

North Central College Educational Multimedia Fair Use Guidelines

(Adapted from the Conference on Fair Use's *Fair Use Guidelines for Educational Multimedia*, endorsed by the Consortium of College and University Media Centers, December 12, 1996)

1.0 Purpose 2.0 Preparation and Use 3.0 Limitations 4.0 Permission Requirements 5.0 Reminders

1.0 Purpose

The purpose of these guidelines is to provide guidance on the application of fair use principles by faculty members and students who develop multimedia projects using original material together with portions of copyrighted media works for non-commercial educational uses.

2.0 Preparation and Use

2.1 Lawful Acquisition

The copyrighted works used under these guidelines must be obtained through lawful means, such as purchasing, gift, or license agreement, and not pirated.

2.2 Preparation and Use

Students may incorporate and use portions of lawfully acquired copyrighted works for educational multimedia projects for a specific College course or for their own portfolios as examples of their academic work for later personal uses, such as job and graduate school.

Faculty may incorporate and use portions of lawfully acquired copyrighted works when producing their own educational multimedia programs in support of their curriculum-based instructional activities at the College, including:

- face-to-face instruction
- assignments to students for directed self-study
- remote instruction to students over the secure College network
- presentations to peers
- profession portfolio

3.0 Limitations

3.1 Time

Students may use their educational multimedia projects as noted in 2.2. Faculty members may use their educational multimedia projects for a period of up to two years after the first instructional use with a class. Use beyond that time period, even for educational purposes, requires permission for each copyrighted portion included in the production.

3.2 Portion

Portion limitation refers to the amount of a copyrighted work that can reasonably be used in educational multimedia projects, regardless of the original medium from which the copyrighted work was taken. The total amount of copyrighted material from a single copyrighted work is cumulative for each faculty member's or student's multimedia projects for the same academic term.

3.2.1 Motion Media

Up to 10% or 3 minutes, whichever is less, in the aggregate of a copyrighted motion media.

3.2.2 Text Material

Up to 10% or 1,000 words, whichever is less, in the aggregate of a copyrighted work consisting of text material. (Special rules apply to poetry.)

3.2.3 Music, Lyrics, and Music Video

Up to 10%, but no event more than 30 seconds, of the music and lyrics from an individual musical work or in the aggregate of extracts from an individual work.

3.2.4 Illustrations and Photographs

No more than five images by an artist or photographer. No more than 10% or 15 images, whichever is less, when using photographs and illustrations from a published collective work.

3.2.5 Numerical Data Sets

Up to 10% or 2,500 fields or cell entries, which is less, from a copyrighted database or data table.

3.3 Copying and Distribution

No more than two use copies, only one of which may be placed on reserve.

An additional copy may be made for preservation purposes, but may only be used or copied to replace a use copy that has been lost, stolen, or damaged.

4.0 Permission Required

Faculty members and students must seek individual permissions (licenses) before using copyrighted works:

- when using for non-educational or commercial purposes
- before replicating or distributing beyond the limitations listed
- using over electronic networks, other than the College network

5.0 Reminders

5.1 Downloading

Access to works on the Internet does not automatically mean that these works can be reproduced and reused with out permission or royalty payment.

5.2 Acknowledgment

All sources must be credited and the copyright note and copyright ownership information (if shown in the original source) must be displayed.

5.3 Notice

Faculty members and students must include on the opening screen a notice that certain materials are included under the fair use exemption of the U.S. Copyright Law and are restricted from further use.

5.4 Alterations

Faculty members and students must note if any alterations have been made to copyrighted works incorporated in their educational multimedia project.

5.5 Reproduction of Copyrighted Computer Programs

Reproduction of copyrighted computer programs, even for educational uses, is not permitted.

5.6 Licenses and Contracts

Fair use and these guidelines do not preempt or supersede licenses and contractual obligations.