0:01

foreign

0:05

ER and in this video we will learn about

0:09

Creative Commons licenses the videos

0:12

made by Creative Commons in New Zealand

0:14

have you ever wondered how to download

0:16

and share digital content legally

0:19

how do you let people know that you want

0:21

them to reuse your own work

0:23

Creative Commons licenses can help you

0:25

do both we'll show you how

0:28

our worlds exploded with digital

0:30

opportunities now we can communicate

0:33

share and work together using the

0:35

exceptional distribution Network that is

0:37

the internet

0:38

information and content can fly between

0:41

us in exciting new ways but it's

0:43

important to know that when something is

0:45

created say a photo or document or a

0:48

music track it's automatically protected

0:51

by copyright

0:52

copyright enables people to say who can

0:54

share and reuse their Creations you must

0:57

always obtain someone's permission

0:59

before sharing or reusing their work

1:01

even when it's posted online

1:03

but one of a Creator wants everyone to

1:06

use their work without the hassle of

1:08

granting permission over and over

1:11

this is where Creative Commons can help

1:14

Creative Commons provides licensing

1:16

tools that are free to use you can apply

1:19

a license to your work which refines

1:21

your copyright and streamlines how you

1:23

give permission

1:25

Zach here downloads a photo called CC

1:28

kiwi that he wants to use in his science

1:30

project he can do this without asking

1:33

Curry the photographer first because

1:35

she's already given permission with a

1:38

Creative Commons license

1:39

Curry's license is legally robust but

1:42

easy for Zach to understand

1:44

she's told the world including Zach that

1:47

they can use CC kiwi as long as they

1:49

acknowledge her as the original

1:50

photographer

1:52

there are more rules Kerry could have

1:54

included Creative Commons licenses are

1:56

made up of licensed elements you can

1:58

think of them as rules and each have

2:01

their own special symbol this is

2:03

attribution it means that Zack must

2:06

acknowledge Kiri when he publishes His

2:08

science project containing her photo

2:12

this is non-commercial it means no one

2:15

else but Kerry is permitted to make

2:17

money from CC kiwi Tim wants to print

2:20

the photo onto t-shirts and distribute

2:22

them to friends he can do this but he

2:25

must not sell them

2:27

this is no derivatives and it means that

2:30

Kiri hasn't given permission to change

2:32

her photo

2:33

Kate can use CC kiwi on her design blog

2:36

but will need to ask Kiri before

2:38

retouching or mixing up the image

2:43

and this is share alike it means New

2:45

Creations that use CC kiwi need to carry

2:48

the same license

2:50

Jack incorporates his own remix of CFC

2:53

kiwi in his video installation but he

2:55

must share the work under the same terms

2:57

that Curry has each Creative Commons

3:00

license gives permission to share and

3:02

includes the attribution rule so people

3:04

who find your Creative Commons licensed

3:06

work are automatically allowed to share

3:09

it but are required to acknowledge you

3:11

if they do

3:12

the other three license elements

3:14

optional and you can choose which ones

3:16

to add if any

3:18

here are the six combinations that make

3:21

up Creative Commons licenses the

3:23

difference between them is how many

3:25

rules apply when someone wishes to use

3:28

your work

3:29

the attribution license allows reusers

3:32

the most freedom and the attribution

3:34

non-commercial no derivatives license

3:36

allows the least freedom

3:39

the attribution license and the

3:41

attribution share like licenses are

3:43

sometimes referred to as free cultural

3:46

Works approved licenses

3:48

these three licenses restrict commercial

3:51

use of a work

3:53

and these two licenses do not give

3:56

permission for adapting or remixing

3:59

these two licenses require new works to

4:02

be licensed under the same terms

4:04

to choose and apply one of these

4:07

licenses and to view their terms in more

4:09

detail visit us at

4:11

creativecommons.org.nz

4:14

or you can answer some questions to help

4:17

you decide which license best suits your

4:19

needs at

4:21

creativecommons.org choose there are

4:24

some good ways to find other people's

4:26

Creative Commons licensed work online

4:28

you can use a search filter by going to

4:31

the Creative Commons website

4:33

why not try the jamendo website for

4:35

music Flickr for images or digital NZ

4:39

for New Zealand content

4:41

using Creative Commons licenses could

4:43

help your Creations reach more people

4:46

maybe you want to connect with others

4:48

across the globe and take turns at

4:49

improving a report or maybe you just

4:51

want to have fun remixing someone else's

4:54

work

4:55

whatever reason you have to share your

4:57

work you'll find there are scientists

4:59

Educators companies and public agencies

5:01

who are using Creative Commons

5:04

by opening up permission just imagine

5:06

how much we can achieve collaborating on

5:09

what we hold in common being open about

5:11

big decisions and finding Solutions in

5:14

the spaces between us

5:16

let's work together confidently and

5:19

legally it's good to share with Creative

5:21

Commons

5:23

I hope you learned about various options

5:26

on how to use various Creative Commons

5:29

licenses also this video was made by

5:32

Creative Commons in New Zealand under

5:36

Creative Commons license 3.0 so we were

5:40

able to reuse and adapt it