



Modules 6: Intellectual Property and Copyright

Module 6 Tutorial: Understanding the Importance of Intellectual Property Rights in Digital Creation & Solutioning

In this tutorial activity, you will learn the importance of Intellectual Property (IP) and Copyright while handling data in the digital world.

Intended Learning Outcomes

Number	Description
ILO-1	Digital Creation and Solutioning: Use devices and software effectively and productively for quality content creation and dissemination.
ILO-2	Digital Creation and Solutioning: Comply with intellectual property rights (patents, trademarks, copyright, and design) and rules of licenses for digital content.
ILO-3	Digital Creation and Solutioning: Be aware that there are legal provisions governing the creation, maintenance, and dissemination of digital content and artefacts, which could vary by jurisdiction.

Lesson Overview

In this week's activity, students will learn the concepts of complying with different types of IP(s) during digital creation and solutioning, and rules of licenses for digital content.

Activity 1: What copyright protects.

Study the subject matter in the table below and identify if they are protected by copyright. Each group, discuss and share your group's response to each item. Provide justification for your answers.

Item/Subject Matter	Protected by copyright? Yes/No, If Yes, name the type of copyright and provide justification for your answers
1. Photo of NTU ADM building	
2. Architectural drawing of The Hive at NTU	
3. Rules of the game chess	
4. Source code of a video game	
5. Shakespeare's play "Hamlet"	
6. A photo licensed under CC BY on Flickr	
7. Idea for a new Netflix series	
8. Cold Play's song "Paradise"	
9. The Statue of Liberty	



Activity 2: Intellectual Property Rights in digital design

Unity is a popular game development software, and it supports 2D and 3D projects. Some video games made with Unity include Among Us, Crossy Road, Genshin Impact, and Pokemon Go.

Each group, discuss and share your group's response to each question. Provide justification for your answers.

Consider the following questions and note down your responses:

1. If you have created an original video game on Unity, do you own the copyright to the game? If yes, what is the duration of the copyright?
2. Are you permitted to sell this game? If yes, do you need to consult Unity?
3. The 3D Maze Puzzle Maker was created using Unity by a team of people. Who owns the copyright to 3D Maze Puzzle Maker?
4. If you have been hired by Ubisoft as a game developer, do you own the rights to the content that you created as an employee?

Activity 3: IP Ownership and Dealing

Read the following scenario and answer the questions that follow.

GameSg, a local game development company, has created a mobile game in Unity Pro. The game is similar to Pac-Man in which the player manoeuvres an avatar through a maze collecting coins and power-ups while avoiding monsters and traps. The objective of the game is to collect all the coins while avoiding the monsters. The player is given a choice of five avatars. Three staff members of GamesSg were responsible for developing the game including the creation of logo, graphics, music, and sound effects. GameSg shortlisted two possible names for the game:

- a. A-MAZING RUN
- b. PAC-MAN REMIX

1. Identify all possible works in the above scenario and state which type of IP protection is most relevant to each.
2. Consider who would be the most likely owners of the IP rights in each of the works you have identified.
3. Consider issues or concerns regarding the choice of the name for the game.

Activity 4: Licensing Matters

Prof John led a team of NTU course developers to create course materials for CC0002. He wanted to make the slides more engaging and interesting for the students hence he asked the developers to include images, where appropriate. He identified Creative Commons, an online resource that the course developers can use to find suitable royalty-free images for use in the course materials. Upon completing the slides, they were uploaded onto NTULearn course site and are freely available for CC0002 students to view and download.

1. Explain to the course developers what Creative Commons is and how it works, for both creators and users.



2. The developers identified and added 10 CC BY and 5 CC BY-NC images in the course slides. Explain to the developers the i) differences between CC BY and CC BY-NC and ii) the conditions of using CC images.
3. Who owns the copyright to these course materials?
4. May a CC0002 student share these course materials with a friend from another university?
5. May a CC0002 student upload and share these course materials to an online learning platform such as CourseHero? (Hint: need to check Copyright Policy of CourseHero)
6. May a CC0002 student make copies of these course materials and sell on Carousell?

Activity 5: Presentations

Presentations by instructor selected groups about their views on the activities.

Each group need to write your answers to all the activities in a word document/power point slides named as “TutorialNumber_GroupNumber_WeekNumber” and upload it in Discussion page of your tutorial site.

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