

OCR Level 2

National Certificate in Information Technology

Unit 03 Digital Imaging

Plan and produce computer graphics

A04



Section 4: Record the sources of graphic products and consider relevant legislation



Images, ideas, designs and the law

Copyright

You are probably already aware of the tough measures that

record companies have taken in recent years to try to prevent anyone downloading free copies of their music from the Internet. You may also know that people who are caught selling bootleg copies of videos are routinely prosecuted and fined. But did you know that these laws of copyright also extend to printed and electronic texts and images, as well as software?

Most websites have a copyright statement explaining exactly the way in which materials on the site may be used and you must always actively look for copyright information when sourcing images from the internet.



IPR

The rights and regulations protected by the Copyright Designs and Patents Act 1988 are called Intellectual Property Rights, or IPR. They are designed to make sure the owner of the copyright is not commercially exploited, can keep control over their original work and can get a fair financial return for it.

Creative Commons

<http://creativecommons.org/license>

Creative Commons helps protect individuals when publishing their work online by letting others know exactly how they can and cannot use it. A Creative Commons licence enables authors of work to keep their copyright, while allowing others to copy and distribute it provided they give the licence owner credit and only on the conditions specified - not for profit, for example.

The University of the Arts, London

<http://www.arts.ac.uk/library/3825.htm>

With online portfolios a prerequisite for aspiring photography, art and design students to showcase their work, abuse of copyright is a serious concern for Higher Education Institutions. The University of the Arts, a grouping of six internationally renowned London Art Schools, offers comprehensive advice on their website.



Plagiarism

Ideas are not subject to intellectual property rights unless they have been recorded or published in some way, whether on paper or electronically. Passing off someone else's ideas as your own is called plagiarism. Plagiarism is regarded as a serious offence by examiners because it is seen as a form of cheating or stealing. On the other hand, if you have read something useful that you want to include in your own work, this is encouraged and will get you higher marks, as it demonstrates that you have researched widely and can support your own ideas with comments from experts. So it is essential that you reference your sources carefully, identifying clearly the original author of the ideas or words.

Referencing

Get into good habits by recording all the secondary sources you use in your projects, stating where you found each graphic, the owner's name, the date collected or accessed, the filename, file size and whether any copyright applies to it. If you plan to publish or circulate the graphic in some way, for example on a web page or newsletter, you must contact the copyright owner for permission to use any images that are not copyright free. However, the OCR examination board states that for the purpose of Level 2 National Certificate in ICT there is no need for candidates to seek permission to use graphics. This is because your examination work does not enter the public domain.

**Sources log**

As advised in part 1 of this unit, you should start a reference or sources log just as soon as you begin your project and keep adding to it as you go along. Don't wait until the end to do it. Use or adapt the blank 'Sources log' template. Save it to your

AO3_4sources folder and keep it up-to-date.

For further information on how copyright regulations might affect your work in school, Becta (British Educational Communications and Technology Agency) publishes guidance for schools on their e-safety site: <http://schools.becta.org.uk/index.php?section=is&rid=10357>



Blank '**Sources log**' template

**In this section you have learned about:**

- Copyright law
- Intellectual Property Rights
- Creative Commons licences
- Plagiarism
- Referencing by keeping a log of secondary sources



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