

## WHAT IS A CREATIVE COMMONS LICENSE?

The Creative Commons licenses are a set of tools that enable individual creators to large educational institutions or company a simple standardised way to enable copyright permissions to their creative work.

Every Creative Commons license allows the creator to retain copyright whilst allowing others to copy and distribute and make use of their work non-commercially. The Creative Commons license also ensures creators get the recognition and credit for the work they produce and share. All of the Creative Commons licenses can be utilised worldwide and last as long as the applicable copyright lasts.

## ATTRIBUTING CREATIVE COMMONS MATERIALS

One major requirement of using Creative Commons (CC) work is to ensure that you attribute the creator. Under UK Copyright law, this is also a requirement. Whenever you use Creative Commons works, make sure the creator has been acknowledged along with any relevant copyright and license information.

The area of attribution can cause confusion for users of CC based material; this is considered one of the hardest parts of the process. This guide is designed to help and guide you through the attribution process to make sure you are attributing the creator of CC licensed work in the most effective manner.

## ITEMS TO REMEMBER WHEN ATTRIBUTING

The items listed below can be applied across all CC licenses when you are providing attribution for a piece of work. You should:

- Provide the title to work and URL link to its online location;
- Credit the creator;
- Indicate the type of license associated with the piece of work and provide a link to the license (so other users can see the terms associated with the license); and
- Retain any copyright notice associated with the work.

The above may seem like a lot of information to be applied, but there is a easy and flexible solutions that can be applied to CC resources, particularly online.

## HANDY ONLINE TOOL TO HELP YOU CREATE ATTRIBUTION

Before we begin to break down CC attribution and look at some good and not so good examples, make use of the link below which take you to online resources which aid with creating effective CC attributions.

[Follow this link](#) to help you create your own easy to attribute license for CC works you create

## EXAMPLES OF CC IMAGE ATTRIBUTION

### EXAMPLE OF AN IDEAL ONLINE CC IMAGE ATTRIBUTION



[“Glasgow-kelvingrove-museum-1”](#) by [Thyes](#) is licensed under [CC BY-SA 3.0](#)

**Title?** “Glasgow-kelvingrove-museum-1”

**Author?** [“Thyes”](#) linked to his/her profile page

**Source?** [Glasgow-kelvingrove-museum-1](#) – Linked to original page in Wikimedia Commons

**License?** [CC BY-SA 3.0](#) –Link to type of CC license

The reason the above is an ideal attribution is because the title of the image is mentioned, along with the original source and the creator is given credit with the CC license being linked to.

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## GOOD EXAMPLE OF ATTRIBUTION FOR MATERIAL YOU SLIGHTLY MODIFIED

In the example below, you'll notice I have desaturated the Kelvingrove Museum image from the above example. I am going to demonstrate how to attribute images you make minor adjustments, like greyscale or crop for example and distribute them back into the CC community.



“[Glasgow-kelvingrove-museum-1](#)” by [Thyes](#) is licensed under [CC BY-SA 3.0](#) / Desaturated from original

The above is good attribution because; the title, author, source and License are all noted along with the modification made.

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## MATERIALS REDISTRIBUTED BACK INTO THE CC COMMUNITY

The screenshots below shows how I distributed the image back into the CC community (Wikimedia Commons in this instance) and how the attribution looks when displayed in this website.

### Summary [\[ edit \]](#)

|                    |   |
|--------------------|---|
| <b>Description</b> | English: Kelvingrove Museum, Glasgow, Scotland, UK - Desaturated from original  |
| <b>Date</b>        | 11 August 2008  |
| <b>Source</b>      | <a href="https://commons.wikimedia.org/wiki/File:Glasgow-kelvingrove-museum-1.JPG">https://commons.wikimedia.org/wiki/File:Glasgow-kelvingrove-museum-1.JPG</a> |
| <b>Author</b>      | <a href="#">Thyes</a>   |

The Summary description shows the alteration I made, the date shows date of when the original image was uploaded and the source links to the author's original image. I have also linked to the author's webpage via their Wikimedia name.

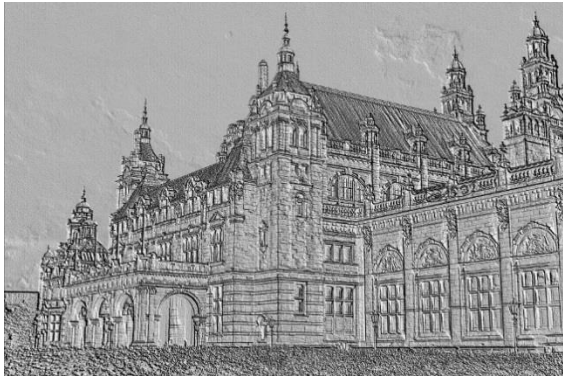
The image below shows the license I used, which is the same as the original material (CC BY-SA 3.0).

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This file is licensed under the [Creative Commons Attribution-Share Alike 3.0 Unported](#) license.

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GOOD EXMAPLE OF ATTRIBTUION FOR MATERIAL THAT IS A DERIVATIVE WORK YOU CREATED



This work 'embossK' is a derivative of [Glasgow-kelvingrove-museum-1](#) by [Thyes](#) is licensed under [CC BY-SA 3.0](#) embossK is licensed under [CC BY-SA 3.0](#) by [GW GLAS](#)

The above is good attribution because the following elements were included:

Original Title, the author, Source and License are all included

Derivative, this is noted and the title of the work "emboss", is a derivative of...

The new author of the derivative work is mentioned

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EXAMPLE OF AN INCORRECT ONLINE ATTRIBUTION



"Creative Commons"

**Title?** No title is noted or mentioned

**Author?** The author information is inaccurate, Creative Commons is not the author

**Source?** No source has been identified, along with no link to the source is provided

**License?** There is no mention on the license associated with this image, therefore no one knows how to use it.

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EXAMPLE OF AN ONLINE ATTRIBUTION THAT COULD BE IMPROVED



[Image](#) by [Thyes](#) is licensed under [CC BY-SA 3.0](#)

**Title?** The title of the image is not mentioned, however the source is at least linked to

**Author?** The author is mentioned by name and source linked to

**Source?** "[Image](#)" - this at least links to the authors Wikimedia page

**License?** Correctly linked to the license deed

## IMPORTANT THINGS TO REMEMBER

In this section you will find important items you should remember to put into practice when using and creating Creative Commons material.

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### TITLE, AUTHOR, SOURCE AND LICENSE (TASL)

You may have noticed that the ideal CC attribution has the following acronym (**TASL**), **T**itle, **A**uthor, **S**ource and **L**icense. If you remember and apply these four items when dealing with CC attribution you'll be providing a wide range of information making it easier to track and use your use your image.

**Title** – What is the name of the material?

Make sure to include the title for the materials. In some instances a title has not been provided; in this case don't worry about it.

**Author** – Who is the owner of the material?

Ensure to name the author(s) of the material. When using other people's work, an additional piece of good practice is to check if the author wanted to be attributed in a particular way. It could be they would like some other entity or body to get credit, like a company or personal website. In some rare instance they may wish not be referenced at all.

**Source** – Where can I find the material?

Provide a URL link or hyperlink to the online location of the material you accessed or created. This makes it much easier for other people to use or build upon the material.

**License** – How can the materials be used?

When using materials under the CC license – they are free, so ensure you make note of it. Avoid putting descriptions like; 'Creative Commons', because this does not inform other people about the type license or how your material can be used. There are 6 CC licenses; which one does the material fall under? Name the license and provide a link to it for example; [CC BY 2.0](#)

*Remember and include any additional license information, if indicated by the licenser*

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**KEEP TRACK OF EVERY CC ITEM YOU USE**

It is very important to keep track of every item you use. If you have a record of where you found materials, this will make it a lot easier to find them again and provide you with a valuable resource which you can refer to. You could produce an Excel table (as shown in the example below) or database to keep track of the CC resources you use.

| <b>Title</b>                 | <b>Author</b> | <b>Source</b>   | <b>License</b> |
|------------------------------|---------------|---|----------------|
| Glasgow-kelvingrove-museum-1 | Thyes         | <a href="https://commons.wikimedia.org/wiki/File:Glasgow-kelvingrove-museum-1.JPG">https://commons.wikimedia.org/wiki/File:Glasgow-kelvingrove-museum-1.JPG</a> | CC BY-SA 3.0   |
|                              |               |   |                |

## TYPES OF LICENSE

### ATTRIBUTION LICENSE (CC: BY)



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### ATTRIBUTION - SHAREALIKE (CC: BY – SA)



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This license is suitable to be used for materials found in MOOC's due to it being aligned to a MOOC's potential commercial nature.

This license is also used by Wikipedia and is intended for materials that would benefit from utilising content from Wikipedia and projects of a similar nature.

### ATTRIBUTION – NON-COMMERCIAL - SHAREALIKE (CC: BY – SA)



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#### ATTRIBUTION –NODERIVS (CC: BY – ND)



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#### ATTRIBUTION – NON-COMMERCIAL (CC: BY – NC)



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#### ATTRIBUTION-NONCOMMERCIAL - NODERIVS (CC: BY – NC – ND)



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## OTHER TOOLS PROVIDED BY CREATIVE COMMONS

### PUBLIC DOMAIN



When a work is in the public domain, it is free to use by anyone for any purpose and is not restricted by copyright law. No one owns or controls the materials in any way.

Any resource that has this tool associated with it is suitable to be used for materials found in MOOC's due to it being aligned to a MOOC's potential commercial nature.

### CCO – “No Rights Reserved”



The CCO tool enables educators, scientists, artists and other creators or owners of copyright - or database protected material to waive those rights and in their works and distribute them freely in the public domain, allowing them to be built upon, enhanced and reused by others for any purpose without restriction under copyright or database law.