and extended licenses available • Feature-rich search functionality
Pond5[8]	Pond5 is an online marketplace for media makers. It includes the world's largest collection of royalty-free video as well as music, sound effects and after-effects projects. Items are sold individually.	• 1.7 million video clips • 8 million photos • Low prices • Full resolution preview
Revostock[9]	Revostock is the first microstock website to offer stock video and audio in one location. Revostock items are purchased using a credit system.	• Over 472 000 videos • 4 700 video templates for Adobe After Effects and Apple Motion software • 94 000 music and sound effects
Getty Images[10]	Getty Images is a worldwide leading provider of royalty-free and rights managed stock images, editorial images, footage, music and multimedia. Rights to media are individually purchased.	• 24 million images • Royalty-free, rights managed, editorial and music licenses available • Search guides and tips • Up-to-the-minute news footage • Rights and clearance service
Stocksy[11]	Stocksy has been created to provide a cooperative ownership platform for contributing artists. It is an artist focussed image library curated by its developers, with a range of licenses available.	• Thousands of exclusive images • Royalty-free and extended licenses for commercial use • Photography focussed
Canstockphoto[12]	Canstockphoto is a royalty-free stock photography service with different methods for purchasing and downloading images including using credits, paying cash and subscriptions.	• 21 000 contributors • 140 000 members • 10 000 files added per day • Multiple licensing options available including standard and commercial

(Source: Deakin University 2014)

Endnotes

Please note: If you are having difficulty opening any of the Deakin URLs listed below, try logging into the Deakin University Staff page first, then click the 'Services and Faculties' link on the top right, and select 'Communications and Media Services' from the list on the left.

1   Deakin University staff services page on copyright, https://staff.deakin.edu.au/services/copyright/

2   Deakin University copyright workshops and consultations, https://staff.deakin.edu.au/services/copyright/training.php

3   Deakin University licenses and agreements, https://staff.deakin.edu.au/services/copyright/licence-agree/index.php

4   Deakin University Creative Commons information, https://staff.deakin.edu.au/services/copyright/licence-agree/creative-commons.php

5   iStockphoto (microstock provider), www.istockphoto.com

6   Shutterstock (microstock provider), www.shutterstock.com

7   Fotolia (microstock provider), www.fotolia.com

8   Pond5 (microstock provider), www.pond5.com

9   Revostock (microstock provider), www.revostock.com

10   Getty Images (microstock provider), www.gettyimages.com

11   Stocksy (microstock provider), www.stocksy.com

12   Canstockphoto (microstock provider), www.canstockphoto.com