**Objective: Understand the importance of planning.**

**Read the following article and answer the two related questions:** [**http://www.digitalsignagetoday.com/articles/early-planning-is-key-to-digital-media-project-success/**](http://www.digitalsignagetoday.com/articles/early-planning-is-key-to-digital-media-project-success/)

**1. Why is planning important? (10 points – 5 lines or more)**

() it helps everyone know what they are supposed to do

() it helps guide the project and make things easier

() it helps speed up the process of the actual project

() it helps prevent mistakes

() it helps organize

**2. How do you measure project success? (10 points – 5 lines or more)**

() schedule

() graphs

() budget

() Quality

() scope

**Objective: Demonstrate knowledge of website accessibility standards that address the needs of people with visual and motor impairments.**

**Answer the following 3 questions using this resource:**

[**https://www.w3.org/WAI/intro/accessibility.php**](https://www.w3.org/WAI/intro/accessibility.php)

**1. What are website accessibility standards? (10 points – 5 lines or more)**

Website accessibility standards are that anyone could access the website without barriers. This means that people will be able to access the website regardless of physical disabilities, situational disabilities, or socio economic restrictions with bandwidth or speed.

For example, this means that a blind person would be able to listen to the website.

For example someone with slow internet should still be able to use the website they choose to use

**2. Who are the individuals affected? (10 points – 5 lines or more)**

() People with disabilities

() People with slow bandwidth

() People with slow internet

() People with old computers

() People with slow computers

**3. What are the potential accessibility solutions? (10 points – 5 lines or more)**

Having the website read to you

Having the website not take up lots of bandwidth

Having the images used on the website at a normal quality

Objective: Understand copyright, fair use and public domain. How do they apply to Digital Media?

Answer the following 9 questions using these resources: <http://www.cyberbee.com/cb_copyright.html> <https://fairuse.stanford.edu/overview/fair-use/four-factors/> <https://www.xavier.edu/library/about/documents/copyright_9-23-08.pdf> <http://www.templetons.com/brad/copymyths.html> <http://www.adweek.com/digital/fair-use-youtube/> <https://fairuse.stanford.edu/overview/public-domain/welcome/>

**1. Define copyright. (5 points for 1-line definition)** the exclusive legal right, given to an originator or an assignee to use someone else's work.

**2. Define fair use. (5 points for 1-line definition)** a doctrine that helps people use other people's work with limitation

**3. Identify the four guidelines for fair use. (10 points – 2.5 points for each guideline)**

“the purpose and character of the use, including whether it is of a commercial nature or for nonprofit educational purposes”-[https://www.nolo.com › legal-encyclopedia › fair-use-the-four-factors](https://www.nolo.com/legal-encyclopedia/fair-use-the-four-factors.html)

**4. How much of a copyrighted material can be used under fair use guidelines for education? (5 points for explanation for text, photos, videos and songs)**

10% for all media

**5. Define public domain. (5 points for 1-line definition)** somewhere on the internet that can be accessed by everyone

**6. Give examples of public domain materials. (5 points for at least two examples)**

Google

Facebook

**7. Must a copyright be registered? (5 points for yes/no answer)** yes

**8. Must a copyright symbol be displayed to protect the copyright? (5 points for yes/no answer)** yes because there is no other way for people to know the work is copyrighted

**9. If copyrighted material does not fall under fair use, can you use it? How? (2 points for yes/no answer and 3 points for 1-line explanation)** no because nobody permitted use of the work