

CREATIVE COMMON (CC)



PRESENTED BY-
Dr. MANISHA RANI, ASSISTANT PROFESSOR, DES
MAHATMA GANDHI CENTRAL UNIVERSITY, MOTIHARI, BIHAR

Learning objectives

- **Define the creative common**
- **Differentiate between various kinds of creative common licences**
- **Know about the creative common platforms**
- **Understand the application of Creative Common**

Contents

- Introduction
- Elements of cc
- Layers of licenses
- Steps in cc
- Application of cc

Introduction

- **Creative Common (CC)** is a **nonprofit organization** that was **formed in 2001** to provide free access to culture, education and research through the Web's open source platform. CC licenses and tools are based on the GNU General Public License (GNU GPL).
- They offer a “some rights reserved” alternative to traditional copyright law, allowing various types of content to achieve full Web potential and compatibility.

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- Creative Commons (CC) is an internationally active organization.
- Provides free licenses for creators to use when making their work available to the public. These licenses help the creator to give permission for others to use the work in advance under certain conditions.



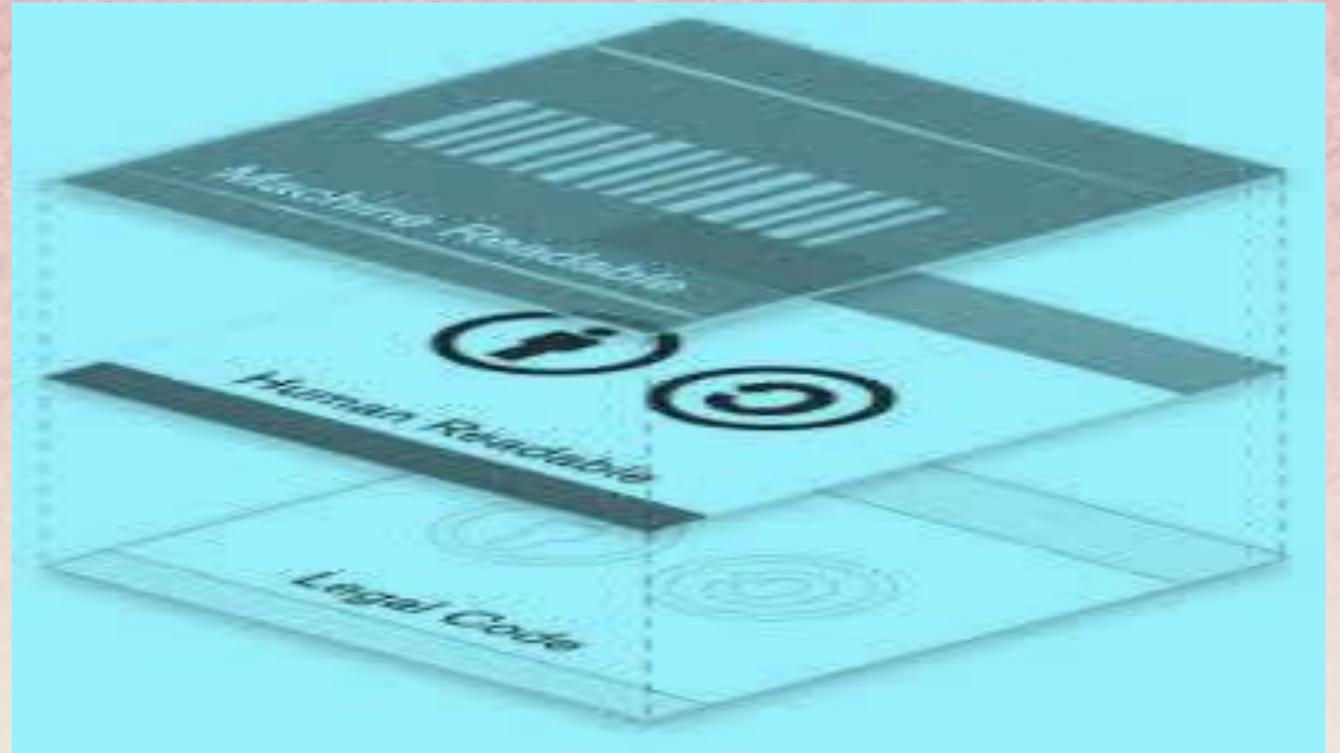
Elements of CC



Three layers of licenses

CC licenses are constituted by a three-layer structure. Each layer has a specific level of readability according to the function it has to perform, and to whom it is addressed.

- **Legal Code**
- **Human Readable**
- **Machine Readable**



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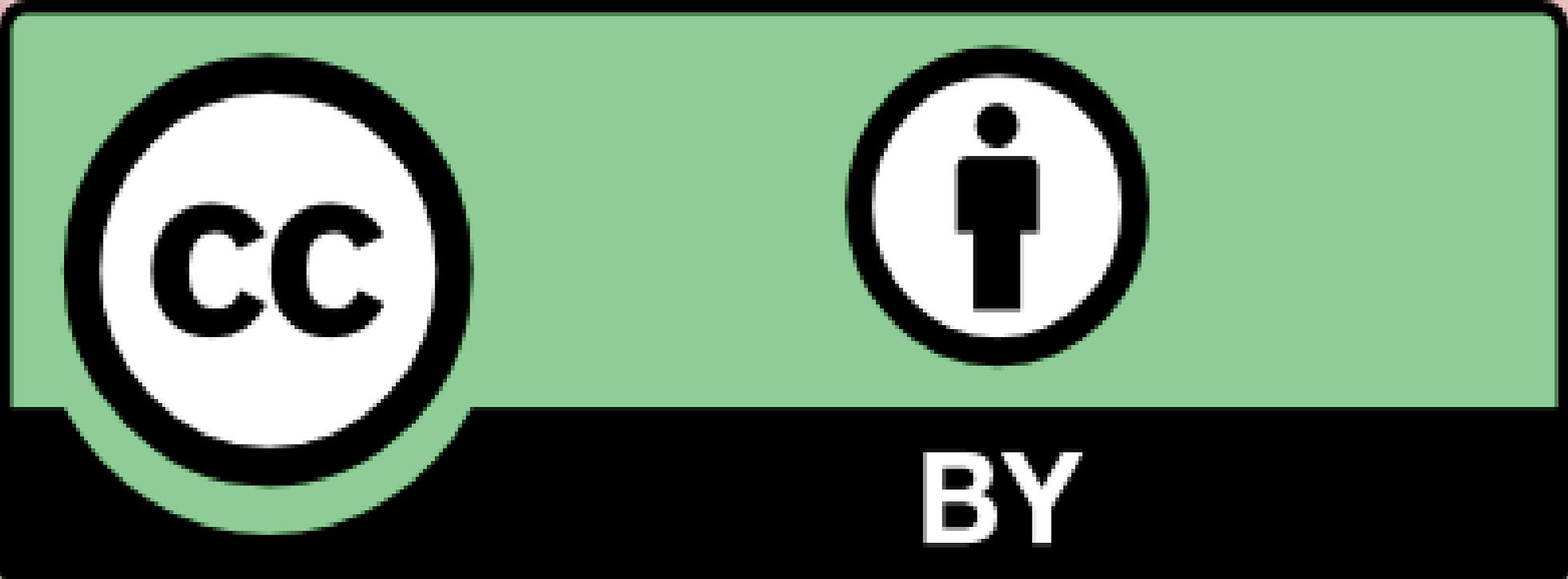
- **Legal code:** it is the first layer and is presented in textual form. Its content is expressed in a strictly legal language (the traditional legal license).
- **Human readable (Commons Deed):** it is the intermediate layer. It is presented in visual form and quickly readable by users. This layer, if taken individually, does not represent any license.
- **Machine readable:** it is the lowest level layer. It is expressed in form of metadata, that is, in a format that only software, search engines and other similar technologies can read and interpret (CC Rights Expression Language)

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1) Attribution license

- “CC-BY”
- This license permits the use of a work for any purpose (even commercially and even in modified form) with one condition:
- Give attribution to the creator.

Attribution license

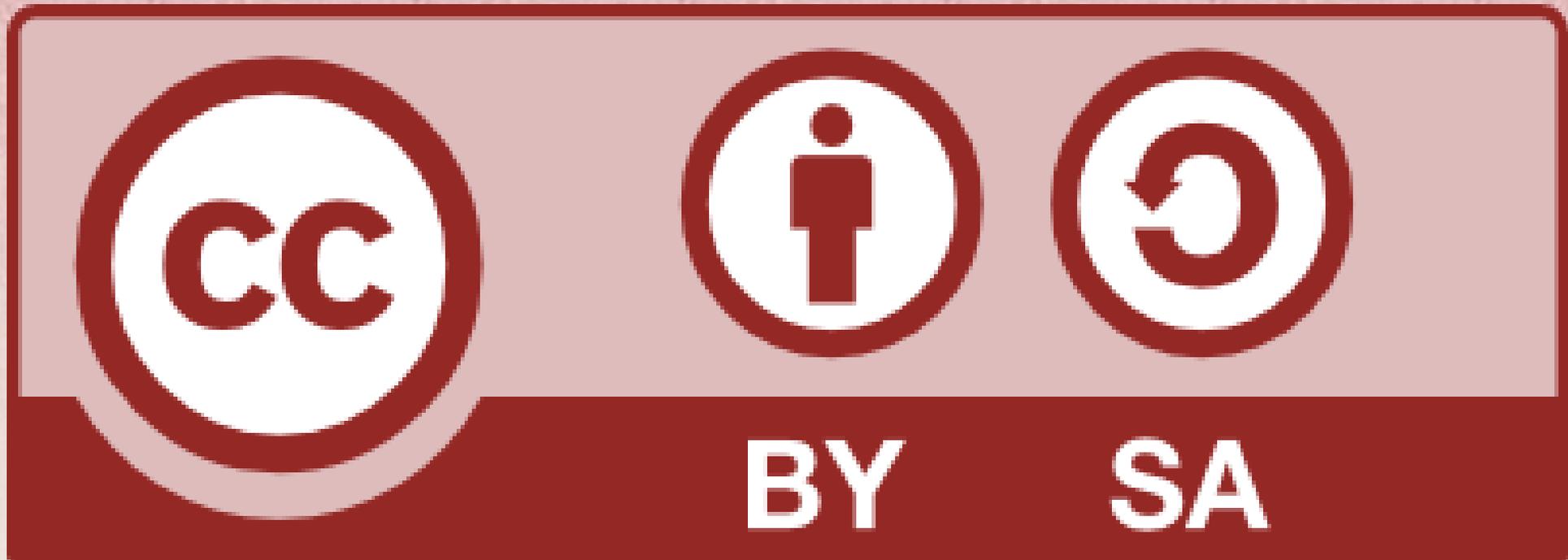


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2) Attribution-Share Alike license

- “BY-SA”
- This license permits the use of a work for any purpose (even commercially and even in modified form), with two conditions:
- Give attribution to the creator.
- Provide any adaptations available under the same or a

Attribution-share alike license

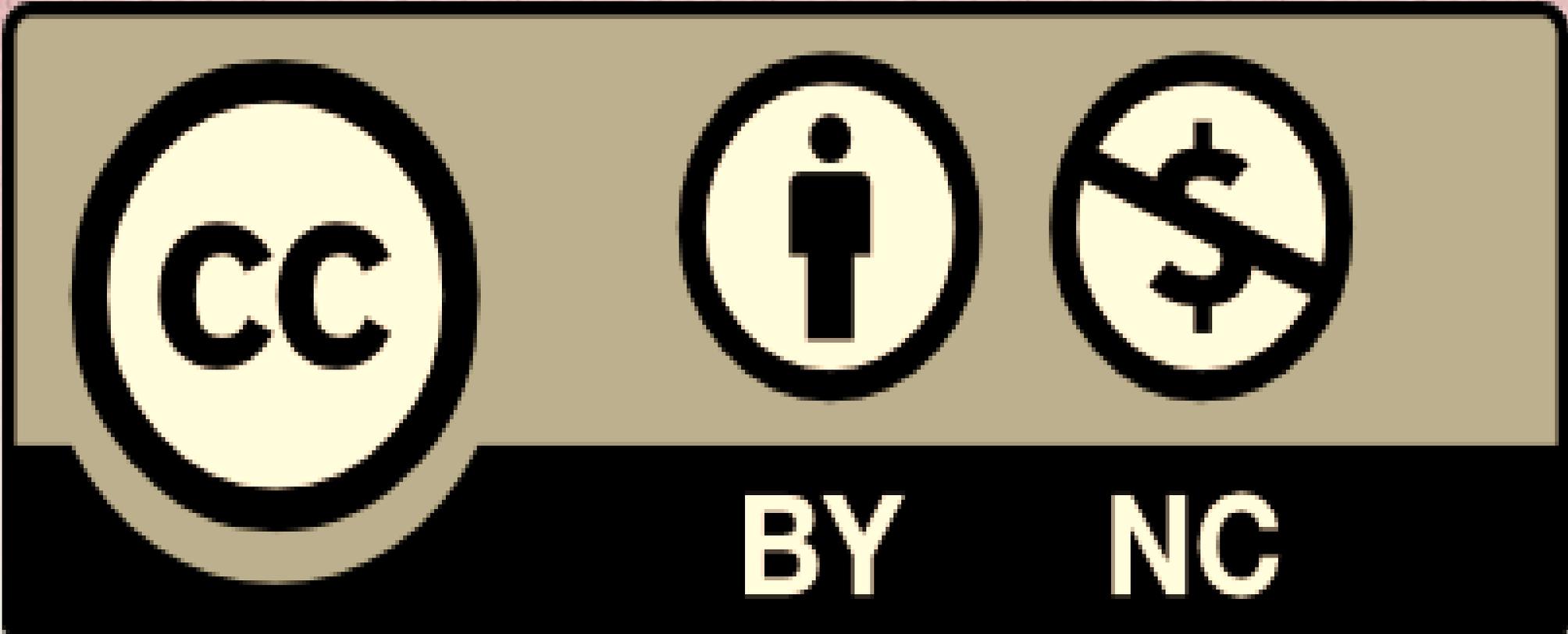


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3) Attribution-NonCommercial license

- “BY-NC”
- This license permits use of a work with two conditions:
- Give attribution to the creator.
- Use only for noncommercial purposes.

Attribution-noncommercial license

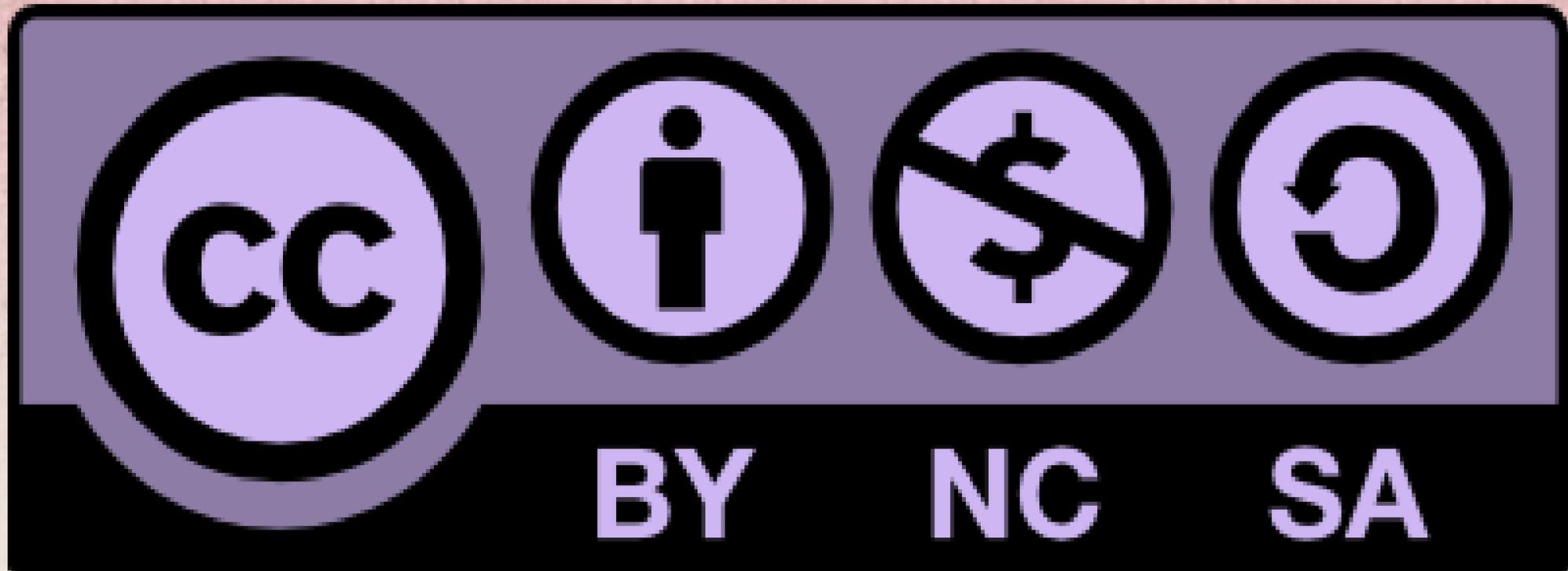


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4) Attribution-NonCommercial-ShareAlike license

- **“BY-NC-SA”**
- This license permits use of a work with three conditions:
- Give attribution to the creation.
- Provide any adaptations available under the same or a compatible license.
- Use only for noncommercial purposes.

Attribution-noncommercial-share alike license

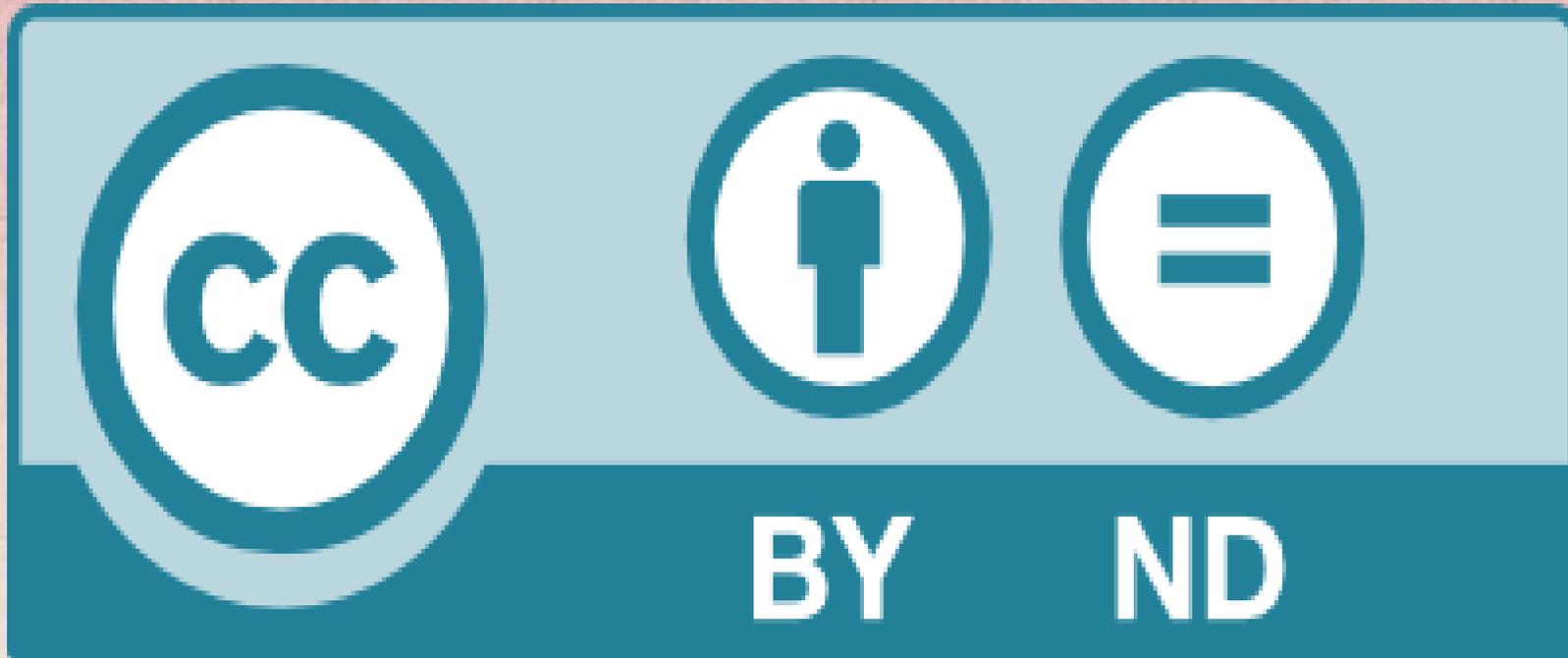


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5) Attribution-No Derivatives license

- **“BY-ND”**
- This license permits use of a work with two conditions:
- No adaptations or derivatives.
- Give attribution to the creator.

Attribution-noderivatives license

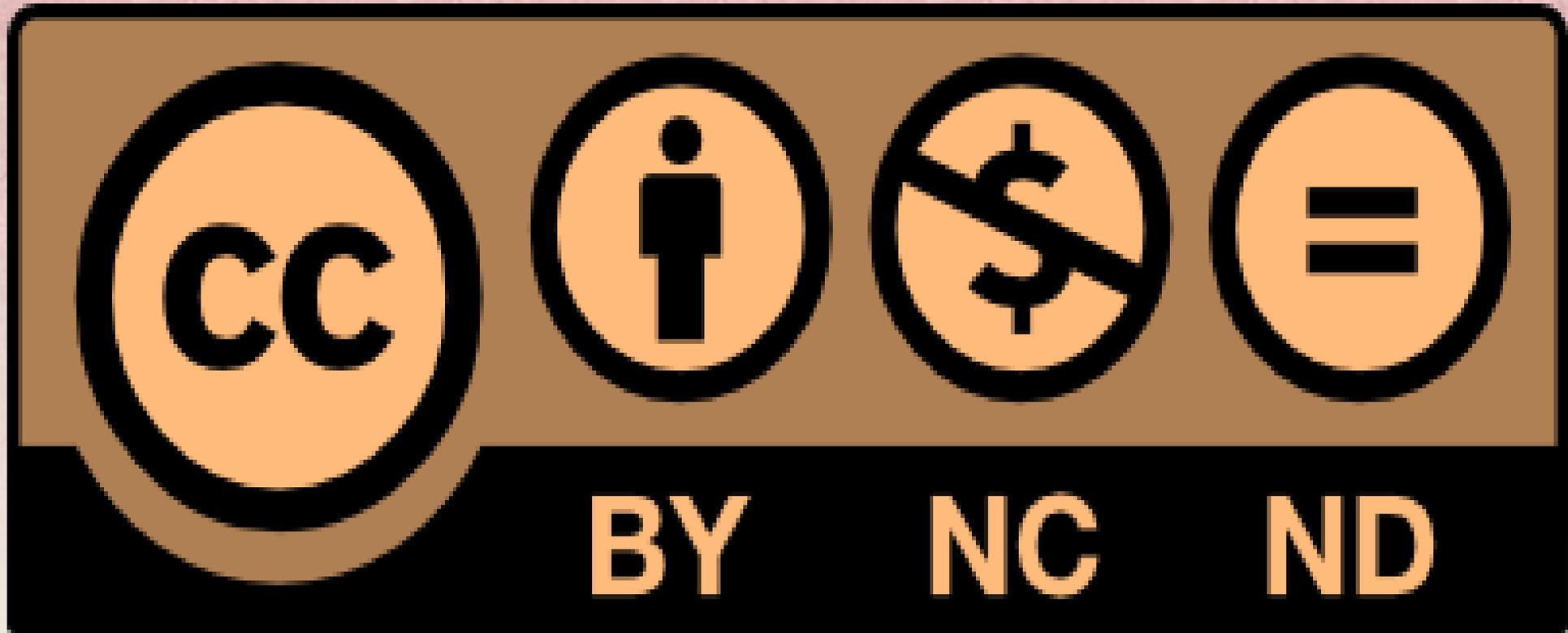


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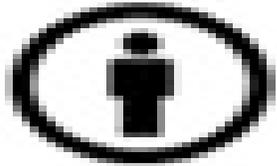
6) Attribution-NonCommercial-No Derivatives license

- **“BY-NC-ND”**
- This license, the most restrictive, permits the use of a work with three conditions:
- Give attribution to the creator.
- Use only for noncommercial purposes.
- No adaptations or derivatives.

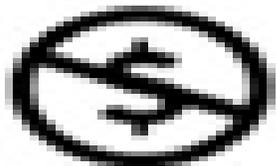
Attribution-noncommercial-no derivatives license



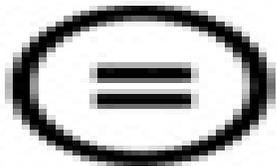
In short.....



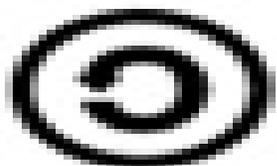
Attribution - must credit author



Noncommercial - cannot profit

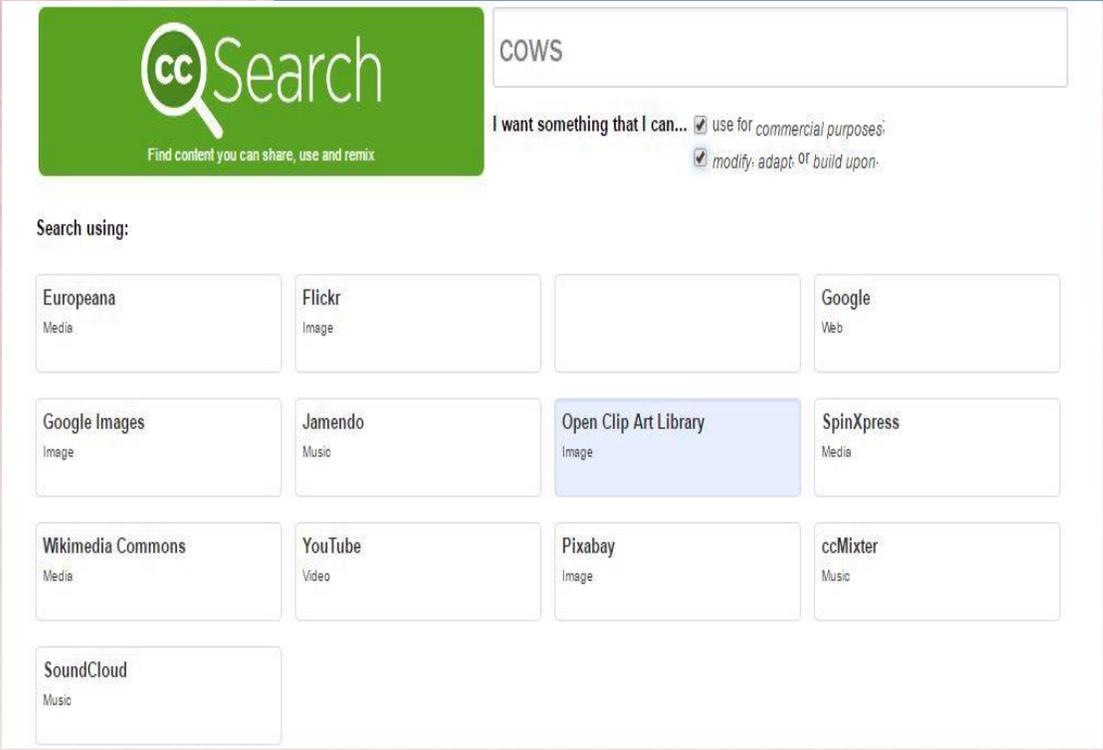


No Derivative Works - cannot alter



Share-alike - can alter & share again

Steps involves in cc



Applications of CC

- **Universal access** to education by means of open educational resources .
- **Open Educational Resources (OER)** are teaching, learning, and research materials that are either (a) in the public domain or (b) [licensed](#) in a manner that provides everyone with free and perpetual permission to engage in the [5R activities](#).
- **Research**



5R activities-

Retain – make, own, and control a copy of the resource

Reuse – use original, revised, or remixed copy of the resource publicly

Revise – edit, adapt, and modify copy of the resource

Remix – combine original or revised copy of the resource with other existing material to create something new

Redistribute – share copies of original, revised, or remixed copy of the resource with others

CC platforms-

- Make it easy for users to discover and collaborate on images, video, music, research and educational texts.
- Content on these platforms is searchable and shareable across the web thanks to CC licenses.

Examples of CC platforms-



flickr

The Flickr logo features the word "flickr" in a lowercase, sans-serif font. The letters "f", "l", "i", "c", and "k" are blue, while the letters "r" and "r" are pink.

You Tube

The YouTube logo consists of the word "You" in black, followed by the word "Tube" in white inside a red rounded rectangle.

WIKIPEDIA

The Wikipedia logo is the word "WIKIPEDIA" in a black, serif, all-caps font.

européana
think culture

The Europeana logo features a stylized black graphic on the left that resembles a lowercase 'e' with a magnifying glass handle. To its right, the word "européana" is written in a lowercase, sans-serif font, with "think culture" in a smaller font below it.

WIKIMEDIA
COMMONS

The Wikimedia Commons logo features a blue circular graphic with a red center and white arrows pointing outwards. Below the graphic, the words "WIKIMEDIA" and "COMMONS" are written in a black, sans-serif, all-caps font.

FMA

The FMA logo consists of the letters "FMA" in a bold, black, sans-serif font.

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jamendo

MIT **OPEN** COURSEWARE
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

 PLOS

vimeo

SKILLS COMMONS
open for learning

INTERNET ARCHIVE




Tribe of Noise

 europeana
think culture

Self assessment-

- Define creative common.
- Mention the names of CC licenses.
- What are the benefits of CC?
- List out some CC platforms.

References

- <https://www.smartcopying.edu.au/open-education/creative-commons/creative-commons-information-pack-for-teachers-and-students/what-is-creative-commons->
- <https://www.techopedia.com/definition/26920/creative-commons-cc>
- <https://libguides.colorado.edu/c.php?g=887144&p=6424254>
- <https://medium.com/lab-work/5-easy-steps-to-access-free-images-from-creative-commons-377620332ca7>
- <https://creativecommons.org/about/program-areas/education-oer/>
- <https://creativecommons.org/about/platform/>

Thank You