



## ***Copyrights and Copy Wrongs: Fair Use Guidelines & Multimedia***

(See [Copyright Basics](#) for more information on general copyright.)

- [General Guidelines](#)
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### **General Guidelines**

- Students and educators may use portions of legally obtained works, without the author's consent, for academic use **with full credit and citations. Failure to provide proper citations is plagiarism.**
- Educators may claim fair use for their own works contingent upon the following criteria:
  - The work is used for face-to-face instruction or for remote instruction (as long as the distribution signal is limited).
  - The work is presented at a conference and is not a shared copy of the original.
  - The work is used to illustrate the creation of multimedia presentations.
  - The fair use limit is two years from the completion of the work. After the two year period, written permission is required for each copyrighted portion in the production.
  - Fair use ends when the author loses control of his/her project (i.e. dissemination over the Internet).



## Portion Guidelines

Text	<ul style="list-style-type: none"> <li>Up to 10% or 1,000 words (or whichever is less)</li> </ul>
Poems	<ul style="list-style-type: none"> <li>Up to 250 words but limited to three poems or portions of poems by one poet or five poems--or portions of poems by different poets from an anthology</li> </ul>
Music: Songs, Compositions, Sound Bits, and Lyrics	<ul style="list-style-type: none"> <li>Up to 10% but no more than 30 seconds of a musical composition</li> <li>Up to 10% but no more than 30 seconds of a sound recording</li> <li>Alterations can't change the fundamental melody or nature of the piece.</li> </ul>
Motion Media: Videos and Movies	<ul style="list-style-type: none"> <li>Up to 3 minutes</li> <li>Clips can't be altered.</li> </ul>
Images: Photos, Illustrations, and Cartoons	<ul style="list-style-type: none"> <li>An entire image may be used but no more than five (5) images per artist.</li> <li>For a work that has a collection of images, up to 10% but no more than 15 images.</li> </ul>
Database Information	<ul style="list-style-type: none"> <li>Up to 10% or 2,500 fields or cell entries (or whichever is less)</li> </ul>



## Points to Remember

- On the opening screen of a multimedia presentation, state that it has been prepared using fair use exemption under U.S. Copyright Law.
- Credit all sources with full bibliographic information.
- DO NOT post presentations obtained through fair use guidelines on an unsecure Web site.
- Images must be credited within the image if bibliographic information is not included with other citations.
- Display copyright notice and copyright ownership if displayed in the original source.
- No more than two (2) copies may be made of an original presentation.
- One copy may be reserved for educational purposes and one may be created for preservation in order to replace lost, stolen, or damaged copies.
- Each author may keep one copy of a presentation.
- DO NOT distribute presentations to the public or post on the Internet without the author's consent.
- Permission is required for non-educational purposes.

### Reference:

Information Technology Evaluation Services, Public Schools of North Carolina. (1997). Copyright in an electronic environment: Guidelines from Consortium of College & University Media Centers. Retrieved November 24, 2010, from <http://www.dpi.state.nc.us/copyright1.html>