08 Whose is it?

WORKSHEET 08 · GRAPHIC OWNERSHIP

designclass
design | engineering | technology

AH Graphic Communication
OVERPRINT · WS08

NAME | CLASS | DATE

The GLOAMIN' name, logo, poster, lantern and livestream are all valuable. Decide how each is protected, and how the festival should use other people's images legally.

Learning intentions

- Understand how graphics are protected as intellectual property
- Understand licences, watermarks and digital rights management

Success criteria · I can...

- ☐ match a graphic to the right form of protection
- ☐ decide whether a licensed image can be used, and why
- ☐ explain why a company protects the rights to its graphics

25 marks
about 55 minutes
Course notes ch. 08

TASK 1 Which protection?

6 MARKS

Choose from: **copyright · registered trade mark · registered design · visible watermark · invisible watermark · digital rights management**. Give a reason for each.

WHAT NEEDS PROTECTING	PROTECTION AND REASON	
The festival name and sun-and-castle logo, so no other event can use them		1
The illustrator's original poster artwork		1
The shape and cut-out pattern of the collapsible paper lantern sold at the festival		1
Photographs sent to sponsors for approval, before they have paid for them		1
The paid livestream of the drone show, viewable only by ticket holders on a limited number of devices		1
Festival photos published online, so that any unauthorised copies can be traced		1

TASK 2 Can we use it?

4 MARKS

The festival wants to print these images on T-shirts it will **sell**. For each, decide whether it can and explain why.

IMAGE	CAN IT BE USED ON MERCHANDISE FOR SALE? WHY?	
A lighthouse photo licensed **CC0**		1
A harbour photo licensed **CC BY**		1
A lantern photo licensed **CC BY-NC**		1
An image found through a web search, with no licence shown		1

TASK 3 Exam practice

12 MARKS

a Explain the difference between the ™ and ® symbols. 2

b A freelance illustrator is commissioned to create the poster. Explain why the festival's contract must deal with copyright ownership. 2

c Explain, giving **two** reasons, why digital rights management is important for the festival. 2

TASK 3 Exam practice (continued)

d Compare a visible watermark with an invisible digital watermark. 2

e Describe **two** advantages and **two** disadvantages of using images from a stock library in the programme. 4

TASK 4 Licensing the brand

3 MARKS

A clothing company will make official GLOAMIN' merchandise under licence. Explain, giving **three** reasons, how the festival can protect its brand while the company uses the logo. 3

Reflect
Which question was hardest, and what will you revise before the next lesson?

TOTAL
/ 25