Course : 0553T / Multimedia System
Year : 2015

CONTENT AND TALENT
Session 10

OUTLINE

- Acquiring Content
- Ownership of Content Created for A Project
- Acquiring Talent

Acquiring Content

- Content
  - Is the information and material that forms the heart of your project.
  - Can be any and all of the elements of multimedia.
  - Can have low and high production value.
  - Content will have high production value if :
    - Hire professional team to shoot and digitize
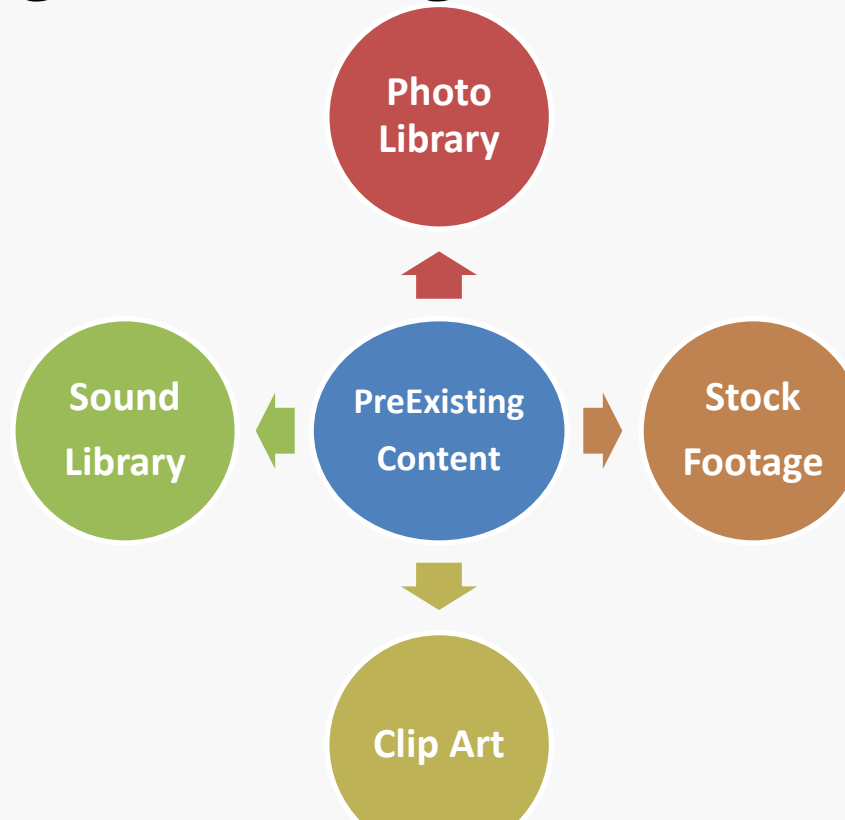
Acquiring Content

- Content acquisition :
  - Can be one of the most expensive and time consuming task in organizing a multimedia project.
  - Be sure to plan ahead , allocating sufficient time and money for this task.

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Acquiring Content

- Using Content Created by Others
  - When use other's content in a broadcast or reproduction , should be granted to its creator
  - Electronic rights :
    - The rights to publish a work in a computer-based storage and delivery medium such as on a DVD or on the Web.
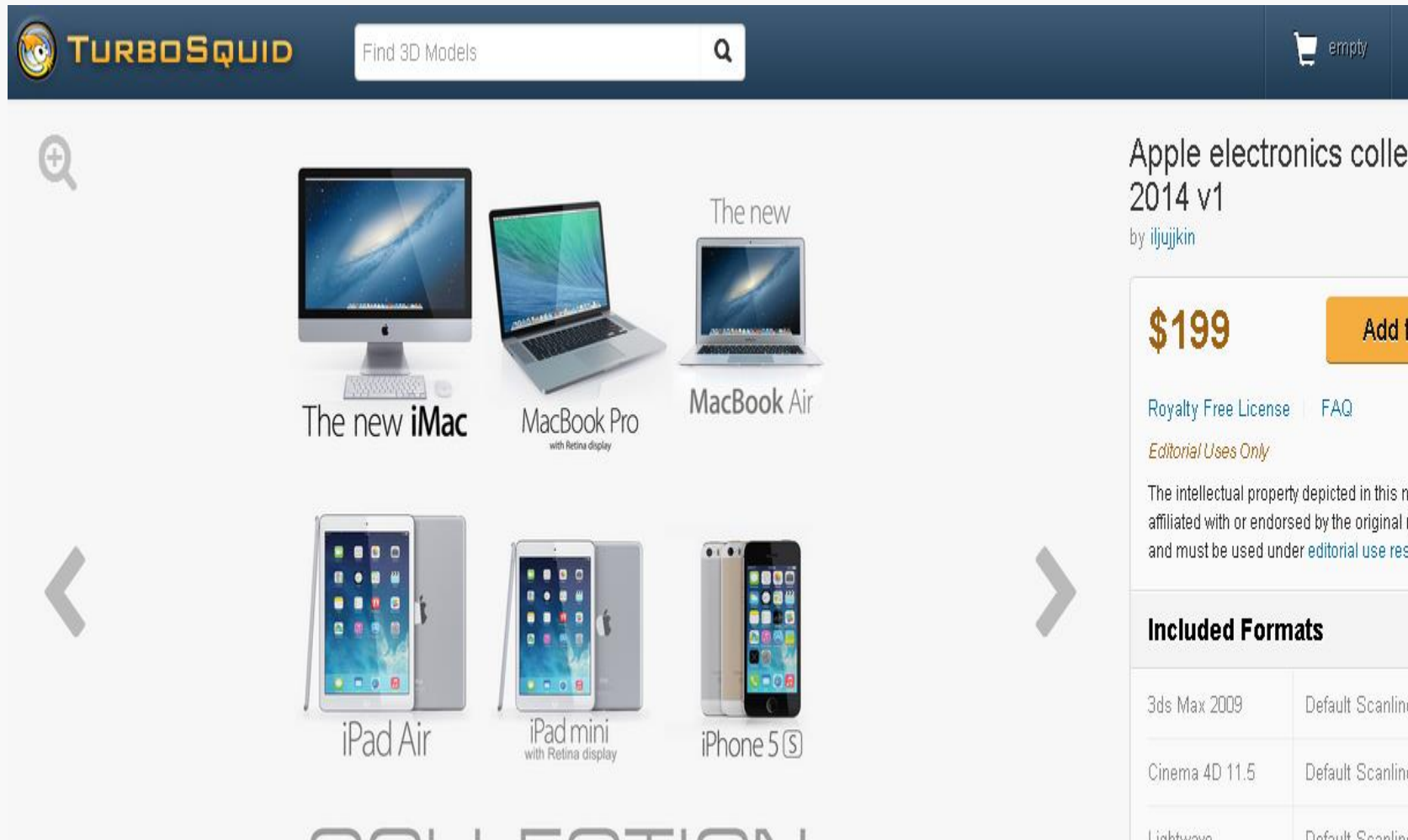
Acquiring Content

- Using Content Created by Others
  - Locating Preexisting Content

Acquiring Content

- Example : download content from www.turbosquid.com

Acquiring Content

- Source of Contents both copyrighted or public domain :
  - The National Archives of United States
    - www.archives.gov
  - The National Archives of United Kingdom
    - www.nationalarchives.gov.uk
  - The Library of Congress
    - www.loc.gov

Acquiring Content

- Copyrights
  - Law governing copyright vary from country to country
  - Example copyrights in the United States :
    - Copyrights protection applied to "original works of authorship fixed in any tangible medium of expression".

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Acquiring Content

– Digital Rights Managements (DRM)

- Various rights management technologies
  - **FairPlay** -> used in Apple
  - **Microsoft Windows Media Rights Manager** -> used in Microsoft Windows
  - **The Association of American Publishers** is promoting DRM methodologies to protecting unauthorized copying of e-books.

Acquiring Content

– Obtaining Rights
  - License the rights to use copyrighted material before
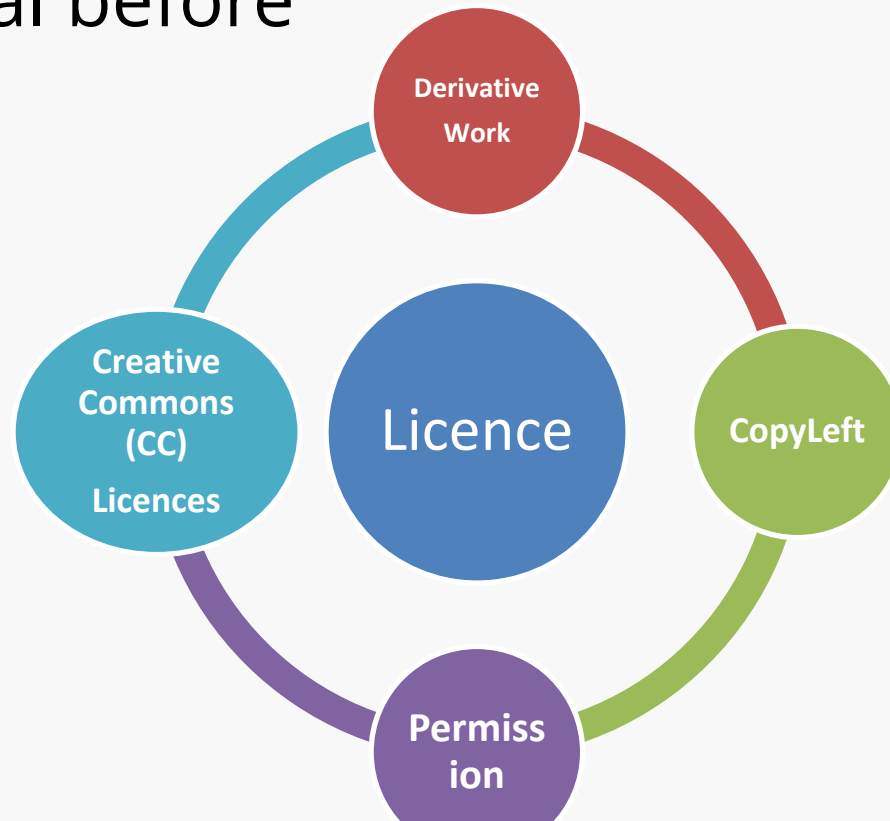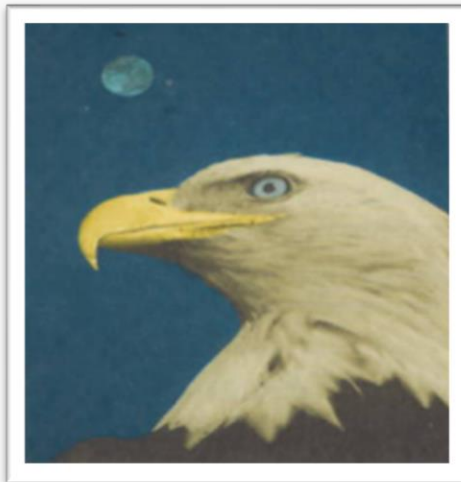
Acquiring Content

– Derivative Work

• A tiny portion of an image owned by someone else and the original is no longer recognizable.

Who owns the resulting image ??

The original photograph by Mark Newman

The image was clipped and manipulated for use in multimedia project

Acquiring Content

- Permission
  - Must be obtained to use copyrighted text.
  - Permission to reprint copyrighted text material.
- Copyleft
  - Antipodal to copyright
  - Use the copyright laws themselves to remove traditional copyright protections from a work and offer that work with legal and unlimited permission clearly granted to freely copy, modify, transform, or distributed

Acquiring Content

- Copyleft
  - In software world, GNU (General Public Licence) is intended to guarantee your freedom to share and change all version of a program.
- Creative Common (CC) Licences
  - Grant specific rights to reuse and distribute media.

Acquiring Content

- The six most commonly used Creative Common Licenses

Icon	Description	Acronym
(cc) (i)	Attribution alone	BY
(cc) (i) (=)	Attribution + NoDerivatives	BY-ND
(cc) (i) (↻)	Attribution + ShareAlike	BY-SA
(cc) (i) ($)	Attribution + Noncommercial	BY-NC
(cc) (i) ($) (=)	Attribution + Noncommercial + NoDerivatives	BY-NC-ND
(cc) (i) ($) (↻)	Attribution + Noncommercial + ShareAlike	BY-NC-SA

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Acquiring Content

- Conditions Under which a Creative Common Licence may be granted

  (http:en.wikipedia.org/wiki/creative_common_license)

Icon	Right	Description
	Attribution (BY)	Licensees may copy, distribute, display and perform the work and make derivative works based on it only if they give the author or licensor the credits in the manner specified by these.
	Share-alike (SA)	Licensees may distribute derivative works only under a license identical to the license that governs the original work. (See also copyleft.)
	Non-commercial (NC)	Licensees may copy, distribute, display, and perform the work and make derivative works based on it only for noncommercial purposes.
	No Derivative Works (ND)	Licensees may copy, distribute, display and perform only verbatim copies of the work, not derivative works based on it.

Ownership of Content

- In general
    - You can own the copyright when creating a project single-handedly for yourself.
    - The ownership of a project created by employees in the course of their employment belongs solely to the employer if the work fits the requirement of "work made for hire".
    - Work made for hire :
        - Work made by an employee as part of his or her job for an employer.

Acquiring Talent

- Getting the perfect actor, model or narrator's voice is critical.

- In USA, there is SAG-AFTRA that provide professional voice-over talent and actors.

- If your talent is nonunion (a co-worker, student actor, waitress, be sure to have the person sign a release form. This form grants to you certain permissions and specifies the terms under which you can use the material you make during a recording session.

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• Release Form Example (every country may vary, depend regulation)

Minor/Adult Model Release Form

(Please fill out form in capital letters)

Release #: ....

Date of Shoot: ..../........./.........

Name of Model: ....

Address: ....

....

....

Phone Number: ....

Models Age: ....

I hereby grant the photographer named above and any licences the absolute righ[t]
copyright, sell, publish and/or use the photographic portraits and pictures of me [in]
which I am included in whole or part, for advertising, trade or any lawful purpose[s]
whatever I waiver any interest I may have in.

I am of legal age and have the full legal capacity to execute this authorization with[out]
the consent or knowledge of any other person.

I understand I have no interest in the copyright, or any moral rights, in the photog[raph]

Parent Signature: ....

Model Signature: ....

Photographer Signature: ....   Date: ..../........./.........

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Supporting Materials

- http://www.mmmlaw.com/media-room/publications/articles/negotiating-multimedia-agreements-issues-associated-with-acquiring-multiple-rights-from-multiple-parties

Exercise

- List ten different kinds of content that can be used to develop a multimedia project!

- List the source that can get free content in the public domain!