Module 4: CC Licenses for Renewable Assignments

Introduction

School projects tend to be time-consuming and frustrating. Doing an assignment that only the professor will read is not amusing nor encouraging. It makes sense the desire to create a work that will be valuable to others. In addition, the content can be used and revised according to the needs of the public. As the student is aware of sharing the work, the learner will increase the time and effort to do the assignment. A free option for sharing that valuable work under legal permissions is applying for a Creative Commons (CC) License on the renewable assignment.
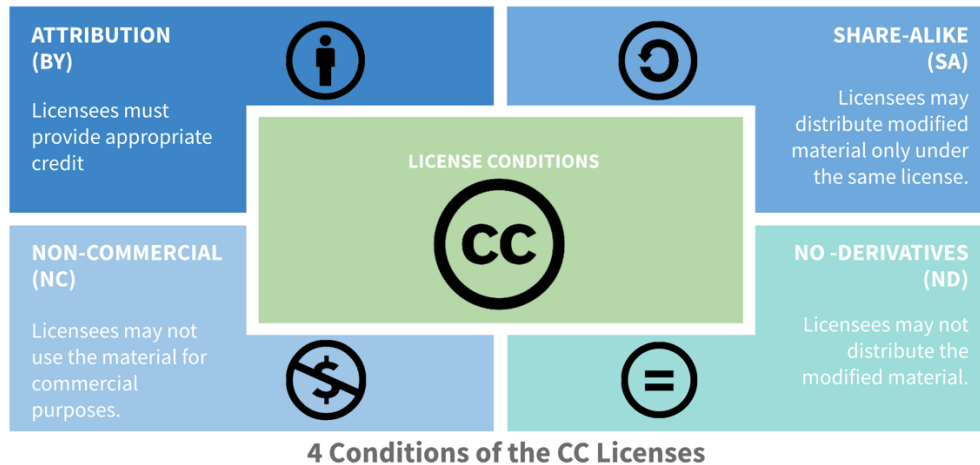
Learning Objectives

At the end of this module, you will be able to:

- Explain Creative Commons Licenses
- Describe the different types of CC Licenses
- Mark different formats of the work with a CC License
- Construct an attribution statement
- Reflect on CC Licenses

CC Licenses

Creative Commons (CC) Licenses are free legal tools that allow users (licensees) to use copyrighted works without requesting permission from the author. They guarantee that all licensors get the appropriate credit for their work and don't have geographic frontiers. Since CC Licenses are direct to copyright law, they will exist as copyright operates. As copyrights might be too restrictive, Creative Commons provides free copyright licenses that can be used to determine which parts of the copyright can be used by the public. The author(s) define the conditions on how its work can be shared and reused, which are described in the following image.

4 Conditions of the CC Licenses

Types of CC Licenses

The combination of these conditions creates six licenses, which all include the icon of Creative Commons and the Attribution (BY) condition. Here is a description of the six CC licenses:

Attribution (CC BY)
- Allows to distribute, remix, adapt, and build the material
- Can be used commercially
- Must give attribution to the creator

Attribution-ShareAlike (CC BY-SA)
- Allows to distribute, remix, adapt, and build the material
- Can be used commercially
- Must give attribution to the creator
- Modified material must be shared under the same terms

Attribution-NoDerivatives (CC BY-ND)
- Allows to distribute, remix, adapt, and build the material
- Can be used commercially
- Must give attribution to the creator
- Modified material cannot be distributed

Attribution-NonCommercial (CC BY-NC)
- Allows to distribute, remix, adapt, and build the material
- Cannot be used commercially
- Must give attribution to the creator

Attribution-NonCommercial-ShareAlike (CC BY-NC-SA)
- Allows to distribute, remix, adapt, and build the material
- Cannot be used commercially
- Must give attribution to the creator
- Modified material must be shared under the same terms

Attribution-NonCommercial-NoDerivatives (CC BY-NC-ND)
- Allows to distribute, remix, adapt, and build the material
- Cannot be used commercially
- Must give attribution to the creator
- Modified material cannot be distributed

Each license is presented in a three-layer format. The first layer, called the Legal Code, is a traditional legal tool used and understood by lawyers. The second layer, Common Deed, summarizes and expresses the most important terms and conditions for non-lawyer users. The final layer, Machine Readable, describes the terms and conditions written into a format that only software systems, search engines, and other types of technology can read.

"Layers" by Creative Commons is licensed by CC BY 4.0

Creative Commons also provides two public domain tools. It is important to mention them, even though they are not equivalent to licenses. These are the public domain tools:

The selection of the CC License is based on what others will be able to do with the work without asking permission. The tool Creative Commons license chooser helps decide the appropriate CC License.

Mark with a CC License

Once the Creative Commons License is selected, it is time to mark the work. It is important to mark the material so others are aware of the permissions they have. The display of the license should contain the name and full URL to the specific license deed used. In addition, include copyright notice stating the author(s), date, and copyright. It's optional to include the Creative Commons license icons. These icons can be downloaded from the Press Kit page of the Creative Commons website. The display of the CC License within the work will depend on the type of content. Here is a description of where to place the CC License information according to the content type.

Table 1. How to mark different formats of a work with a CC License.

Content Type	Place to include CC License information
Online text/document	Footer or cover page
Webpage/blog	Webpage footer
Image	Immediately below or next to the image.
Online audio/video	(1) Audio/video bumper: brief clip at the beginning or end of the audio/video stating the author(s) and CC License. (2) CC marker: line of text below or next to the file or in the liner notes stating the license.
Collection of documents for download	Immediately below or next to the download link and include a text file with the download.
Offline text/document	Cover page or include a copyright page
Offline video	Title screen or include a copyright screen
Offline presentation	Title page or include a copyright page

Before including a CC License into the work, it is important to consider that the licenses cannot be revoked, and only the copyright holder can apply them.

Attribution Statement

A way to be redirected to the original work of the creator is with an attribution statement. Include this statement in every CC-licensed material in order to give credit to the creator of the work used and encourage a sharing community of creativity. The attribution should be clear, simple, and contain all the elements required for a complete attribution: title and creator of the work, where the work can be found, and the type of license. An easy way to remember what to include in the attribution statement is with the acronym TASL, which stands for Title, Author, Source, and License. Here is an explanation of each:

Title - What is the name of the material?

If possible, include the complete title of the original work. Even if including the title in the attribution is not critically necessary, best practices indicate to add it whenever possible.

Author - Who is the owner of the original material?

If possible, include the legal name of the author or authors of the material used. Occasionally, the author can be an entity, company, pseudonym, or username. When attributing to the author, the name can be hyperlinked to their homepage. If no name - or related- is found, attribute the website by name.

Source - Where can the material be found?

If applicable, include the URL, or hyperlink, to the original source of the work so others can also have access.

License - How can the material be used?

Name and provide the link of the Creative Commons License under which it was released. If applicable, include a license notice with more information when it is provided.

Besides including the required elements for a complete attribution, best practices indicate adding a note on any changes done to the original work. Additionally, a copyright statement when the authorship and copyright are different. Here is a good attribution statement of the original image and a derivative work:

"Tundra light" by Joseph is licensed under CC BY-SA 2.0.

"Nostalgia" is a derivate work of "Tundra light" by Joseph licensed under CC BY-SA 2.0. "Nostalgia" is licensed under CC BY-SA 2.0.

The attribution statement of the original image (left) is a good example. The title of the image is "Tundra light" which has a hyperlink to the source, Flickr. The author, Joseph, is also hyperlinked to its profile page. Finally, it states the license and is linked to the license deed. The modified work (right) is also a good example of a statement attribution since it contains all the required elements plus a description of the changes. It is optional to include the icon of the CC license, which is generated in the Creative Commons license chooser. But the license must be linked to its deed.

Reflective Questions

Here are some questions that can emerge after sharing a CC-licensed material:

Can CC-licensed material be sold?

CC-licensed work can be sold, only if you are the creator. An option for getting your work known is by sharing digital copies of it, but having to sell the physical format.

Can anyone have access to the CC-licensed material?

It's important to consider the accessibility of the CC-licensed material in order to encourage a sharing community of creativity. An option to ensure accessibility could be to present the CC-licensed material in different formats.

What if someone is misusing the CC-licensed work?

The creator cannot control how their work is being used, as long as the licensees follow the terms and conditions. However, some mechanisms allow the licensors to not be associated with their work or uses of it.

1. CC Licenses prohibit the use of attribution as a form of suggesting that the creator supports the cause.
2. Licensors may waive the attribution requirement.
3. Licensees must remove the attribution if requested.
4. All modified licensed material must state the changes in the attribution statement.

Assessment

The purpose of this evaluation is to assess your learning in the content of Module 4: CC Licenses for Renewable Assignments. An answer key with response feedback is found at the end of the document.

I.   Underline True or False for each of the following statements.

True   False   1. CC Licenses prohibit the use of attribution as a form of suggesting that the creator supports the cause.

True   False   2. Licensees can decide not to remove the attribution even if requested.

True   False   3. CC-licensed work can be sold, only you are the creator.

II.   Write X under the CC License(s) that matched the description.

	4. Work cannot be used commercially. (Select 3)	5. Work cannot be modified nor commercialize. (Select 1)	6. Work cannot be modified. (Select 2)	7. Modified work must be share under the same terms as the original. (Select 2)
CC BY				
CC BY-SA				
CC BY-ND				
CC BY-NC				
CC BY-NC-SA				
CC BY-NC-ND				

III.   Circle the correct answer.

8. Which if the following statements is true about CC Licenses?

a. They are free legal tools that allow users to use copyrighted works without requesting permission from the author.

b. They only operate in North America.

c. The author(s) cannot choose the conditions on how its work can be shared and reused.

d. They are only presented in a Legal Code format.

9. Your derived work from Bob Gruen photographs is presented a collection of documents for download. Where the attribution statement must be included?

a. Below or next to the image

b. In the title screen or copyright screen

c. In an audio bumper

d. Below or next to the download link and in text file

IV.   Use the image the information provided to answer the question.

10. You reused and adapted the photo, Led Zeppelin, from Bob Gruen that CC-licensed as Attribution-NonCommercial-ShareAlike. Write the attribution statement for the original picture.

_____

_____

Answer Key

1. True

Feedback: CC licenses has a mechanism that prohibits the use of attribution as a form of suggestion that the licensor supports the cause.

2. False

Feedback: CC licenses has a mechanism that request licensees to remove the attribution when requested.

3. True

Feedback: Only the creator has the permission to sell their work.

4. CC BY-NC, CC BY-NC-SA, CC BY-NC-ND

Feedback: The condition NonCommercial (NC) prohibits the use of commercial purposes.

5. CC BY-NC-ND

Feedback: Work licensed under CC BY-NC-ND cannot be modified nor use for commercial purposes.

6. CC BY-ND, CC BY-NC-ND

Feedback: The condition NoDerivatives (ND) prohibits the distribution of modified work.

7. CC BY-SA, CC BY-NC-SA

Feedback: The condition ShareAlike (SA) states to share the modified work under the same license as the original.

8. a. They are free legal tools that allow users to use copyrighted works without requesting permission from the author.

Feedback: CC Licenses guarantee that all licensors get the appropriate credit for their work and don't have geographic frontiers. Since CC Licenses are direct to copyright law, they will exist as copyright operates. As copyrights might be too restrictive, Creative Commons provides free copyright licenses that can be used to determine which parts of the copyright can be used by the public. The author(s) define the conditions on how its work can be shared and reused. In addition, the CC Licenses are presented in a three-layer format.

9. d. Below or next to the download link and in text file

Feedback: A collection of documents for download should be mark with an additional text file with the copyright information or with the appropriate attribution immediately below or next to the download link.

10. "Led Zeppelin" by Bob Gruen is licensed under CC BY-NC-SA

Feedback: An attribution statement should contain the title, author, source, and license.

References

Aesoph, L. M. (2018). *Copyright and Open Licenses*. Retrieved Nomvember 15, 2021, from https://opentextbc.ca/selfpublishguide/chapter/copyright-and-open-licenses/

BCcampus. (n. d.). What are Creative Commons and Open Licenses? Retrieved November 18, 2021, from https://open.bccampus.ca/what-is-open-education/what-are-creative-commons-and-open-licences/

Creative Commons (2019). *About CC Licenses*. Retrieved November 15, 2021, from https://creativecommons.org/about/cclicenses/

Creative Commons. (2019b). *Licenses*. Retrieved November 15, 2021, from https://creativecommons.org/licenses/

Creative Commons (2014). Best practices for attribution. Retrieved November 17, 2021, from https://wiki.creativecommons.org/wiki/Best_practices_for_attribution

Creative Commons. (n. d.). Licensing & marking your content with Creative Commons. Retrieved November 19, 2021, from https://wiki.creativecommons.org/images/6/61/Creativecommons-licensing-and-marking-your-content_eng.pdf

Creative Commons (2021). Frequently asked questions. Retrieved November 19, 2021, from https://creativecommons.org/faq/#what-can-i-do-if-i-offer-my-material-under-a-creative-commons-license-and-i-do-not-like-the-way-someone-uses-it

New Media Rights. (2020). Best practices for Creative Commons attributions - how to attribute works you reuse under a Creative Commons license. Retrieved Novmber 17, 2021, from https://www.newmediarights.org/guide/how_to/creative_commons/best_practices_creative_commons_attributions

Liu, C.-C., Lin, C.-C., Chang, C.-Y., & Chao, P.-Y. (2014). Knowledge sharing among university students facilitated with a creative commons licensing mechanism: a case study in a programming course. *Educational Technology & Society*, *17*(3), 154–167.

The Hewlett Foundation. (May 2015). Open licensing toolkit for staff. Retrieved November 15, 2021, from https://hewlett.org/library/hewlett-foundation-open-licensing-toolkit-for-staff/