

LO2 - Planning: legal bit

You need to show that you understand about copyright, trademarks and intellectual property rights in your portfolio

This is in LO2 in every portfolio

And also in LO3 in the assets table

You need to show that you understand what you would need to do about copyright if you were working on a commercial product

LO2 - Planning: legal bit

Digital Graphics:

Right at the bottom of LO2

MB1: 1–5 marks	MB2: 6–9 marks	MB3: 10–12 marks
Demonstrates a limited understanding of legislation in relation to the use of images in digital graphics.	Demonstrates a sound understanding of legislation in relation to the use of images in digital graphics.	Demonstrates a thorough understanding of legislation in relation to the use of images in digital graphics.

Interactive Multimedia:

MB1: 1–4 marks	MB2: 5–7 marks	MB3: 8–9 marks
Demonstrates a limited understanding of legislation in relation to the use of assets in interactive multimedia products.	Demonstrates a sound understanding of legislation in relation to the use of assets in interactive multimedia products.	Demonstrates a thorough understanding of legislation in relation to the use of assets in interactive multimedia products.

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MB3: 10–12 marks

Demonstrates a **thorough** understanding of legislation in relation to the use of images in digital graphics.

Make sure you include enough detail

Legislation:

- copyright
 - what is it? who does it apply to?
 - copyright free
 - royalty free
 - public domain
 - attribution
 - paying for a license for an image
- trademarks
- intellectual property rights

The product will be used in a commercial context

You need to explain any legal issues and restrictions that need to be considered when creating the products

What would happen if you used a copyrighted image in a commercial piece of work? **How would you deal with this?**

There are also legal restrictions that need to be considered when creating a digital graphic to be used in a commercial context such as copyright, trade mark and age ratings.

Copy right: Copy right gives the creators of music, books, video and software the media rights to control how their work is used and distributed. Copy right stops people from using their brand name, logo, slogan, title, images or lyrics. This stops people making money off of other peoples work.

Trade Mark: Trade mark legally restricts established logos, words and slogans from being used to represent or promote another company to the one that created it. This means it can only be used by that company stopping anyone else from using it with out permission.

Age Ratings: Age ratings categorise digital graphics such as films as to what age range of people should be watching it. There are 5 age rating certificates U, PG, 12A, 15 and 18. Anyone can watch a U rated movie, PG means if a child of under 8 is thinking of seeing the movie an adult must decide if it is appropriate so the film won't upset or distress the viewer. 12A means anyone under the age of 12 must be accompanied by an adult, 15 means u must be 15 to view the movie and to watch an 18 you must also be 18.

Permission and payment:

- If someone was to use a copy righted creative media they would have to get permission. Sometimes they may even have to pay for the right to use someone elses creative media. This is so they don't break intellectual property laws which protect creative media.
- This means that in order to use my poster to promote the film festival I would have to get permission to use any images straight from the web and even copy right any images I created myself. This would protect my work and also keep me with in intellectual property laws.

These things must be considered when creating a digital graphic so I will have to consider these while making my poster. I will apply copyright to my work because it will protect my creators stopping people taking my ideas and assets, this also stops others profiting from my work. I will also apply trademark to any logos or slogans on my work to keep them individual to the film festival. Age restrictions must also be considered as the poster must be suitable for all ages.

On the other hand I have to ask permission or even pay a fee to use other peoples work if I want to use images from the internet for part of my assets other wise I will have to create all my own assets with 100% of my own work.

If the client wants an image from a picture library, they will have to pay for it. I am not sure how much that will cost them but I could get a quote if they really like it.