

# STUDENT GUIDELINES FOR MULTIMEDIA AND WEB PAGE PRODUCTION

Technology has dramatically changed the manner in which people share ideas and information. Students now have unprecedented access to information in all its forms—text, images, sound, and video. This new access, combined with the new ease with which people can publish electronically, has added to the complexity of copyright issues.

Our school district is concerned about teaching our students to behave responsibly in an electronic environment, and we expect students to respect the integrity of intellectual property.

The following are guidelines to aid you in creating research products using technology. They summarize the *Fair Use Guidelines for Educational Multimedia* (<http://www.libraries.psu.edu/mtss/fairuse/guidelinedoc.html>) produced by the Consortium of College and University Media Centers in 1996.

In creating academic multimedia products, using such products as KidPix, HyperStudio, or PowerPoint, students may use the "lawfully acquired copyrighted" works of others with proper credit and citations. You may perform and display your own educational multimedia projects in the course for which they were created. You may also retain them as examples of your academic work for later personal uses, such as job and graduate school interviews.

The best strategy in creating multimedia projects is to "be conservative." Use only small amounts of the works of others and cite them carefully. Do not make any unnecessary copies—no more than two "use copies" and one additional backup copy. (If a group created the project, each major contributor may make his or her own copy, but only for the purpose for which the project was originally created.)

## Crediting Sources

Include a note on the opening screen of your project stating that some materials in the presentation are included in accordance with the *Fair Use Guidelines for Multimedia* and are restricted from further use.

You should credit all sources of copyrighted information with full bibliographic citations, including author, title, publisher, and place and date of publication, URL, etc. This bibliographic information may be combined and shown in a separate section of the project. (There are exceptions for images when used for distance learn

ing.) Try to follow a format similar to in-text documentation for a print product. Include a small note under an image or a piece of text that corresponds to your Works Cited slide. If the copyright notice © and copyright ownership information are shown in the original source, you must show it in your credits.

If there is a possibility that you will later use your multimedia project in another way, for example, dissemination on the Web, you should take steps to obtain permission to use all copyrighted portions while the project is being developed rather than waiting until the project is completed.

## Portions Used

Specific guidelines limit the portions of copyrighted works students are allowed to use in a multimedia project. Portion use varies according to information format.

### TEXT

- Up to 10 percent or 1,000 words, whichever is less, of a copyrighted work

### POEMS

- The entire poem if less than 250 words; 250 words or less if using a longer poem
- No more than 5 poems (or excerpts) by different poets, from an anthology
- No more than 3 poems (or excerpts) by one poet

### MUSIC OR LYRICS

- Up to 10 percent of a copyrighted musical composition, but no more than 30 seconds from an individual musical work
- Any alterations cannot change the basic melody or the fundamental character of the work.

### ILLUSTRATIONS

- A photograph or illustration may be used in its entirety.
- No more than 5 images by an artist or a photographer
- No more than 10 percent or no more than 15 images from a collection

## MOTION MEDIA

- Up to 10 percent of a copyrighted work or 3 minutes, whichever is less

## NUMERICAL DATA

### SETS

- Up to 10 percent or 2,500 fields or cell entries, whichever is less, from a copyrighted database or data table

### Internet Use in Multimedia

#### Presentations

Care should be taken in downloading material from Internet sites for use in multimedia presentations. Be aware that some copyrighted works have been posted to the Web without the authorization of the copyright holder.

#### ***Integrity of the Copyrighted Work: Alterations***

Educators and students may make alterations in the portions of the copyrighted works used in an academic multimedia project only if the alterations support specific instructional objectives. All alterations must be noted.

#### ***Permission Is Required***

- for multimedia projects used for noneducational or commercial purposes
- for duplication or distribution of multimedia projects beyond limitations outlined above (posting on the Web, for example)
- when distributing the project over an electronic network

#### ***Publishing on the Web***

The *Fair Use Guidelines for Multimedia* do not extend to web publishing. They end when the creator of the multimedia project loses control of his or her product's use, such as when others access it over the Internet. Students should take steps to obtain permission for all copyrighted portions of a web product, unless it is clearly noted that these materials are in the public domain and are available for free use. Requests for permission should begin while the project is being developed.

#### ***Requesting Permission of a Copyright Holder***

When writing for permission, you are more likely to get a positive response if you:

- make it easy for the copyright holder or creator to respond
- are very clear and specific about what material(s) you want to use
- are very clear on how you plan to use the material(s)
- make your request politely and intelligently

Remember:

- Ask only for what you really need.
- Write early so that you have a better chance of getting a response before your deadline.
- If you are sending a request via regular mail, include a stamped, self-addressed envelope.

## ETHICS