



MULTIMEDIA CONTENT

UNIT 3

PRODUCTION _____

DIRECTOR _____

CAMERA _____

SCENE _____

TAKE _____



Intellectual property

INTELLECTUAL PROPERTY IS THE SET OF RIGHTS THAT CORRESPOND TO AUTHORS AND OTHER OWNERS (ARTISTS, PRODUCERS, BROADCASTING ORGANIZATIONS...) REGARDING THE WORKS AND BENEFITS RESULTING FROM THEIR CREATION.

RIGHTS

MORAL RIGHTS

- ▶ Spanish legislation is clearly a defender of moral rights, recognized for authors and performers.
- ▶ These rights are inalienable
- ▶ they accompany the author or performer throughout their life and their heirs or successors in title upon their death.
- ▶ Among them stands out the right to recognition of the status of author of the work or the recognition of the name of the artist on the interpretations or executions

PATRIMONIAL RIGHTS

- ▶ Rights related to the exploitation of the protected work or provision, which in turn are subdivided into exclusive rights and remuneration rights:
- ▶ Exclusive rights are those that allow their owner to authorize or prohibit acts of exploitation of their work or benefit protected by the user, and to demand remuneration from the user in exchange for the authorization granted.
- ▶ Remuneration rights, unlike exclusive rights, do not authorize their owner to authorize or prohibit acts of exploitation of their work or benefit protected by the user, although they do oblige the latter to pay a monetary amount for the acts of exploitation carried out, amount that is determined, either by law or failing that by the general rates of management entities.
- ▶ Compensatory rights, such as the right for private copying that compensates for the intellectual property rights not received due to the reproductions of the protected works or benefits for the exclusively private use of the copyist.



Copyright



Copyleft



**Creative
Commons**

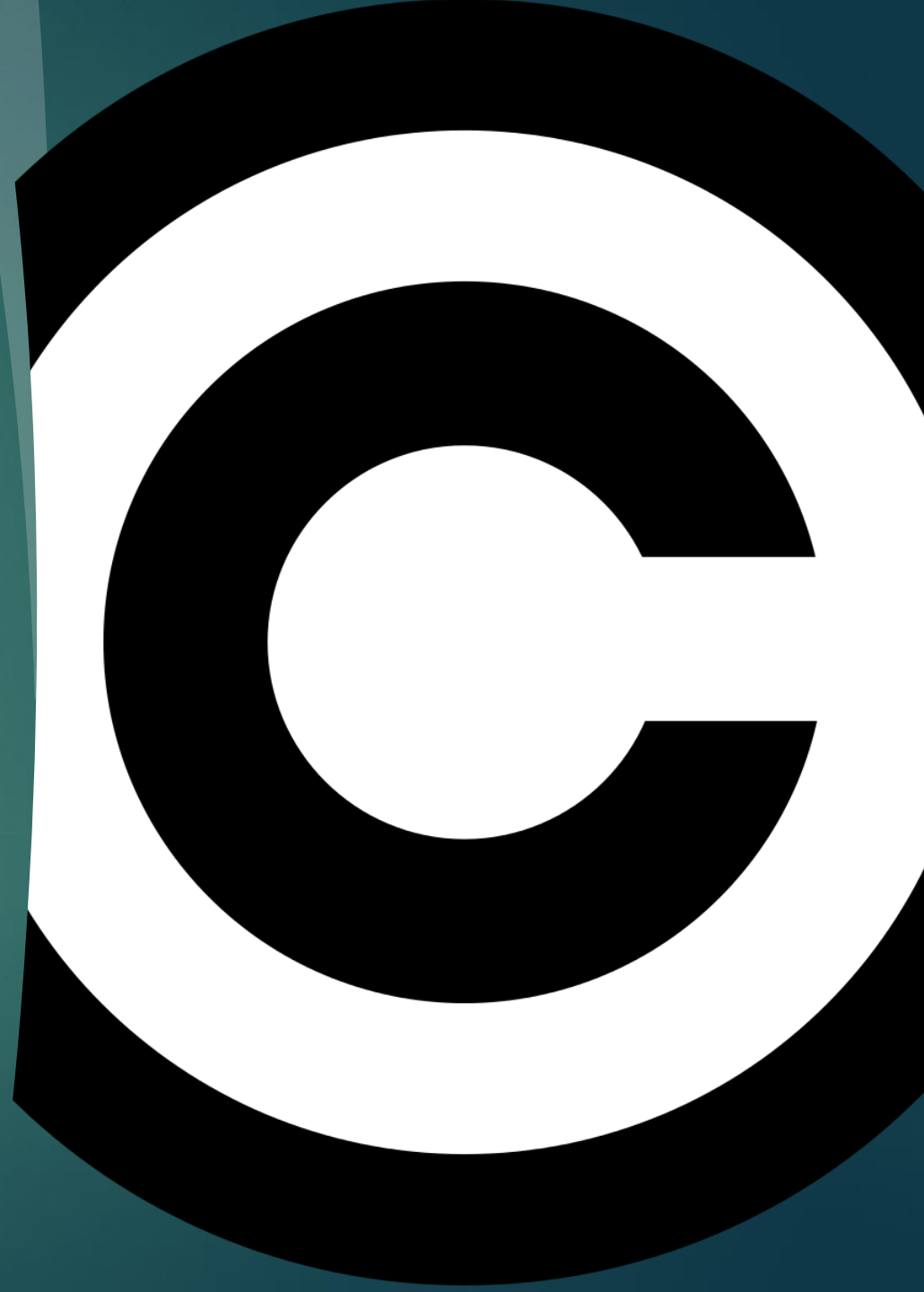


**Public
Domain**

LICENSES

COPYRIGHT

► Copyright is a type of intellectual property that gives its owner the exclusive right to copy, distribute, adapt, display, and produce creative works, usually for a limited time.



COPYLEFT




► Copyleft means that anyone who redistributes the software, with or without changes, must pass on the freedom to continue making more copies and changes. Copyleft guarantees that any user has freedom. Copyleft is also an incentive for other programmers to join free software.

CREATIVE COMMONS

► They are model contracts that serve to publicly grant the right to use a publication protected by copyright. The fewer restrictions a license implies, the greater the possibilities of using and distributing content.

LICENCIAS CREATIVE COMMONS

LICENCIA	PERMITE	SIEMPRE QUE
 Reconocimiento (BY)	Compartir (copiar y redistribuir) y adaptar (remezclar, transformar y construir a partir del material), incluso para fines comerciales.	<ul style="list-style-type: none"> Se reconozca la autoría de la obra original de manera adecuada.
 Reconocimiento - Compartir Igual (BY-SA)	Compartir (copiar y redistribuir) y adaptar (remezclar, transformar y construir a partir del material), incluso para fines comerciales.	<ul style="list-style-type: none"> Se reconozca la autoría de la obra original de manera adecuada. Se licencie la nueva creación (en sus mismas condiciones idénticas (BY-SA))
 Reconocimiento - Sin Obra Derivada (BY-ND)	Compartir (copiar y redistribuir) el material, incluso para fines comerciales.	<ul style="list-style-type: none"> Se reconozca la autoría de la obra original de manera adecuada. No se distribuyan modificaciones de la obra original.
 Reconocimiento - No Comercial (BY-NC)	Compartir (copiar y redistribuir) y adaptar (remezclar, transformar y construir a partir del material).	<ul style="list-style-type: none"> Se reconozca la autoría de la obra original de manera adecuada. No se utilice con propósitos comerciales.
 Reconocimiento - No Comercial - Compartir Igual (BY-NC-SA)	Compartir (copiar y redistribuir) y adaptar (remezclar, transformar y construir a partir del material).	<ul style="list-style-type: none"> Se reconozca la autoría de la obra original de manera adecuada. No se utilice con propósitos comerciales. Se licencie la nueva creación (en sus mismas condiciones idénticas (BY-NC-SA))
 Reconocimiento - No Comercial - Sin Obra Derivada (BY-NC-ND)	Compartir (copiar y redistribuir) el material.	<ul style="list-style-type: none"> Reconozca la autoría de la obra original de manera adecuada. No se utilice con propósitos comerciales. No se distribuyan modificaciones de la obra original.

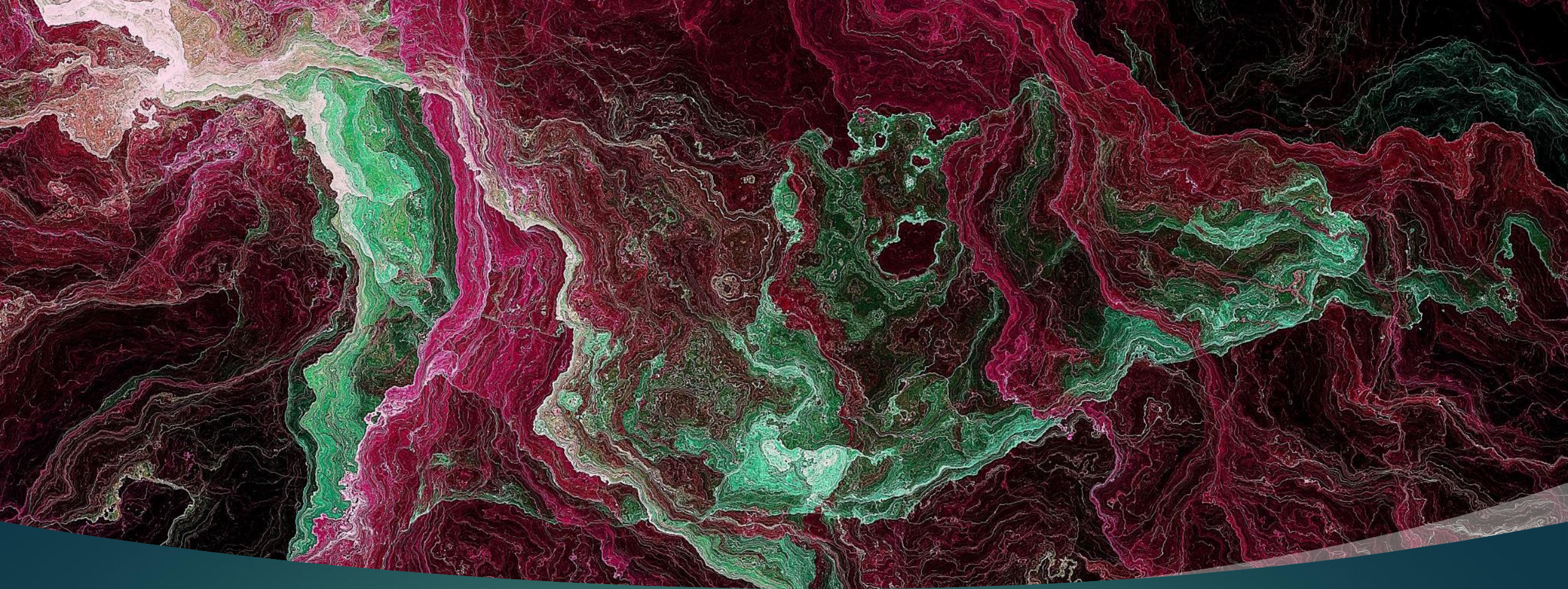
Infografía perteneciente al REA "Guía práctica de licencias de uso para docentes" del Proyecto EDIA

FUENTE: <https://creativecommons.org/licenses/by-sa/4.0/>

PUBLIC DOMAIN

► When the term of protection of the economic rights of a work expires, it becomes part of the Public Domain. Spanish legislation establishes that this occurs naturally after 70 years from the death of the author. Works in the public domain can be freely exploited as long as moral rights are respected. That is to say: we can reproduce or publicly communicate the work but not evade the recognition of authorship or respect for its integrity. It is important to cite the authors even if the work is in the public domain.





IMAGES

NON RESPONSIVE

- ▶ ``
- ▶ This tag add a static image, the same for all the devices.
- ▶ Problems:
 - ▶ Widths.
 - ▶ Download rate.

responsive

- ▶ The srcset property suggests the path of the available images to the browser, so that it selects and loads the most appropriate one, according to the resolution and screen size of the device.

```

```



VIDEO

<VIDEO> & <SOURCE>

- ▶ Although not recommended, you can use the video element by itself. Use

```
<video src="chrome.webm" type="video/webm">
  <p>Your browser cannot play the provided video file.</p>
</video>
```

- ▶ Not all browsers support the same video formats. The <source> element allows multiple formats to be specified as an alternative in case the user's browser does not support one of them.

```
<video controls>
  <source src="https://storage.googleapis.com/web-dev-assets/video-and-source-tags/chrome.webm" type="video/webm">
  <source src="https://storage.googleapis.com/web-dev-assets/video-and-source-tags/chrome.mp4" type="video/mp4">
  <p>Your browser cannot play the provided video file.</p>
</video>
```

	MP4	OGG	WebM
Firefox	-	+3.5	+4.0
Chrome	+3.0	+3.0	+3.0
Opera	-	+10.5	+10.6
Safari	+3.1	-	-
IE Explorer	+IE9	-	-

tools

- ▶ Online video converter: <https://video-converter.com/es/>
- ▶ Images generator: <https://www.responsivebreakpoints.com/>

A person is climbing a steep, snow-covered mountain peak. The climber is positioned in the center of the frame, facing away from the viewer and slightly to the right. They are wearing dark clothing and a backpack, and are using ice axes to ascend the slope. The mountain's surface is covered in a thick layer of snow, with some rocky outcrops visible. The background is a clear, bright blue sky. In the top right corner, there is a small red rectangular logo.

Github Task