

“Behind the Scenes of the Fair Use Week Exhibit” workshop

Description and Lesson Plan

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Workshop materials:

VTechWorks Institutional Repository archived copy: <http://hdl.handle.net/10919/70971>

Google Drive folder: <http://tinyurl.com/BehindScenesFairUseWeek2016>

Credit: Some content and materials in this workshop were reused with modifications from [A Fair\(y\) Use Tale](#) by Professor Eric Faden, CC Licensed [CC BY-NC-SA 3.0 license](#)

***Note:** The reuse is a discussion of how we downloaded ‘A Fair(y) Use Tale,’ and re-uploaded it to YouTube (with full citation and link to the original) in order to add transcription and Closed Captions.

Timeframe: 60 Minutes

Audience: This workshop was created for a general audience, with an expectation of most being students, staff, or faculty in a higher education environment. *This workshop was developed with United States copyright law in mind.

Format: In-Person

Learning Objectives:

After this workshop, participants will:

- Be familiar with examples of using copyrighted materials in an exhibit with in-person and online components
- Have explored circumstances and factors related to the ‘Fair Use’ provision in U.S. Copyright
- Have experience considering case studies in the use of copyrighted materials

Workshop Activities:

- Discussion of decisions related to using copyrighted materials in an in-person and online exhibit
- Explore an interactive exhibit and consider whether uses of copyrighted materials in case studies are more towards ‘Fair,’ or towards ‘Infringing.’

Lesson Plan

***Note:** This workshop is a companion program to an exhibit discussing Fair Use and U.S. Copyrights.

[5 min] Log in / Set up

[10 min - if more than 10 participants, increase allotted time for this portion]

- Presenter and Participant self-introductions
 - Name, department, title / area of focus
 - What is your interest in Fair Use and/or Copyrights?

[20 min] - [Content Presentation](#), interspersed with discussion

- **Key materials for this portion are available in the [workshop materials](#) (linked above, on page 1):** (1) This Description and Lesson Plan document, (2) Presentation Slides, (3) Exhibit handout of resources related to Fair Use and U.S. Copyrights
- **A Note on Context:** If using this presentation for discussions of copyright other than in a United States copyright law context, please adjust the content and resources to fit your situation.

Presentation Outline [26 slides altogether]:

- Introductions, Session Goals, and summary of Session Activities [**slides 1-2**]
 - “Since Fair Use Week and the related exhibit and events are focused on Fair Use and Copyrights, the exhibit team wanted to take this opportunity to discuss how they approached decisions to use copyrighted materials for the event, and for the physical and online exhibit. We’re also interested in hearing any questions you have.”
- Example 1 - re-upload of a CC BY NC SA 3.0 licensed video to YouTube, “A Fair(y) Use Tale,” in order to add captions and transcriptions [**slide 3**] -- linked on exhibit handout provided to participants in session
 - Following upload received copyright notice from YouTube saying ‘copyrighted content was identified,’ with a request to approve ads to show with the video in exchange for not taking down the video: “If you agree with these conditions, you don’t have to do anything.” [**slides 4-5**]
 - Copyright claim is automated from recognition of a copyrighted song. [**slide 5**]
 - Research and analysis to make decision [**slide 6-7**]
 - Decision: File a Dispute stating this use, of the video, and of the music in it, is a Fair Use [**slide 8**]
 - Described reasoning in dispute submission: though the content in question is highly creative (song), only a portion of the song is used; the song only plays during the credits; we are not further distributing this video as it is already freely accessible on YouTube and elsewhere; our purpose in re-uploading it was to add transcription and captions for greater accessibility. [**slide 9-10**]
- Example 2 - Screenshots [**slide 11**]
 - We used several screenshots for the event and exhibit content
 - Screenshots used always included citation
- Example 3 - Book cover image [**slide 11**] -
 - Book Cover images came from Syndetics, Inc.
 - License allows use in academic displays.

- Example 4 - CC license of exhibit content [slide 11]
 - We wanted our Fair Use Week 2016 content and materials to be available for others to reuse, as openly as possible.
 - We chose to license the exhibit and other event materials with a CC BY 4.0 license with the statement that all is CC BY 4.0 unless otherwise noted.
 - A substantial portion of our exhibit and other event content was original work by the event team
 - Another significant portion of our content was reused from content created by others; some of which was used under terms of a creative commons or other open license, and some of which was under full copyright and used under Fair Use or other exemption.
 - Each portion of content not created by the event team is cited with a statement regarding its specific open license if applicable.
- References List [slide 12]

[5-10 min] Transition to exhibit location via stairs, elevator

[Remaining time; approximately 20-25 min]

Exhibit tour: exhibit team is on hand to discuss exhibit content, creation, etc.