The Copyright and Open Access Nirvana Tour 2017
A specialist art and design university in the south of England.

UCA Farnham
UCA Epsom
UCA Rochester
Maidstone TV Studios
UCA Canterbury
Copyright & Open Access Nirvana Tour 2017

Want to feel zen about copyright and open access? We will be at your campus in public spaces to de-mystify with freebies, advice and your fortune...

- Rochester: 20 November
- Canterbury: 21 November
- Epsom: 27 November
- Farnham: 30 November
Discover your fortune...

- Be brave. Be bold, but understand copyright. [www.copyrightuser.org](http://www.copyrightuser.org)

- The Internet is written in ink not pencil, think carefully about what you share online.

- You can make your own happiness, protect your work, license it under Creative Commons. [https://creativecommons.org](https://creativecommons.org)

- Copyright infringement doesn’t open doors it closes them. Don’t infringe, go to [www.copyrightuser.org](http://www.copyrightuser.org)

- Integrity is the essence of everything successful. Always acknowledge who inspires you.
Copyright and Open Access Nirvana Tour

Rochester
Canterbury
Epsom
Farnham

20.11.17
21.11.17
27.11.17
Using & Reusing

Author: Bartolomeo Meletti
Illustrator: Davide Bonazzi

When creating new work, it is natural to be inspired by the work of others. However, there is an important distinction between simply being inspired and unlawfully copying. In order not to infringe someone else’s copyright – meaning that you trespass on or otherwise interfere with their rights – you need to make sure that your work is substantially different to the work that inspires you. According to UK copyright law, your work is considered original – and thus protected by copyright – if you use your skill, labour, judgment, and effort to create it. Using another’s work is copyright infringement when ‘the work as a whole or any substantial part of it’ has been copied.

Protecting your work with copyright

Illustration: Davide Bonazzi

Copyright is a set of exclusive rights, giving creators the right to control the use of their work and the ability to earn from it. Copyright means that the copyright owner has the right to use or allow others to use the work in the ways specified in the copyright law. The goal of copyright is the creation and dissemination of knowledge. Therefore, one of the most delicate goals of copyright is to strike a balance between protecting creative works and allowing the public to use them.

Establish if the image is in copyright

When you are planning to use images in your eThesis, the first thing you will need to establish is whether the image is still in copyright. Typical copyright durations are as follows:

- Published literary, artistic, musical or dramatic work: 70 years following the death of the creator.
- Unpublished literary, artistic, musical or dramatic work: Either 70 years following the death of the creator or after 2039 (since the Copyright, Designs and Patents Act, 1988 came into force in 1989, unpublished works have benefited from a 50 year term of being in copyright – hence 2039).

In UK copyright law, images are protected as artistic works. If the image is out of copyright, you can include the image in your eThesis without seeking permission, but you must always include an acknowledgment of the creator.

Creating an IPTC header

Adobe Photoshop

Open the image in Photoshop. Go to File > File Info. This should load the following table. Complete the fields, including IPTC fields and select OK.

What is an IPTC header?

An IPTC header is a set of data attributes that can be embedded into an image and transmitted with the image. The IPTC header was developed by the International Press Telecommunications Council (www.iptc.org) who develop industry standards for interchange of news data. The data in an IPTC header allows the creator to add administrative, descriptive, and rights information to the image. This can be particularly useful for rights holders as a method of protecting images of their work.
CopyrightUser.org Retweeted

@UniCreativeArts · 30 Nov 2017

#UCAFarnham marks the end of our Copyright Nirvana Tour! We hope you've had a good time learning how to protect your work and credit others 😊
#WeCreate #CopyrightAwareness

Need some tips when it comes to protecting the rights to your work and copyright issues in the industry? Join our Copyright & Nirvana Tour 2017! Check out the poster for dates...

9:01 am · 17 Nov 2017 From London, England

1 Retweet 1 Like
• Create a buzz.
• Be colourful and engaging.
• Positive empowering messages.
• Simple, clear message.
• Follow up.
• Involve external parties.
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