

Copyright Guidelines for Creating Multimedia Presentations

What constitutes an Educational Multimedia Project?

An educational multimedia project is a single integrated mixed media project that includes original work by the creator (student or educator), along with various copyrighted multimedia materials such as film or video, music, text, illustrations, photographs, and digital software. Student projects would be created for a specific course. Educator projects would be in support of curriculum based instructional activities.

When Do You Need Copyright Permission?

Educators are exempt as long as they meet the delivery requirements (face to face instruction, *or* assigned to students for directed self study, *or* for remote instruction to enrolled students) AND they do not exceed portion limitations. Students are exempt as long as they do not exceed portion limitations AND the product is for a specific course. When in doubt, obtain permission from the copyright holder.

What Are Portion Limitations?

Portion limitations mean *how much* of a copyrighted work can be used in a multimedia presentation without having to obtain permission to use it. The guidelines for limitations follow:

- Motion media: up to 10% of the whole or 3 minutes (whichever is less);
- Text material: up to 10% of the whole or 1,000 words (whichever is less);
- Music, lyrics, and music video: up to 10%, but never to exceed 30 seconds;
- Illustrations and Photographs: may use entire picture, but never more than 5 images by one artist or photographer (when using pieces from a collected works publication, can use 10% of the whole, or 15 images --whichever is less).
- Numerical data sets: up to 10% or 2,500 fields or cell entries (whichever is less).

When Is Permission Required?

Permission is required when the project is for non-educational or commercial purposes, when the portion limitations are exceeded, or when distribution exceeds one public copy and one for archives.

How Do You Credit Copyright Holders?

Copyright holders must be credited in the project; for each piece, list the copyright symbol, the year of publication, and the name of the holder.

How Long Can You Keep the Project?

The project can be kept for up to 2 years. It can also be used for presentation as part of the educator's or student's portfolio, for evaluation purposes and formal peer presentation (i.e., conferences).

This summary is based upon the document titled, Fair Use Guidelines for Educational Multimedia, which is a non-legislative report issued by the Subcommittee on Courts and Intellectual Property Committee on the Judiciary, U.S. House of Representatives. The Consortium of College and University Media Centers did the work to create the document, and included representatives from all interested parties. A full text version of this document is available in the LRC's Audiovisual Department and online at: <http://www.libraries.psu.edu/mtss/fairuse/guidelinedoc.html>