GUIDE FOR BEGINNERS

English

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1.   What is Creative Commons

1.1.   Introduction

Creative Commons is a nonprofit organization, founded in 2001, which offers the opportunity to artists, professors, journalists, institutions and any kind of creator, to make available their works for public and legal use of them using the model "Some Rights Reserved." The creator of any work can choose to combine four licensing options between them generating different types of licenses. In this way the author offers an alternative to copyright that may be used even temporarily benefiting from free advertising among users who use his work.

1.2   Six Options of Creative Commons license

CC offers six core licenses, each of which grants a different set of permissions. Before you use CC-licensed material, you should review the terms of the particular license to be sure your anticipated use is permitted.

1.2.1   Attribution: CC   BY

The copyright holder may decide to use the "Attribution" if he wants to make it compulsory by other people to indicate the author in the work. In this way it will allow third people to modify, optimize, deploy and use commercially his work too. This license is the least restrictive.

1.2.2 Attribution – Share Alike: CC   BY - SA

The copyright holder may decide to use the "Attribution and share alike" that allows third parties to modify, use and optimize his work as a basis, even commercially. All derivative works carry the same license, the same use (for example by Wikipedia), to benefit the incorporation of content from projects.

1.2.3 Attribution – No Derivative Works :   CC   BY - ND

This license allows the commercial and not commercial redistribution of the work; that must remain equal and unchanged.

1.2.4 Attribution – N0 Commercial :   CC   BY – NC

This license allows third parties to optimize, use and change his work as long as this won't be marketed and shared in the same way

1.2.5 Attribution – No Commercial - Share Alike: CC   BY – NC - SA

This license allows third parties to optimize, use and change his work as long as this not be marketed. The derivative work must be shared in the same way.

1.2.6 Attribution – No Commercial – No Derivative: CC   BY – NC - ND

It only allows to download and share the works without any changes and optimization in any way by third parties.

When combining or 'remixing' two items that have creative commons licenses, consult this chart to make sure the different licenses are compatible.

License Compatibility Chart

2:   Guide to Using Creative Commons

2.1.   Using it as creator: How to apply CC licenses

It's very easy to apply a CC license to a work. Instead of applying the model "all rights reserved" of Copyright, we just apply an alternative model offered by Creative Commons where we have to specify who is the holder of the rights and which license the author has chosen for his work.

There is no need of registration or specific certification on the side of the user.

In the official website, www.creativecommons.org , available in different languages, you can publish your work by clicking on the voice "Publish your creation legally".

Once you have chosen your license, if you want to apply it to an online work, follow the instructions to include HTML code. This code creates automatically the button "Some rights reserved" and a declaration that the work is subjected to a Creative Commons licence. The button signals to the work users that it is subjected to a Creative Commons license. HTML code includes also metadata which allows qualified search engine to find your work.

If you want to apply a license to an offline work, after having chosen which license to apply, you can use a declaration like "This work is subjected to Creative Commons license" "[insert the description, e.g. "Attribution-Share alike"] linked to license URL , specifying the type of the license used.

The only difference between the application of an online work and offline work is that the second one won't be found by qualified searching engine because it doesn't have metadata.

To allow the use of a work under a CC license, it is important to make sure you have the legal right to do it. This can happen if:

- You are the holder of all the rights allowed with the license;
- You got a written authorization from the rights holder.

All Creative Commons licenses are "non-exclusive": you can allow everyone to use your work with a Creative Commons license and stimulate another license not exclusive agreement with someone else. You can even allow an exclusive license which has the rights that you didn't allow with the previous Creative Commons license.

2.2.   Using it by other people. How to find CC resources

To find resources which have a Creative Commons license you just have to type in the website Area "CC Search" (https://search.creativecommons.org/). On the website of Tranmedia project you will find many websites with CC (http://www.education-transmedia.com) On this page you can find many works, that can be used freely, divided into the following categories:

- Europeana (media)
- Flickr (image)
- Google (web)
- Google Images (image)
- Jamendo (music)
- Open Clip Art Library (image)

- Spin Express (media)
- Wikimedia Commons (media)
- Youtube (video)
- Pixabay (image)
- CCMixter (music)
- Sound Cloud (music)

Creative Commons resources are issued free of charge to anyone who wishes to use them.

To do this, simply comply with the terms of the license granted to the specific work. It's necessary to know the key terms of the main Creative Commons licenses:

- **Attribution:** you must specify the author or owner of the rights to be licensed in the way specified by them.
- **Not commercial:** you cannot use the work with the primary purpose of obtaining compensation or commercial advantage
- **No derivative works:** you can only make exact copies of the work, you can not adapt or change it
- **Share alike:** you can create derivative works only if you release them under the same license terms.

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3:   How students can use the CC's resources

The re-use of digital content (photos, video, music) is very common today in schools: teachers and pupils often produce multimedia works which need to have a photograph added, a soundtrack, a little video. Usually, these additional materials are easily found on the web. But what is the attitude of teachers and students with regard to copyrights of these contents taken from the net?

1. On one hand someone reuses them so casually, convinced that any content taken from the Internet is freely reusable;
2. On the other hand someone has the obsessive concern of violating the rights of authors, with the concern to be subject to severe penalties, so many people often prefer to give up.

One possible solution is represented by Creative Commons licenses. Every Country has its website where anyone can find useful material for educational purposes laid CC. We enclose

below some examples of sites containing notes, exercises, images, insights that may be of interest to schools.

https://www.khanaccademy.org/   "A personalized learning resource for all ages"

http://www.ck12.org/   "Explore science"

http://cnx.org/   "OpenStax CNX Library"

https://www.oercommons.org/   "Discover. Share. Create."

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