

“Copyright, Copyleft & Fair Use”

Learning Enrichment Grant Proposal 2020:

A 6-video online training series for Students & Media Makers

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PROPOSAL SUMMARY

Many students need to know who to acquire media legally for use in projects and professional work such as social media, remixing, web publishing, journalism, video production, online presentations, and other media productions. Yet, few faculty have the time to teach it in the curriculum.

In 2018, Juliet Davis received a Learning Enrichment Grant to create what she thought would be a single PowerPoint and video on "Copyright, Copyleft, and Fair Use." However, a larger project emerged.

This project will be a 6-part training series of entertaining videos (with the PowerPoints, exercises, and quizzes) that teach students how to use a wide range of media and easily understand the complexities of copyright law as it applies to their practical circumstances.

**STIPENDS: Juliet Davis \$1500
David Wheeler \$1500**

ROUGH VIDEO SAMPLE (ABOVE)

YOUTUBE: <https://youtu.be/lq1kiWSPRuo>

This *rough* sample of the first video gives an idea of how the 6-video series will look. David Wheeler will be joining me as a co-host, and we'll be adding more improv humor. The video series will be accompanied by PowerPoints, exercises, and quizzes detailed below.

[Click to Download PowerPoint 1 Here](#)

[Click to View All PowerPoints & Materials \(Dropbox\)](#)

LEARNING OBJECTIVES



Upon successful completion of this learning series, students will be able to:

- define and recognize copyright and infringement,
- use outside media legally in social media, remixing, video production, web publishing, class presentations, and other projects,
- find free media sources and document the licensing/permissions,
- use guidelines for “fair use,”
- register copyright to protect original work,
- use Creative Commons licensing to grant sharing permission,
- make informed decisions about using media in specific contexts.

TEACHING MODES



Online Learning:

Online viewing and quiz-taking

Flipped Classes:

Online viewing and quiz-taking followed by in-class exercises

Traditional Delivery:

In-class PowerPoint presentations and video examples

POWERPOINTS

(LEG 2018)

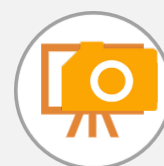


- 1) Introduction: “Who Let the Dogs Out?”
- 2) Copyright and Infringement
- 3) How Can I Register My Copyright (or “Copyleft”) and Post Notice?
- 4) How Can I Use Others’ Works Legally?
- 5) When Can I Claim “Fair Use?”
- 6) How can I use my **own** work legally?

[Click to Download All PowerPoints \(Dropbox\)](#)

DELIVERABLES

(LEG 2020)



- 6 revised PowerPoints
- 6 Short Videos with Multimedia Exercises at the end of each
- Formatted Bibliographies
- 6 Quizzes

RELATED COURSES



BACCALAUREATE COURSES:

COM 224 Mass Media and Society (SS)

9 sections per semester

COM 232 Visual Literacy (A)

5 sections per semester

COM 222 Media Aesthetics & Creativity (A)

3 sections per semester

COM 242 Digital Citizenship (A)

4 sections per semester

FMX 210 Digital Media (A)

5 sections per semester

ART 110 Foundations: Digital Media (A)

3 sections per semester

ADDITIONAL COURSES:

JOU 101 Intro to Journalism

3 sections per semester

**COM 302 Digital Media & Design for
Communication**

3 sections per semester

COM 327 Copyright Law COM

1 section per semester

383 Advertising Creative Direction

3 sections per semester

COM 436 Communication and Media Ethics

4 sections per semester

U.T. Course Descriptions

Thank you for your
consideration!

—Juliet & David