



Creative Commons Licences

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Your rights

When you create an original literary, scientific and artistic work, such as poems, articles, films, songs or sculptures, you are protected by copyright.

- Nobody apart from you has the right to make the work public or reproduce it.
 - In EU countries, copyright protects your intellectual property until 70 years after your death, or 70 years after the death of the last surviving author in the case of a work of joint authorship.

Useful resources

[Fact Sheet - Copyright essentials European IPR Helpdesk](#)

[Copyright in the EU: How to get copyright protection](#)

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If you create literary, scientific and artistic work, you automatically have copyright protection, which starts from the moment you create your work, so you don't need to go through any formal application process.

- You may need to advise other people that you are the author of that work,
- You can attach a copyright notice to your work ("all rights reserved" text, or the ©) together with the year the work was created.

Useful resource

[youtube copyright](#)

[Google Copyright Help Centre](#)

Example

- Tiago owns a bakery in Portugal and wants to publish an advertisement in a local magazine to promote his business.
- He found a nice photo of traditional Portuguese bread on a website and wants to use this photo on his bakery's advert.
- Before Tiago sends it to the magazine, *he notices that the photo is copyright protected and the owner does not permit the free use of the photo.*
- Therefore, Tiago ***is not authorised to use it in his advertisement.***
- If he wants to use an image for free, Tiago has to look for copyright free photos that are available for commercial use, such as on an online database.
- When using this material, he doesn't have to request authorisation from right holders to use the photo in his advertisement.

Creative Commons (CC) Licenses

- Standard legal tools
 - allow the creator to choose the way in which he will dispose of his intellectual creation (from music and text to audio-visual and art works).
 - give everyone, from individual creators to large institutions, a standardized way to grant the public permission to use their creative work under copyright law.
 - increase content accessibility and allow the legal use of content on social networking services, such as blogs, social networks, and other platforms (wikis, moodle,etc.)

Choosing a CC License

The six CC licenses and the public domain dedication tool give creators a range of options.


The best way to decide which is appropriate for you is to think about:

- a) Why do you want to share your work?
- b) How do you hope others will use this work?

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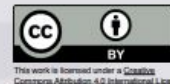
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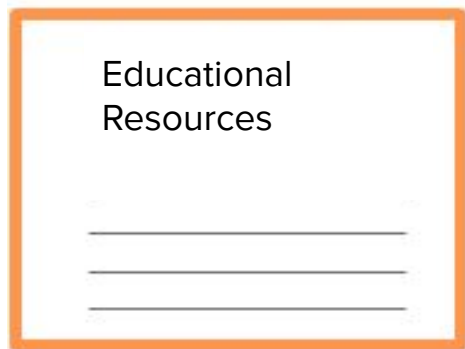
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The 5 R's of Open Education

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<https://libguides.lib.msu.edu/oer>

Use case *

An educator is preparing a **presentation** about **hand bones** for her students.

In order to enrich the presentation, the teacher would like to add an **image** to provide students with a **meaningful visual representation** of the concepts that will be explained.

Where could the teacher start from?



* EU project: [ENhANCE – EuropeaN curriculum for fAmily aNd Community nurseE](#)

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hand bone x ray

1



2



All



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4



labeled



broken



child



human



right hand



fractured



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6

5

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File:X-ray of normal hand by dorsoplantar projection.jpg - ...

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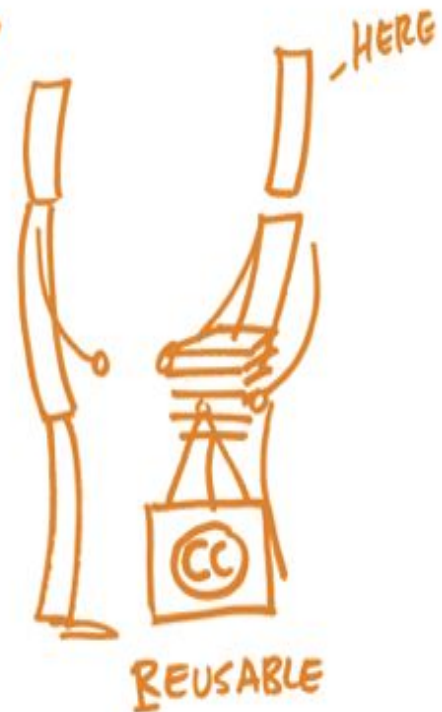
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