

Mortimer



**CREATIVE IMEDIA (YEAR 10)**

**REVISION - WEEK SIX**

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Over the next 6 weeks you will be introduced to all of the topics below in preparation for your exam in year 11.  
**Week THREE will cover from P46 – P50.**

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Highlight or tick off each section as you complete them!



Each page is labelled in the top right hand corner as:



for revision notes



for revision recap activities

# Copyright



- **Copyright** is a law that makes it illegal to use someone else's creative material (such as artwork, drawings, music etc.) without their permission. This design work (art, drawings, audio etc.) is known as an **intellectual property**.
- You don't actually need to register for copyright, the protection exists as soon as you create the piece of work.
- If someone does copy your work though, and you want to take action, you'll have to register a lawsuit. You may also need evidence that the work is yours.
- In general, copyright lasts for the life of the person who created the work plus 70 years following their death.
- If caught and action is taken successfully against someone who copies the work of others or passes it off as their own, fines of up to £500,000 can be issued as well as imprisonment.

# Trademarks & Patents



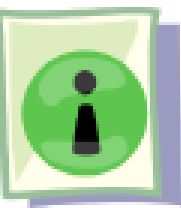
- A **trademark** is a brand name or product name that has been registered.
- Trademarks can be words, symbols or logos that are commonly used to identify businesses and organisations.
- Once registered, a trademark cannot be used without the owner's permission.
- People can also register and protect their ideas, not just their designs and brand names. Registering an idea is called a **Patent**.
- If you had an idea for a new product, for example, you would take out a patent (if the product was unique enough) which would prevent your idea being stolen.
- The official name for the law that protects intellectual property is the **Copyright, Designs and Patents Act**.

# Creative Commons



- **Creative Commons** is a license that allows people to copy work (intellectual property) that would otherwise be protected under copyright law.
- The license could be given to any creative work; work that copyright would ordinarily stop people from using/adapting.
- Owners of the work usually want recognition for the piece, but don't mind other people freely using it.
- Royalty free clipart, for example, is artwork that has a Creative Commons license; the designers often want credit, but don't mind you using the work – even for business purposes.
- There are different versions of this license; some allow you to use work for personal use, some for non-commercial use and some allow you to even make changes to the work.

# Data Protection



- The Data Protection Act has recently been updated to **General Data Protection Regulation (GDPR)**.
- This law states that people need to give consent to businesses and organisations to use their data.
- These organisations must keep data private and people should be able to opt out (at any time) of having their data stored.
- Organisations cannot share people's data without consent and data must be kept secure at all times.
- If data is breached, businesses and organisations have 72 hours to share this news with the people that could possibly be affected.
- Designers need to be aware of people's privacy as they may take on projects of a sensitive nature.

# Revision Recap 12



1. What does Copyright protect?
2. What is a trademark?
3. What are patents used for and how do they protect people's ideas?
4. Explain what a Creative Commons license is.
5. What does Data Protection/GDPR state businesses/organisations must do?

**REVISION TASKS  
END OF  
WEEK SIX**