

VLS IP and Copyright

Before we get started



Let us know if you can hear us when we do **Audio checks**



Download **Presentation Slides and materials** at <https://uoft.me/vls-support>



Turn on live captions if you would like closed captioning (see screenshot for details)

During the webinar

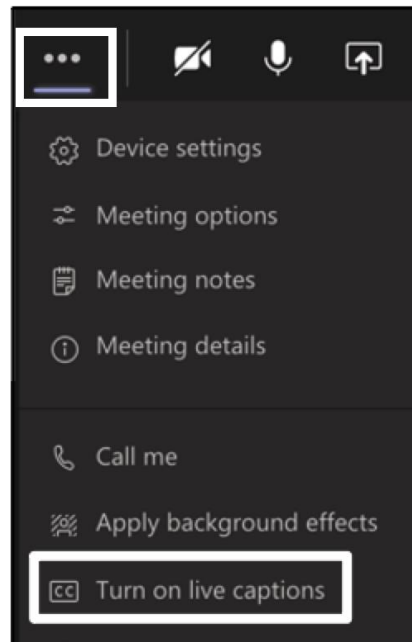


Your **microphone** will be muted between group activities.



Type questions and comments into the **Chat**

Welcome!



Following the webinar



View **Session Recording** at <https://uoft.me/vls-support>



Plan to attend upcoming VLS Webinars on special topics.

VLS Webinar Series

Copyright and IP

May 11, 2021

<https://uoft.me/vls-support>

Introductions

- Welcome
 - Graeme Slaght (Scholarly Communications & Copyright Outreach Librarian)
 - Library Colleagues
 - OLS Colleagues
 - Project Teams

Goals

By the end of this session you will be able to:

- Appreciate the value of “open” sharing
- Understand obligations per funding agreement
- Implement Ontario Commons or broader Creative Commons licence option
- Describe strategies to ensure appropriate use of works of others if integrated into your project
- Access UTL support available to instructors involved in eCampusOntario projects

eCampusOntario Context

VIRTUAL LEARNING STRATEGY

Three Principles



Collaborative

The VLS will prioritize collaboration for sector transformation that impacts all institutions



Learner-Driven

The VLS will drive virtual learning excellence for all learners in Ontario, now and into the future



Digital by Design

The VLS supports the development of online content and supports that are digital by design.

What are open educational resources (oer)?

OER = learning + research materials in any medium, digital or otherwise



Something that is made public and is free in perpetuity;

Creative Commons CC license: CC-BY 4.0

5Rs: What makes material open?

Retain - make, own and control

Reuse - use content for any purpose

Revise - adapt, adjust or modify

Remix - combine original or revised content with other open content to make new content

Redistribute the remixed work under similar license



How open is open?

All CC licenses allow you to:

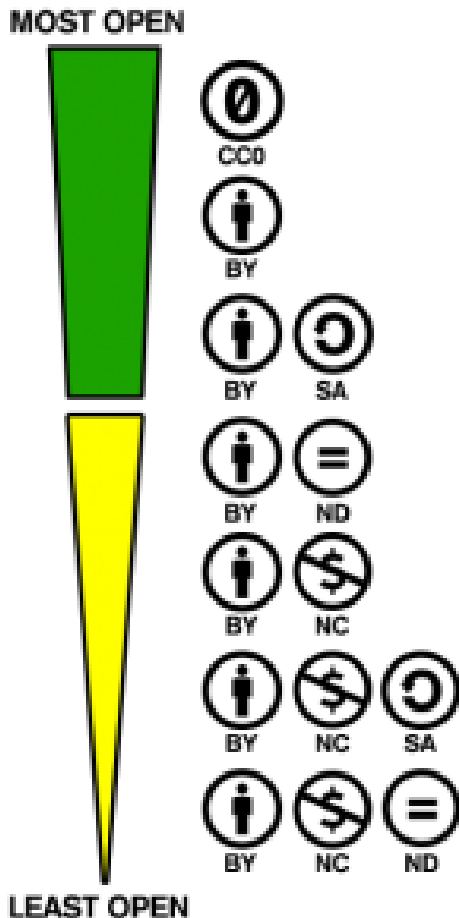
- **Share** — copy and redistribute the material in any medium or format

They differ in how much they allow downstream users to:

- **Adapt** — remix, transform, and build upon the material for any purpose, even a commercial one.

All have the requirement for Attribution — You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.

Creative Commons licenses are on a spectrum!



This is a spectrum of available Creative Commons licenses, from most to least open.

The green area indicates licenses that meet the definition of a “free cultural work.” These are works that can be the most readily used, shared, and remixed by others.

The yellow area indicates that these licenses are more restrictive, with terms that increasingly resemble the typical “all rights reserved” model of traditional copyright ownership.

How to apply CC license

To apply a CC license to your work, you can use the [License Chooser](https://chooser-beta.creativecommons.org/) on the CC website:

<https://chooser-beta.creativecommons.org/>

This form will help you choose a license based on your preferences or grant requirements (CC-BY) + it generates the appropriate text to apply to print works, as well as the HTML code to apply to online works. It's really really easy!

What are the licensing requirements for VLS projects?

Minimum obligation is for VLS-funded works to be made available under the [Ontario Commons license](#)

This non-exclusive license is intended to give all eligible educators at Ontario post-secondary institutions rights to reproduce, reuse, remix, and adapt these works for audiences of Ontario students.

Uses beyond this community would need to occur with the permission of the Licensor (that's you – you keep the copyright)

What about linking to third party content?

For the most part, not considered copyright infringement because there typically isn't a "copy" made

But, consider long-term availability and accessibility of linked content

When you aren't the copyright owner

You may need to use third-party materials in your works, or accept contributions from others

How?

Permission may be required. Make sure to be clear about how the material is going to be used, i.e: consenting to the release of the material under an open licence

The CC offers [helpful information on how to mark third party content](#) that is not offered under the same license terms as your work

Release forms/agreements

May be needed for "guest" presenters on video, audio or other media

Recommended: Proactive strategy of seeking release and permission

- SME collaborators
- Students
- Other contributors

Example release forms to be available on VLS resource site.

How we can help?

Copyright or Licensing Questions?

Contact the Scholarly Communications & Copyright Office via email: copyright@library.utoronto.ca

UTL OER

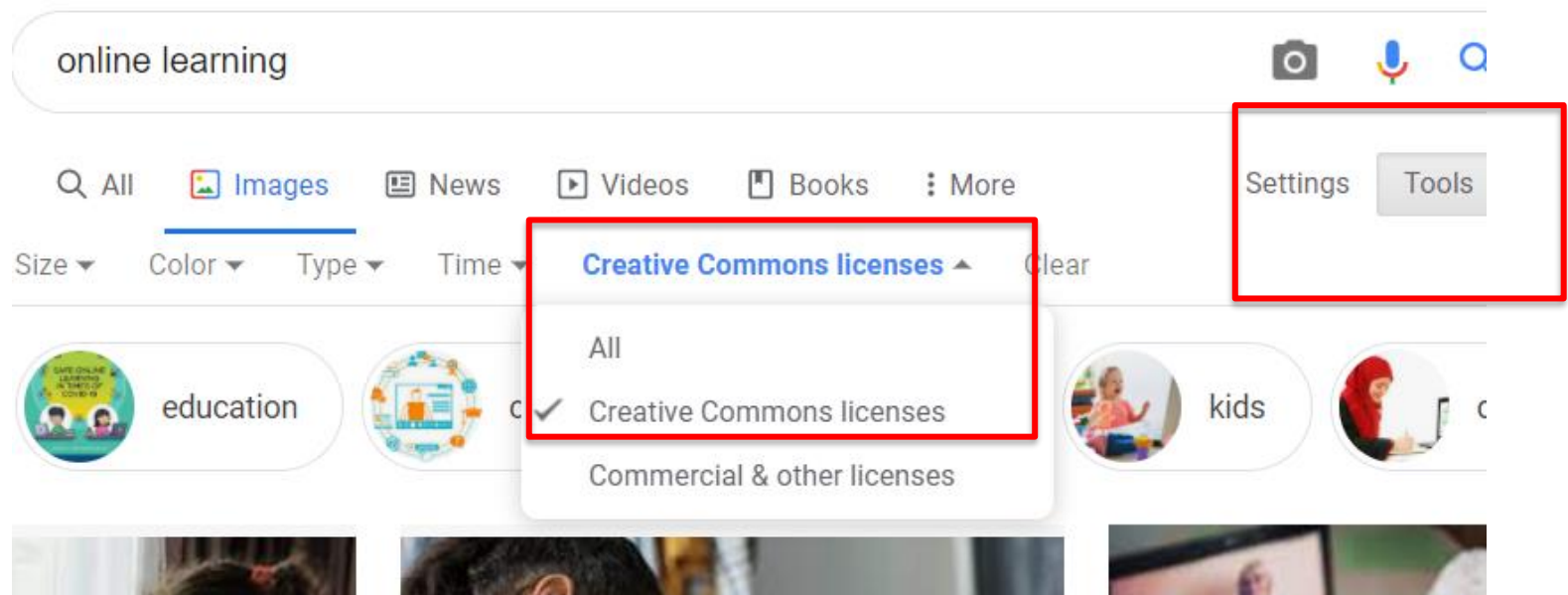
Research Guide: <https://guides.library.utoronto.ca/c.php?g=250676&p=1671476>

Liaison Librarians: <https://onesearch.library.utoronto.ca/liaison-librarians>

Google Image Search - Step 1

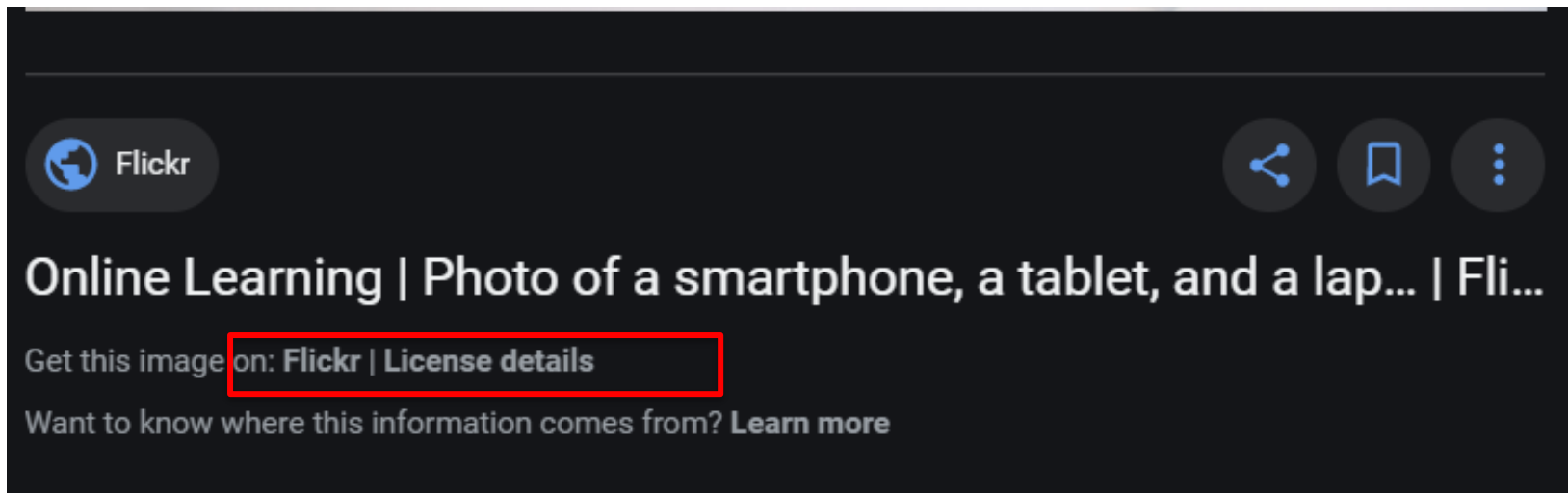
While “free,” not everything you find on the web is “open.” If image use is essential to your OER, be mindful of what you are including.

Google Images allows you to filter results based on whether a creative commons license has been applied. Select "Tools" -> "Usage rights – Creative Commons"



Google Image Search – Step 2

When you select an image you are interested in using, you will see a "license details" link that will let you know the exact cc license applied.



Best practice: tracking content as you go

Keep track of sources/permissions for content used in project as you create it

Resource Information					How is the content being shared?				Copyright /Permissions Info				
Author	Publication Date	Resource name	Resource Link	Item type/Content to be used (Blog/Webpage/Video)	Hyperlink provided to external source (or YouTube embed feature)	Users to download entire copy of item (Substantial)	Modules to quote text (Not substantial, <10% or one chapter)	Modules to upload, present, or repurpose (mix, add, etc.)	No Clearance Required (Link only, min. usage, OR Public Domain)	Open Access (please note if there is a Creative Commons License applied)	Digital License/Permissions Information	Permission Granted (Yes/No)	Special Notes
NA	1893	John Smith Image	https://upload.wikimedia.org/wikipedia/commons/9/9c/John_Smith_BAH.jpg	Image	N			Y	Y			Y	

Finding CC licensed & public domain content

Internet Archive: <https://archive.org/index.php>

Find OER: <https://open4us.org/find-oer/>

OER Commons: <https://www.oercommons.org/>

eCampusOntario: <https://openlibrary.ecampusontario.ca/>

Libraries & Archives Canada (images): <http://www.imagescanada.ca/index-e.html>

Pixabay (images): <https://pixabay.com/>

The Noun Project (images/icons): <https://thenounproject.com/>

Discussion - Copyright and IP

- Q&A on copyright - facilitated by Graeme



References

- VLS Ontario Commons PPT
- Code of Best Practices in Fair Use (and Fair Dealing)
for OER: <https://cmsimpact.org/code/open-educational-resources/>



That's It!

Moral rights (Maybe not?)

- Derogatory treatment of original work (covered under Canadian Copyright Act)
- If you apply a 4.0 license to your material, you agree to waive or not assert any moral rights you have
- Creative Commons [FAQs on Moral Rights](#) and licenses are available.



Flight Stop, 1979. Sixty suspended fibre-glass Canada geese forms surfaced with tinted black and white photographs. 3200 x 2000 x 1600 cm. Collection of the Eaton Centre, Toronto, Photo By Michael Snow