

Lesson 2: Licensing appropriate images

Year 7 – Using Media – Gaining support for a cause

Which image is most appropriate?

Scenario

An image to encourage readers not to use plastic straws



Lesson 2: Licensing appropriate images

In this lesson, you will:

- Select appropriate images for a given context
- Apply appropriate formatting techniques
- Demonstrate an understanding of licensing issues involving online content by applying appropriate Creative Commons licences
- Demonstrate the ability to credit the original source of an image

Which image is most appropriate?

Scenario

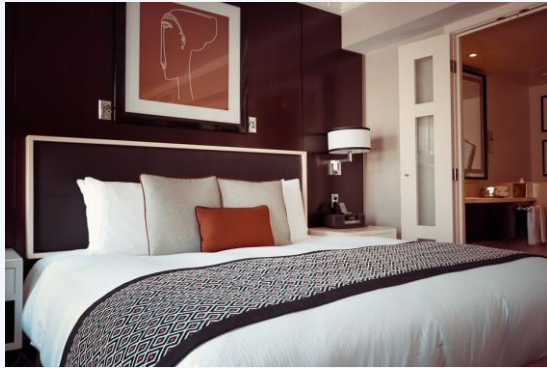
An image for an anti-bullying campaign poster



Which image is most appropriate?

Scenario

An image to advertise a family-friendly hotel in Spain



Appropriate images and copyright

If you do an internet search for images, which images are you allowed to use?

A

I'm not allowed to use any of them without asking the person who created the image.

B

All of them. If they posted it online, they are automatically accepting that anyone can use them.

C

Only images that have been tagged with a specific licence that allows me to use them.

What can happen if I use an image
without permission?

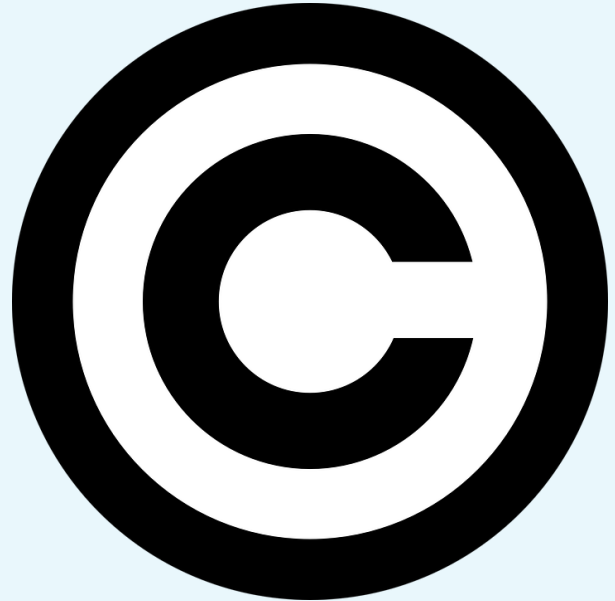
What can happen if I use copyrighted material **without permission**?

UK Copyright, Designs and Patents Act 1988

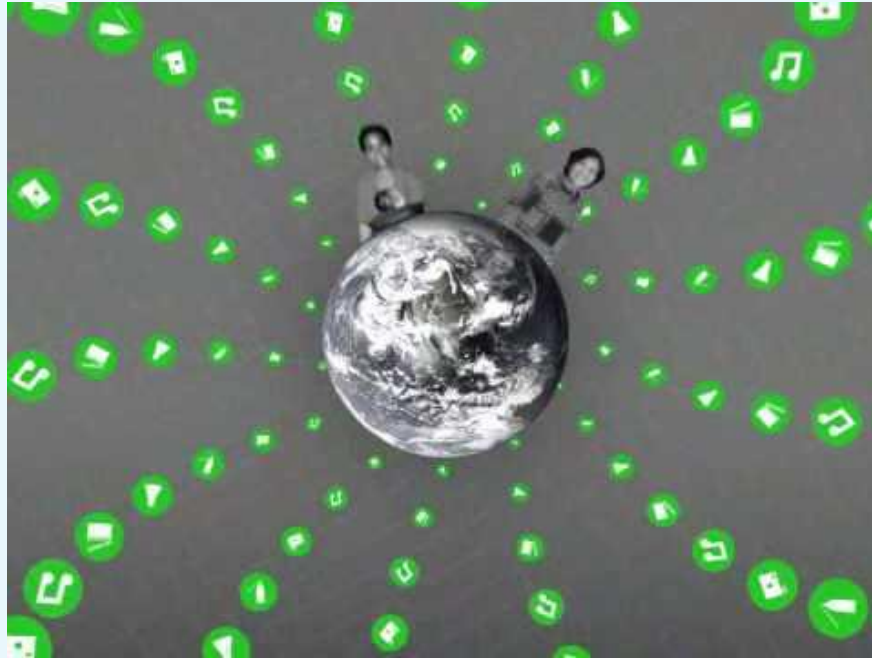
“Copyright infringement can lead to substantial penalties.”

Penalties can include:

- A fine up to £50,000
- and/or**
- A jail sentence of up to 6 months



Creative Commons



Creative Commons activity

Open the website below:

creativecommons.org/choose

You will now be given a set of scenarios. Use the website to determine which Creative Commons licence should be applied.

Key words:

Adaptations = changes and modifications

Commercial use = making money from it

Scenario 1

George likes creating digital music using code.

- He doesn't mind if people download and make changes to his music
- If they share any modifications, he wants them to also share the modified file for free

Key words:

Adaptations = changes and modifications

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Scenario 1

George likes creating digital music using code.

- He doesn't mind if people download and make changes to his music
- If they share any modifications, he wants them to also share the modified file for free

License Features

Your choices on this panel will update the other panels on this page.

Allow adaptations of your work to be shared?

?

Yes No Yes, as long as others share alike

Allow commercial uses of your work?


?

Yes No

?

Selected License

Attribution-NonCommercial-ShareAlike 4.0 International



The image shows the Creative Commons license icons: CC (Creative Commons), BY (Attribution), NC (Non-Commercial), and SA (Share-Alike).

Scenario 2

Rebecca is a teacher who posts her lessons on a website for other teachers to use.

- She is happy for others to edit her resources
- She doesn't want others to share their adaptations with others
- She doesn't want others to make money from her resources

Key words:

Adaptations = changes and modifications

Commercial use = making money from it

Scenario 2

Rebecca is a teacher who posts her lessons on a website for other teachers to use.

- She is happy for others to edit her resources
- She doesn't want others to share their adaptations with others
- She doesn't want others to make money from her resources

License Features

Your choices on this panel will update the other panels on this page.

Allow adaptations of your work to be shared?

?

Yes No Yes, as long as others share alike

Allow commercial uses of your work?


?

Yes No

?

Selected License

Attribution-NonCommercial-NoDerivatives 4.0 International



Creative Commons search

<https://search.creativecommons.org>

Inserting your images

Your next task is to insert appropriate images into the 'Help save the Earth in three easy steps' document.

Your aim is to meet the following criteria:

- Images must be appropriate
- Images must be sized appropriately
- Where appropriate, images must be:
 - Cropped
 - Recoloured
 - Text wrapped
- Images must credit the author

Help save the Earth in three easy steps

1. Eat less meat



"salad" by Witches Falls [Cottage](#) is licensed under [CC BY 2.0](#)

Did you know that the meat industry is responsible for approximately 20% of the world's greenhouse gas emissions (www.earthday.org/limit-meat-consumption)?

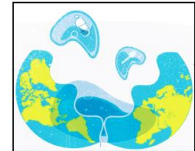
Eating more veg is not only good for the environment, it is also great for your body!

Why not try a "Meat-Free Monday"?

2. Refuse single-use plastics

Did you know that it is estimated that by 2050, there will be more plastic in the sea than fish by weight (www.plasticpollutioncoalition.org)?

It not only takes lots of the Earth's resources to make plastic but it can also take up to 1000 years for plastic to decompose in landfill.



Why not try keeping hold of your plastic bags and reusing them next time you shop?

Peer feedback

- You are now going to give feedback on your classmates' work.
- You will be reviewing the document as a whole, and not just looking at the images.
- Feedback should always be positive and constructive.

Question: What are we looking for when we look at their work?

Images	<ul style="list-style-type: none"> • Images have been added, but they are not fit for purpose • Other than resizing, no image editing has taken place • Not all images are attributed to the author 	<ul style="list-style-type: none"> • Images are mostly suitable for the blog • At least one image has been edited (cropped/text wrapped, recoloured) appropriately to fit with the text • All images are attributed to the author 	<ul style="list-style-type: none"> • Images are all suitable for the blog • Where appropriate, the images have been edited (cropped/text wrapped, recoloured) to fit with the text • All images are attributed to the author 	
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Responding to feedback

Remember that feedback is designed to be supportive

If you disagree with any feedback, try to think about why they wrote it before you reject it

It is sometimes OK to disagree, but you must respond to the comment justifying why

You now have 10 minutes to make final changes to your work based on your feedback

What have you learnt today?

- What law is automatically applied to your work?
- What type of licence could you apply to your work if you are happy for others to use it?
- Name two formatting techniques that you could apply to an image.

Homework: Is this really real?

- Do you think that this is a real news story?
- Why?
- Give three ways in which you could prove whether or not this is a credible article.

Is this news really real?!

Fifteen sheep have been registered at a French primary school as part of a novel bid to save classes at risk of closure.

Jules-Ferry in Crets en Belledonne, a small town of less than 4,000 people at the foot of the Alps, had been told that it would have to scale back its lessons because of falling pupil numbers.

There are only 261 children at the school — but now they have been joined by more than a dozen sheep in a symbolic move to tackle what parents have described as a “miserable situation”.

The farm animals were provided by a local herder, Michel Girerd, who with the help of his dog escorted the new pupils along to the school to see them officially signed up with their birth certificates.

Among the names added to the register during a ceremony watched by parents, teachers and children were Baa-bete and Saute-Mouton.

Due: Next lesson