

# How to build a Creative Commons License

A detailed breakdown of the components for licensing creative works through Creative Commons

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# Purpose and Intent:

A Creative Commons license can be useful in a small academic setting to provide

- For granting use to written works posted on a college website for student use and application
- Permissions for instructors creating specific course related materials posted to the web or a learning management system
- Reuse of certain promotional material or other design work as publicity for the institution
- Information literacy education on the use of copyrighted works

# Licenses are built upon a 3-layer foundation

- Creative Commons licenses all have 3 basic foundational elements:
  - The base layer is the Legal Code which includes language used in a country's legal system to explain what the licenses purpose and intent, use, exceptions and limitations are.
  - A Human Readable layer includes common language explanations of how licenses work and what they can or cannot do for a creator. Here Icons are used for ease of identification.
  - The top layer is a Machine Readable layer allowing terms of licenses to be read and promoted in use by websites and through web services.

# Licenses include 4 elements



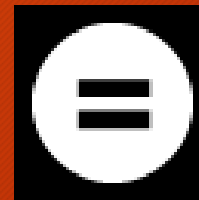
Attribution - or BY is included in all licenses and requires a user of a creative work to give credit to the creator.



Share-Alike - or SA means that the creative work can be used but the user must attach the same CC license as the creator has applied to the work.



Non-Commercial - or NC permits use of a creative work only for non-commercial purposes (use of this creative work cannot be used to make money from)

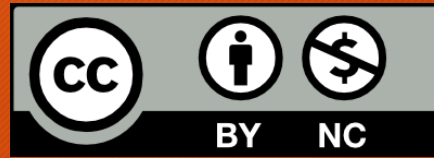


No Derivatives - ND indicates that adaptations to the creative work may not be shared, in other words, adaptations can be created but not publicly posted.

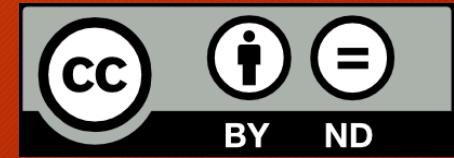
# The 6 license types



CC-BY requires attribution to the creator - it is the most open license to use.



BY-NC means that attribution to a creator is required and use may not be for commercial purposes.



BY-ND includes attributing the creator for use and not adapting any part of the work.



BY-SA means a creator asks for attribution and any reuse must be given the Share-Alike license.



BY-NC-SA requires attribution, for non-commercial use only, and when used must include the Share-Alike license.



BY-NC-ND states that attribution to the creator is given, no commercial use, and no adaptations or derivatives.

# How CC licenses affect exceptions and limitations to copyright:

CC licenses only apply when copyright applies to a creative work.

When an exception or limitation to copyright applies, such as fair use, fair trading, or other law, CC licenses do not apply.

When a work is entered into the public domain CC licenses do not apply or are no longer necessary. Works in the public domain do not fall under copyright law.

CC licenses apply when a creator wants to give a user, viewer, reader, listener permission to freely copy, use, adapt, or redistribute a creative work.

**“CC licenses are copyright licenses”**

Unit 3.2, Creative Commons Certification Course.

# No Rights Reserved - The Public Domain

Creative Commons licenses offer a CC0 (CC zero) option for users who want to register their work in the Public Domain.

- Other laws may yet apply to a work that a creator wants to include in the public domain.
- The 3-layer design of the legal code, human readable symbol and description (right), and a machine-readable approach is also used in the public domain



A creator who wishes to waive all rights, including attribution, to a work which fall under copyright may dedicate the work to the public domain.