



Revise Chapter 11



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Lecture: Content and Talent

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- Introduction to content.
 - Rights required for using content.
 - Using content.
 - Using talent.

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- Content defines the project information and material.
 - Content can have low and high production value.
 - The basic building blocks of content are films, videos, photographic collections, and textual information bases.
 - Content can be either created or acquired.

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- Acquiring content can be very expensive and time-consuming.
 - Financial planning and allocation of sufficient time are important aspects of content acquisition.
 - Pre-existing content can be obtained from a variety of sources.

The sources from where pre-existing contents can be acquired are:

- Clip art collections - for simple and flexible content.
- Commercial stock houses - to ensure licensed work devoid of copyright infringements.

The sources from where pre-existing contents can be acquired are (continued):

- Photo, sound library, and stock footage house - for specific or complex content.
- The National Archives in Washington - for a rich source of content, both copyrighted as well as in the public domain.

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- The rights should be licensed to use copyrighted material before a project is developed.
 - Rights for unlimited use should be sought, as the content can be altered any time.

A few issues to be considered when negotiating for rights include:

- The manner in which the content is delivered.
- The period for the license.
- Exclusive or nonexclusive license.
- Location of product distribution.
- The quantity of material to be employed.
- The type of rights.

A few issues to be considered when negotiating for rights include (continued):

- The credit line or end-credits for display.
- Whether the content owner has the authority to assign rights.
- Whether additional rights are required to use the content.
- The remuneration for the copyright owner.
- The format for receiving the content.

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- When a work is created, certain rights are granted to its creator.
 - An electronic right enables creators to publish work in a computer-based storage and delivery medium or on the Web.

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- Public domain means either the work was never copyrighted or the expired copyright protection has not been renewed.
 - Public domain material can be used freely without a license.

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- Copyright protection applies to original works of authorship fixed in any tangible medium of expression.
 - The owner's permission must be obtained before a work is used.

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- Various rights management technologies are emerging and competing to become an industry standard.
 - Any text or image that is copied or incorporated requires the permission of the owner. Such incorporated work is referred to as derivative work.

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- It is important to obtain a written agreement from every individual contributing to the work.
 - Developing projects includes designing interfaces, writing text, programming codes, and producing musical scores, sound effects, and video.

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- Several factors must be weighed to determine whether the individual is legally an employee or an independent contractor.
 - These factors include the place of work, the relationship between the parties, and the provision of tools and equipment.

The required professionals can be located by:

- Calling a talent agency and explaining the requirements.
- Reviewing sample tapes and arranging auditions.
- Advertising for casting calls for screen or audio auditions.
- Organizing non-union auditions.

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- American Federation of Television and Radio Artists (AFTRA) and Screen Actors Guild (SAG) are two union contracts.
 - AFTRA and SAG have similar contracts and terms for minimum pay and benefits.
 - Their contracts are lengthy and detailed, sharing the same language and job descriptions.

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- A release form grants certain permissions. It specifies the terms under which the material made during a recording session can be used.
 - Make sure that all talent, even family and co-workers, sign a release form for appearances on tape.

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- Content is the foundation of any multimedia project.
 - Content must be created or acquired.
 - Copyright laws protect the legal rights of the creator of an original work.