



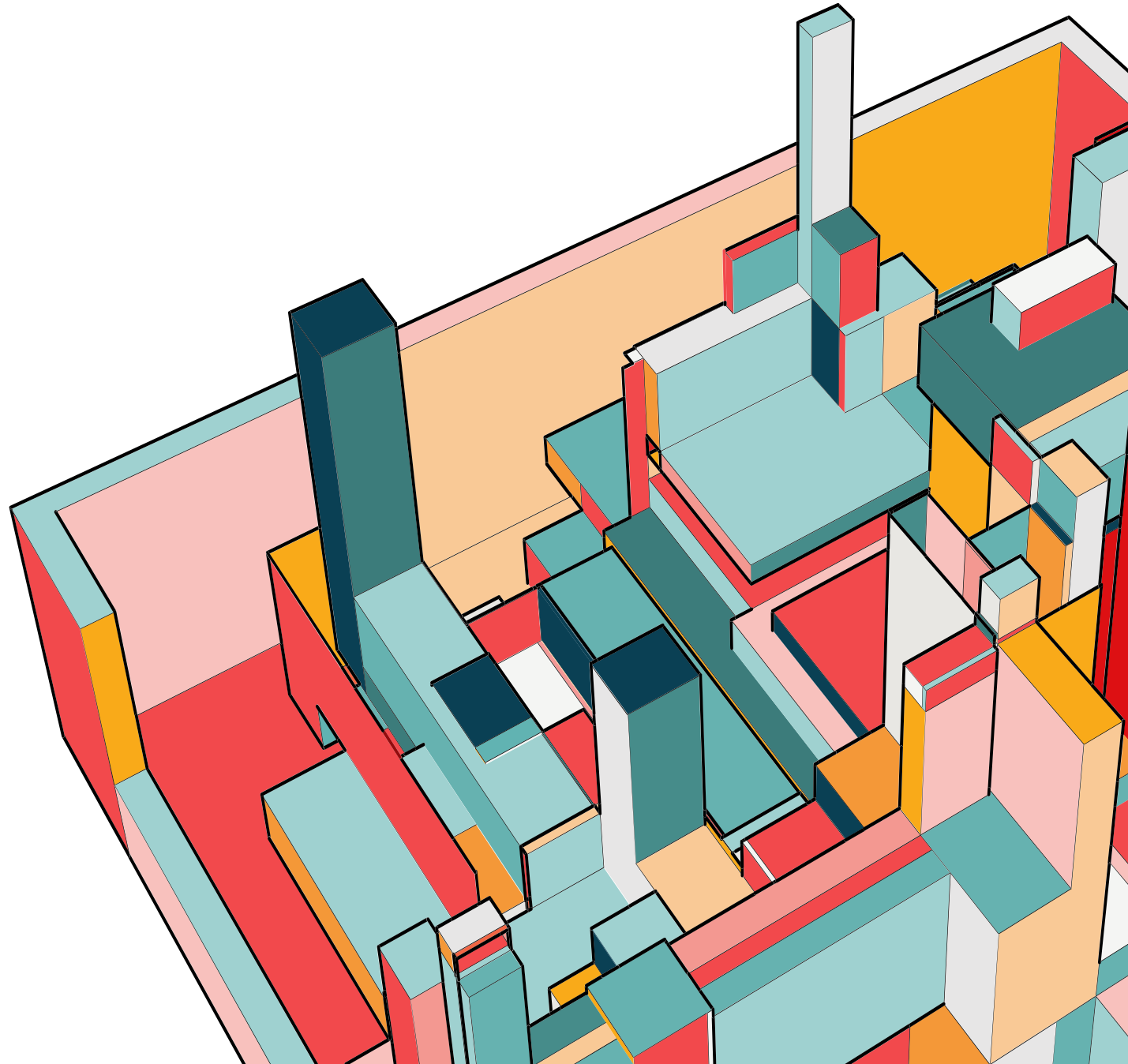
# **CREATIVE CONTENT ATTRIBUTION IN DIGITAL PUBLISHING**

Fall 2023

# ABOUT US

Tara Spies Smith, *she/her*  
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[ts20@txstate.edu](mailto:ts20@txstate.edu)

Kristin Van Diest, *she/her*  
Digital Publishing Librarian  
[kvandiest@txstate.edu](mailto:kvandiest@txstate.edu)



# AGENDA

## INTRODUCTION

Who we are, what we do, why we're here

## DIGITAL PUBLISHING

What is it? What resources do we have at TXST?

## COPYRIGHT & OPEN LICENSES

What is it? Why is it important? How do I navigate this world?

## METADATA

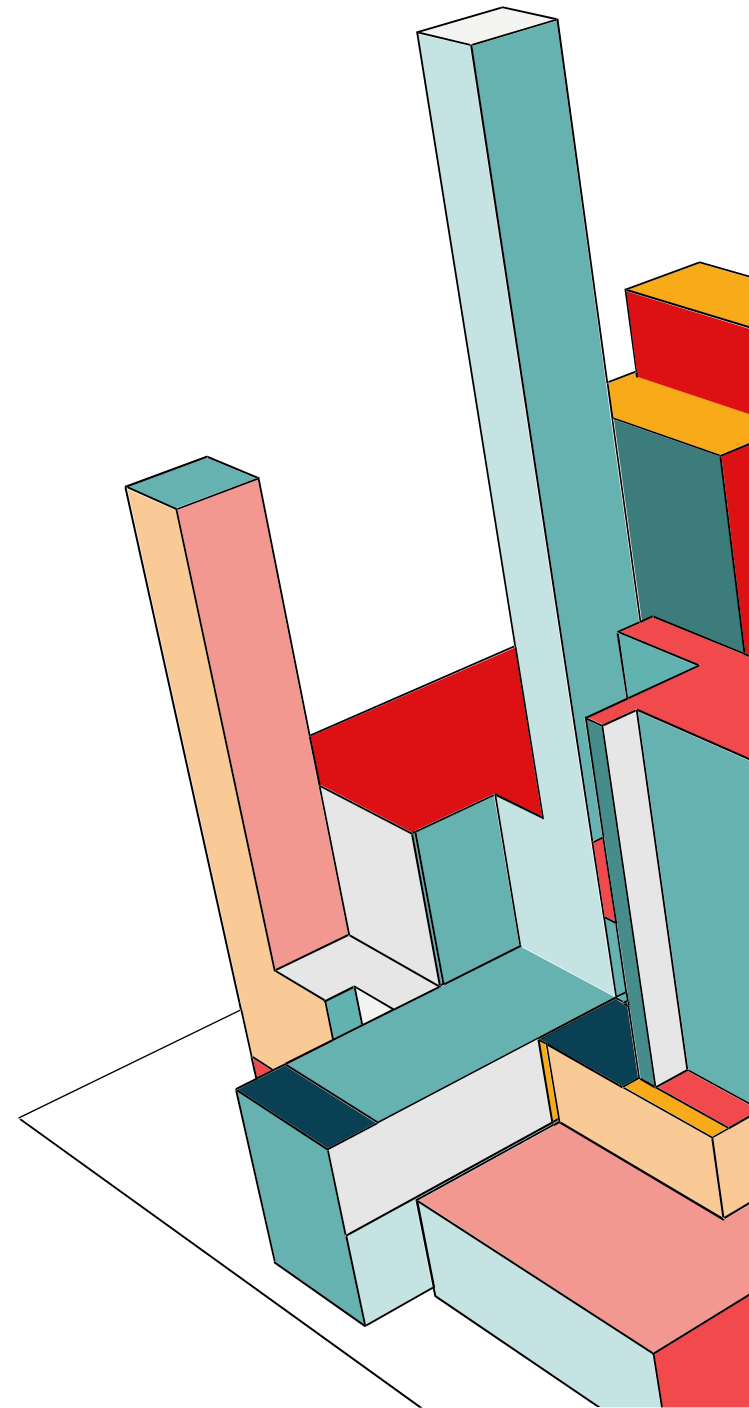
What is it? Where do I see metadata? How do I enter it?

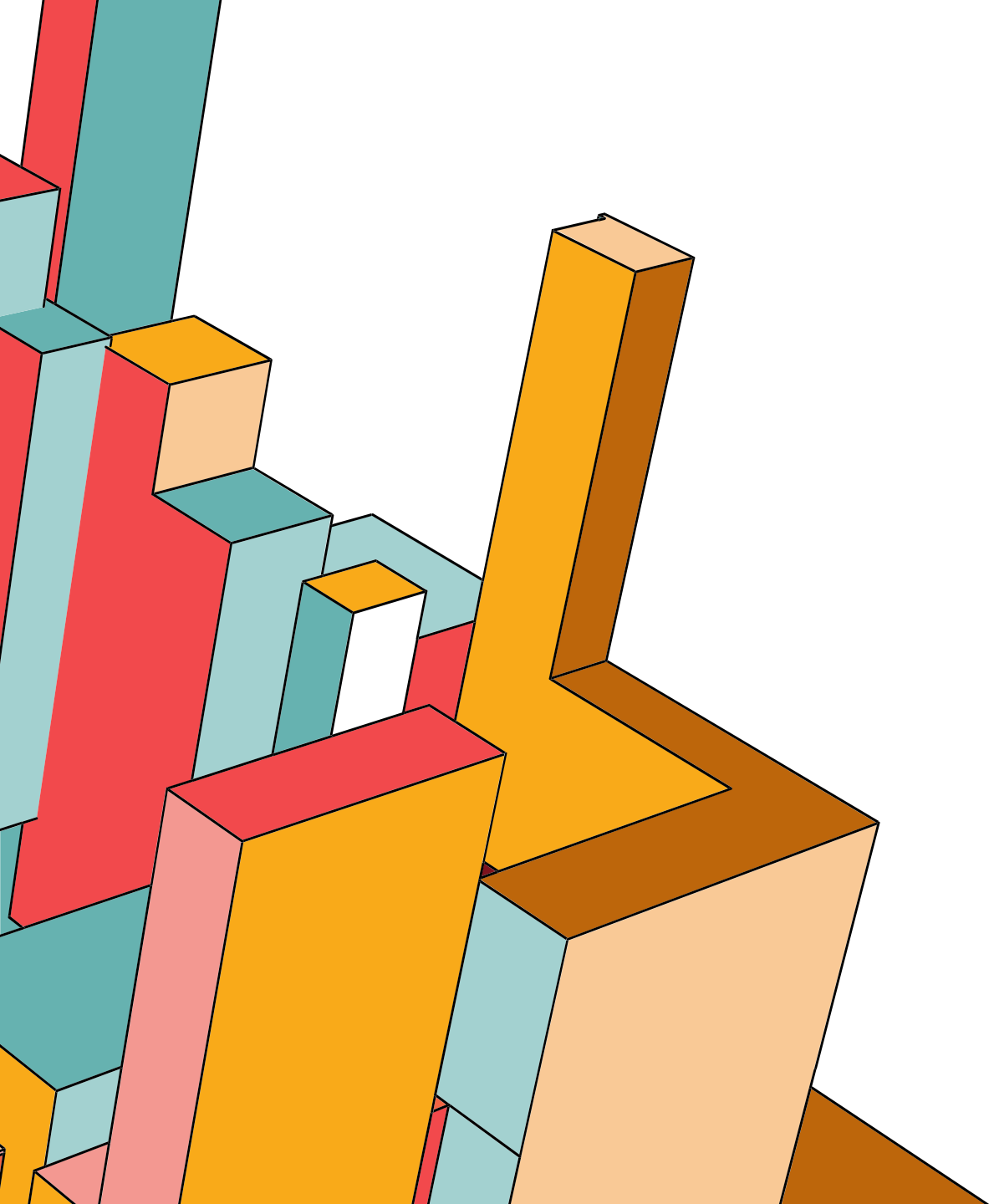
## ETHICS & ATTRIBUTION

Why is it important that I give proper attribution to my work and the works of others?

## LICENSING YOUR WORK

How do I license and protect my own work?





# DIGITAL PUBLISHING

## DIGITAL

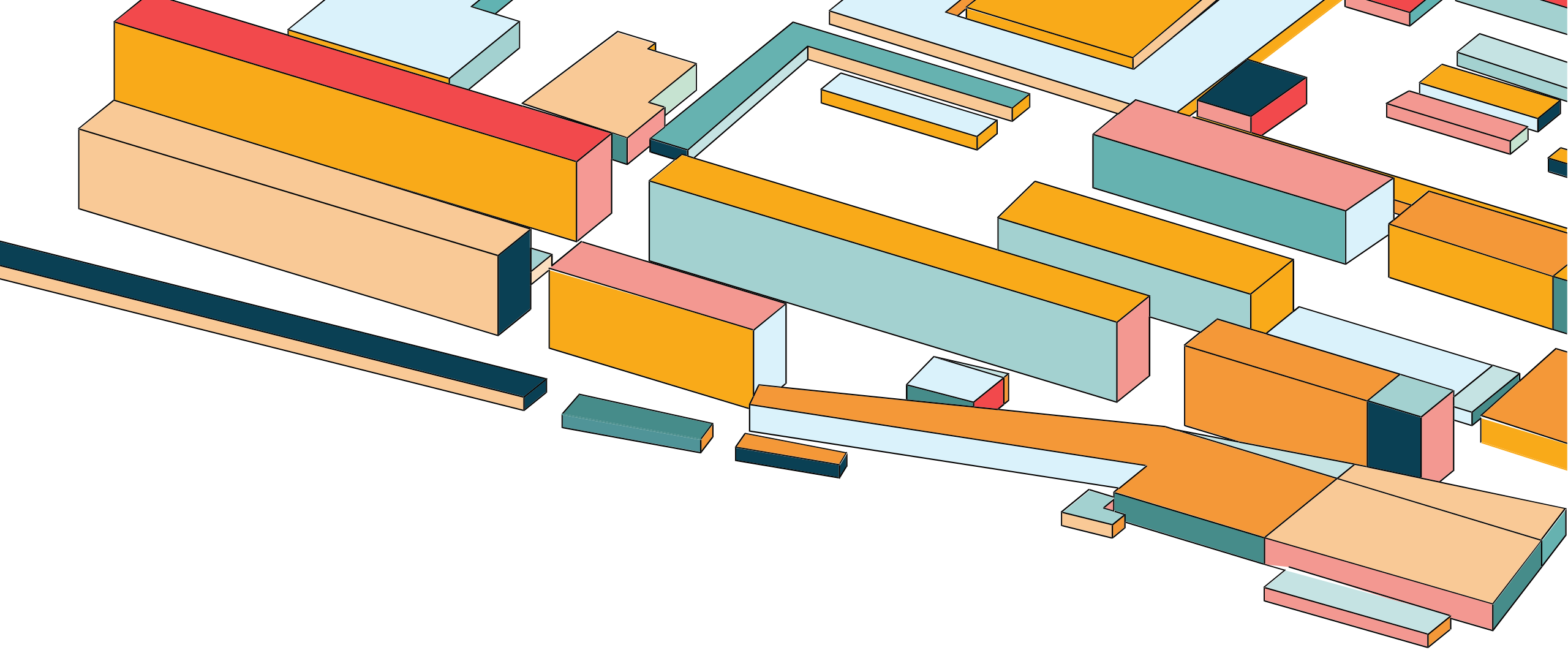
"Digital" refers to any media available on electronic devices<sup>1</sup>.

## PUBLISHING

Academic scholarly communications – papers, articles, websites, interactive media, theses, dissertations

## DIGITAL PUBLISHING

Publication of original research, creative content, or educational materials *online*



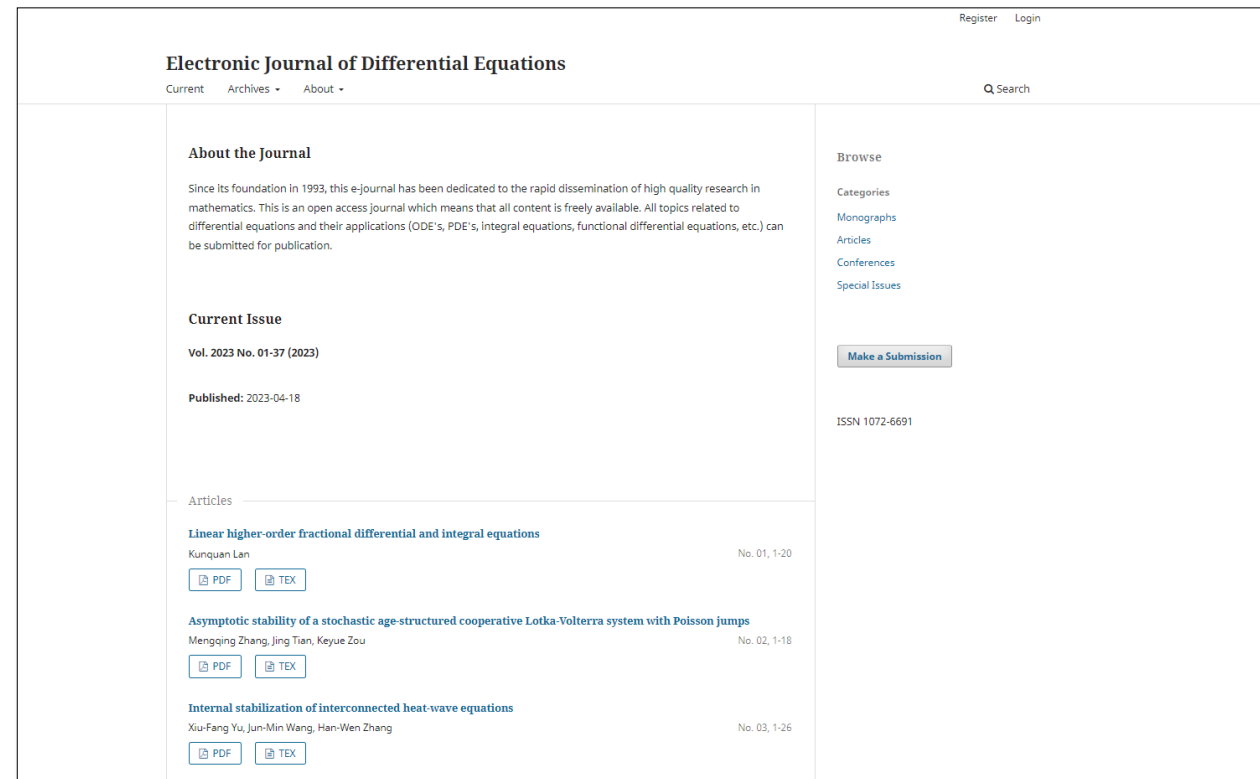
# **DIGITAL PUBLISHING PLATFORMS**

# OPEN JOURNAL SYSTEMS

An open source and free software for the management of peer-reviewed academic journals created by the Public Knowledge Project and released under the GNU General Public License

[Electronic Journal of Differential Equations](https://pkp.sfu.ca/software/ojs/)

<https://pkp.sfu.ca/software/ojs/>

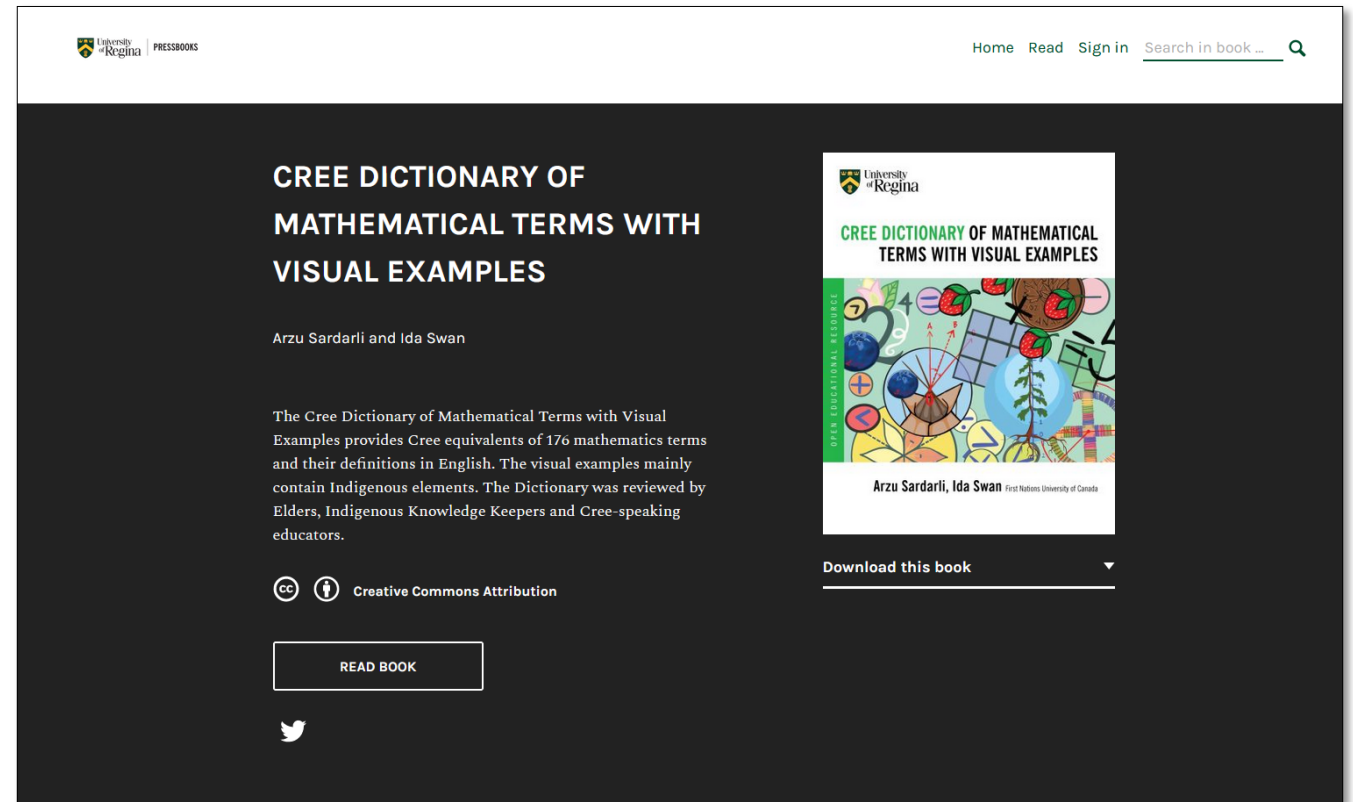


# PRESSBOOKS

Publishing platform for educators to create, adapt, and share accessible, interactive, and web-first books

[Cree Dictionary of Mathematical Terms with Visual Examples](https://pressbooks.txst.edu/Cree-Dictionary-of-Mathematical-Terms-with-Visual-Examples)

<https://pressbooks.txst.edu/>



# WORDPRESS

Publishing platform that “allows users to create a simple website or blog for yourself, a class, your club, or your research” ([ITAC](https://itac.txst.edu/support/wp.html), 2023).

[Notable Graphic Novels Review](https://itac.txst.edu/support/wp.html)

<https://itac.txst.edu/support/wp.html>

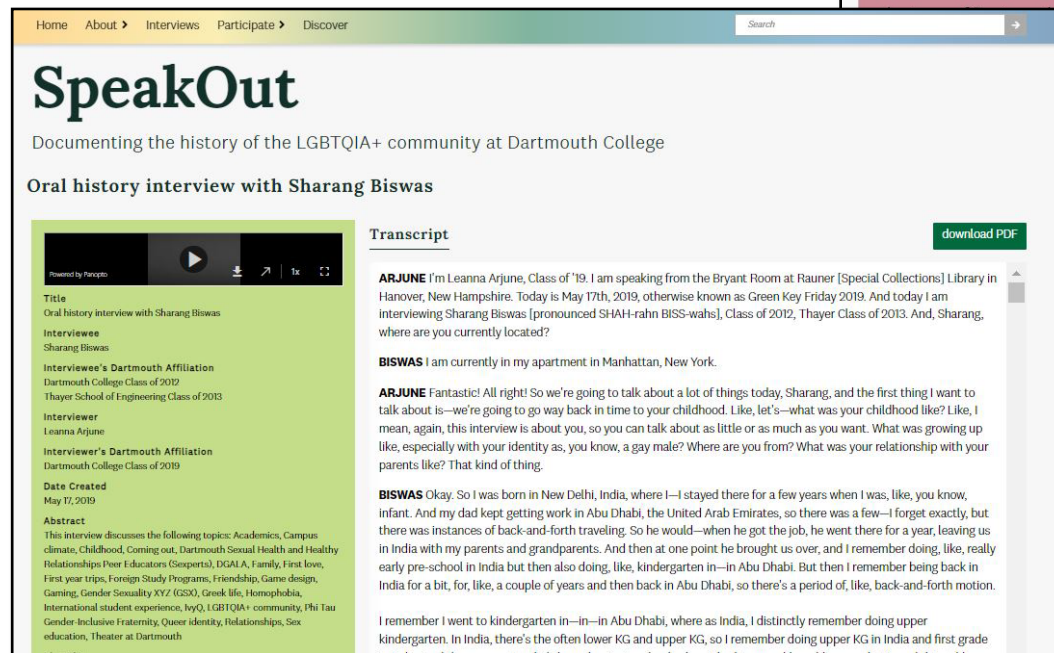
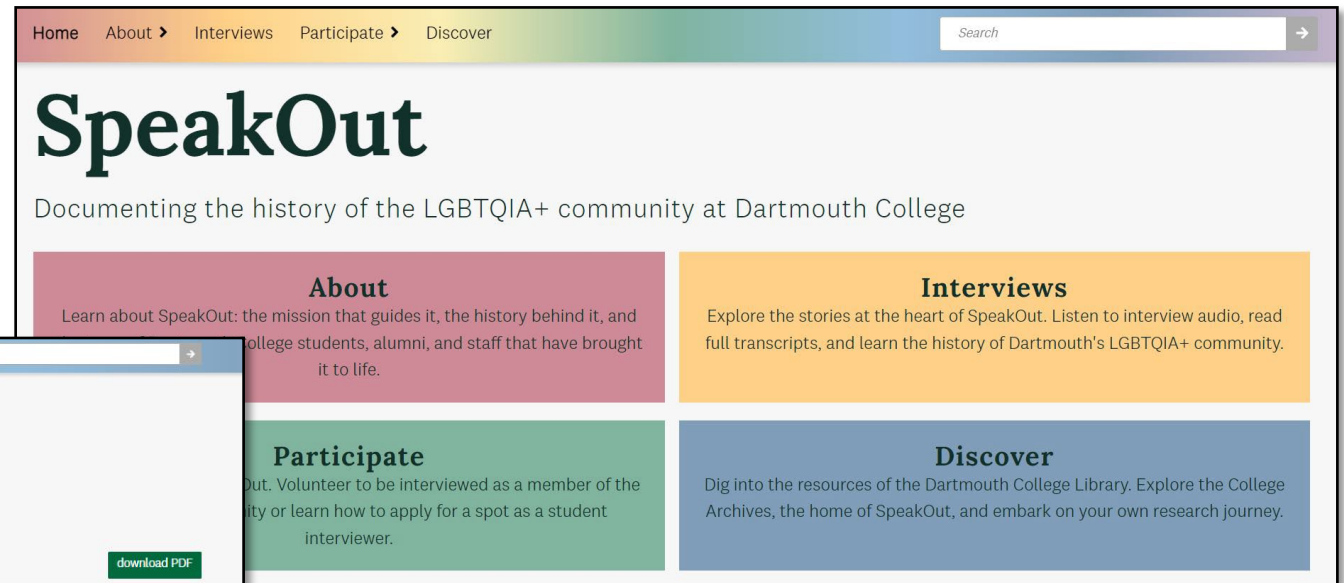




# OMEKA

"Web publishing platform for sharing digital collections and creating media-rich online exhibits" ([Omeka](https://www.omeka.org/))

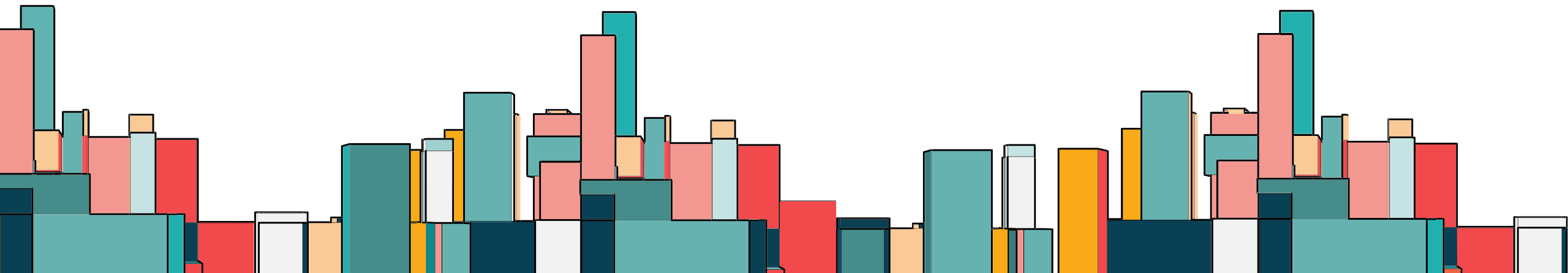
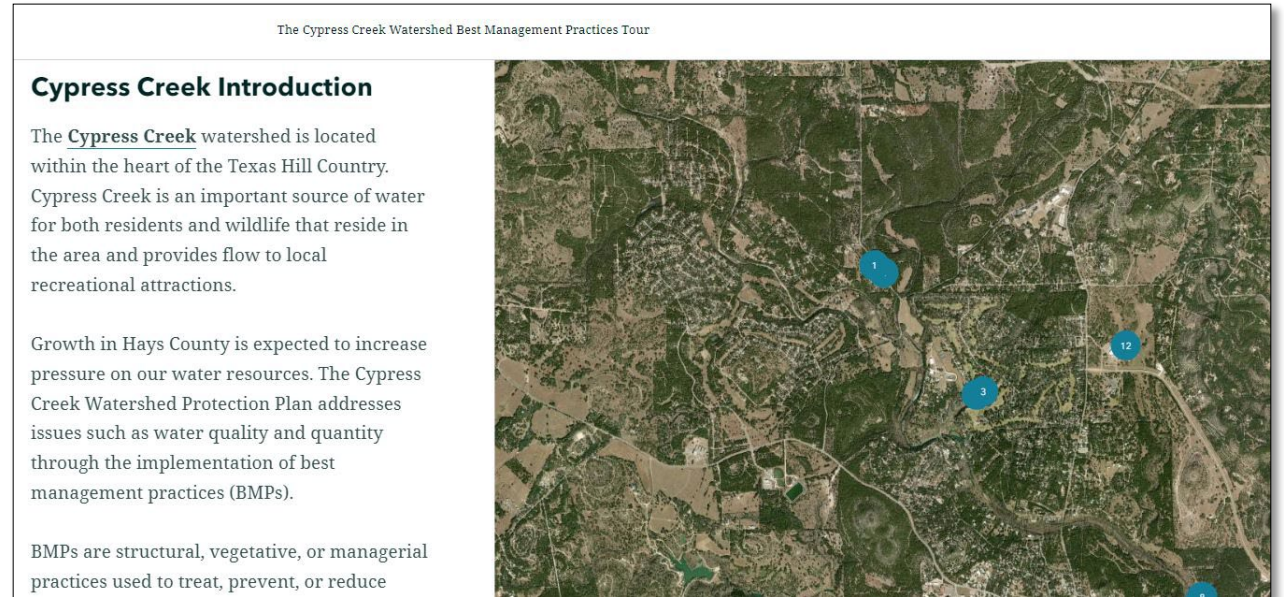
[Speak Out - Oral History of the LGBTQIA+ Community at Dartmouth College](#)



# ARCGIS STORYMAPS

"A digital storytelling tool that helps you create engaging web pages with photos, video, audio, embedded web content, immersive blocks such as sidecars and map tours, and ArcGIS web maps and web scenes.

Using an interactive builder, you can add text and media to create dynamic, informative stories that are easy to publish and share"



# CONTENT CREATION TOOLS



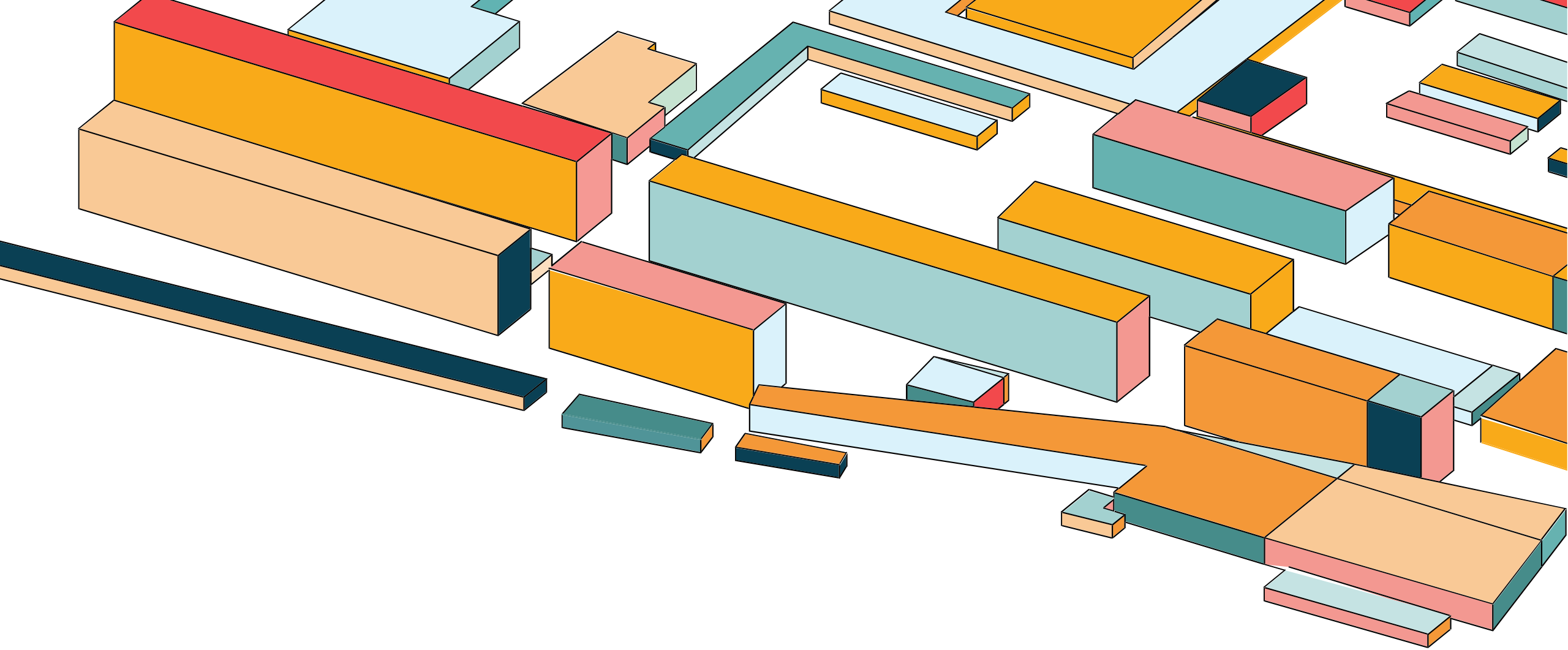
Microsoft Office  
Suite  
Google Suite



H5P  
Canva



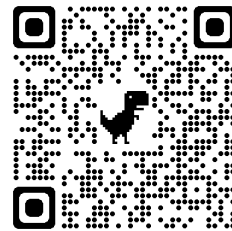
Adobe Creative  
Suite  
Issuu



**COPYRIGHT & OPEN LICENSES**

# OPENLY LICENSED AND COPYRIGHTED CREATIVE CONTENT FOR YOUR SCHOLARLY WORKS

[HTTPS://GUIDES.LIBRARY.TXSTATE.EDU/OPENACCESS](https://guides.library.txstate.edu/openaccess)



# DEFINITIONS



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CREATIVE  
COMMONS

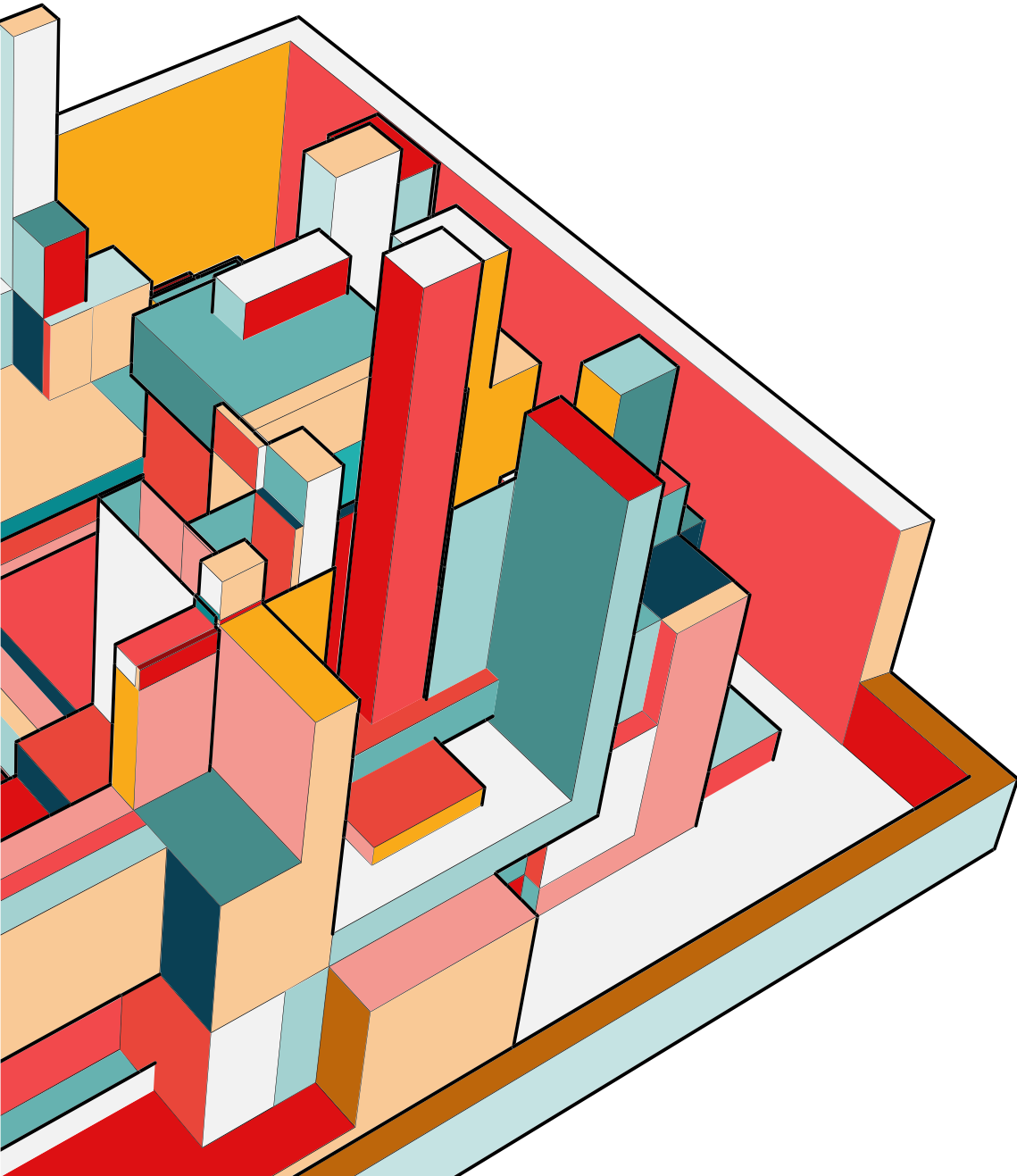
OPEN  
CONTENT



FAIR USE



ATTRIBUTION



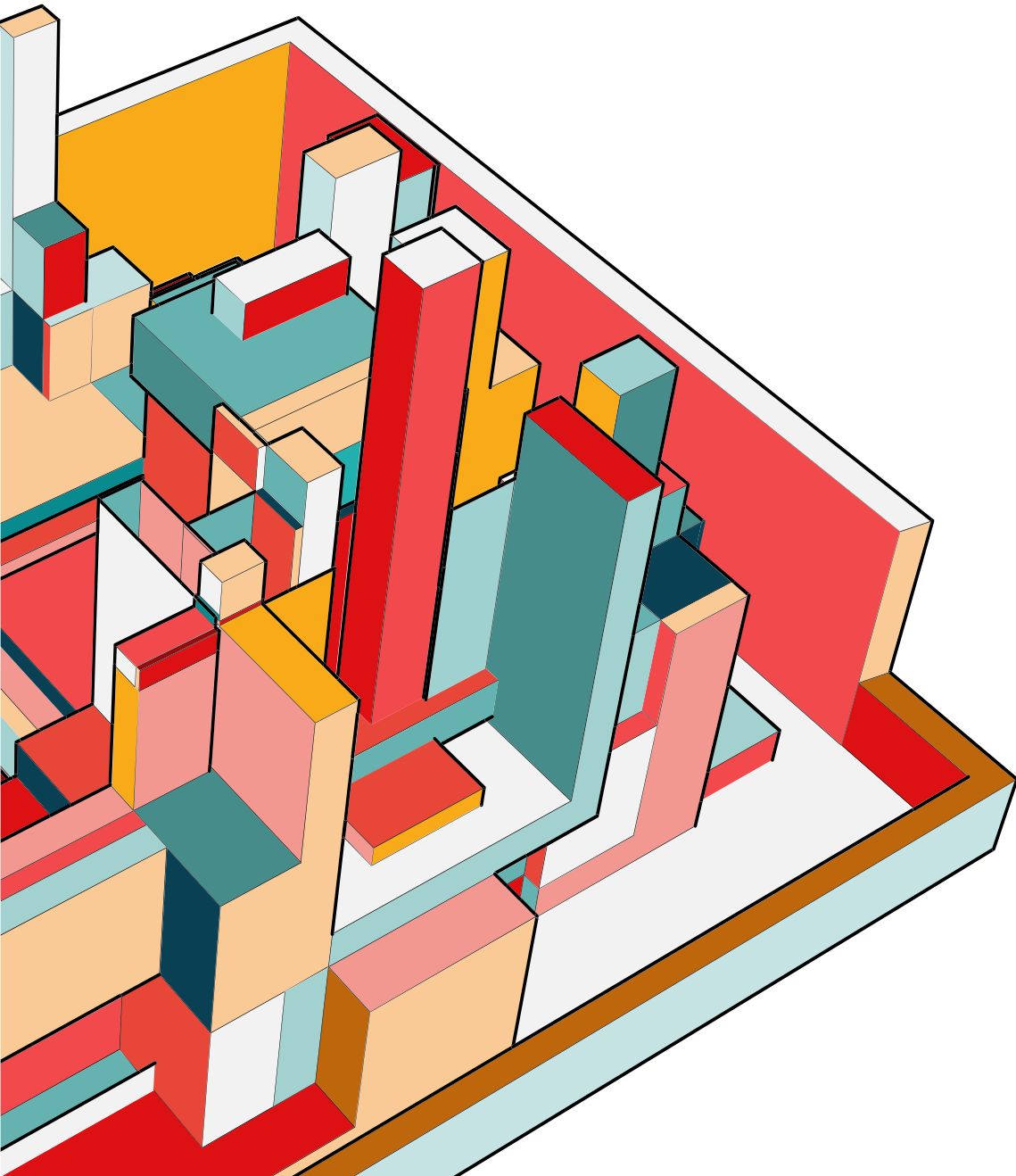
# COPYRIGHT

"...Ownership of and right of control over all possible ways of reproducing a work - a work in this context being an object which is the product of an original creative act by one or more people, in a form which makes it subject to one or other means of copying.

In particular, but not exclusively, copyright protection is given to literary works, dramatic works, artistic works (paintings, drawings, photographs, and so on), sound recordings, films, television and sound broadcasts, and various productions of the new technology."

copyright. (2000). In I. Ousby (Ed.), *The Cambridge guide to literature in English* (2nd ed.). Cambridge University Press. Credo Reference:  
<http://libproxy.txstate.edu/login?url=https://search.credoreference.com/content/entry/cupliteng/copyright/0?institutionId=1143>





# PUBLIC DOMAIN

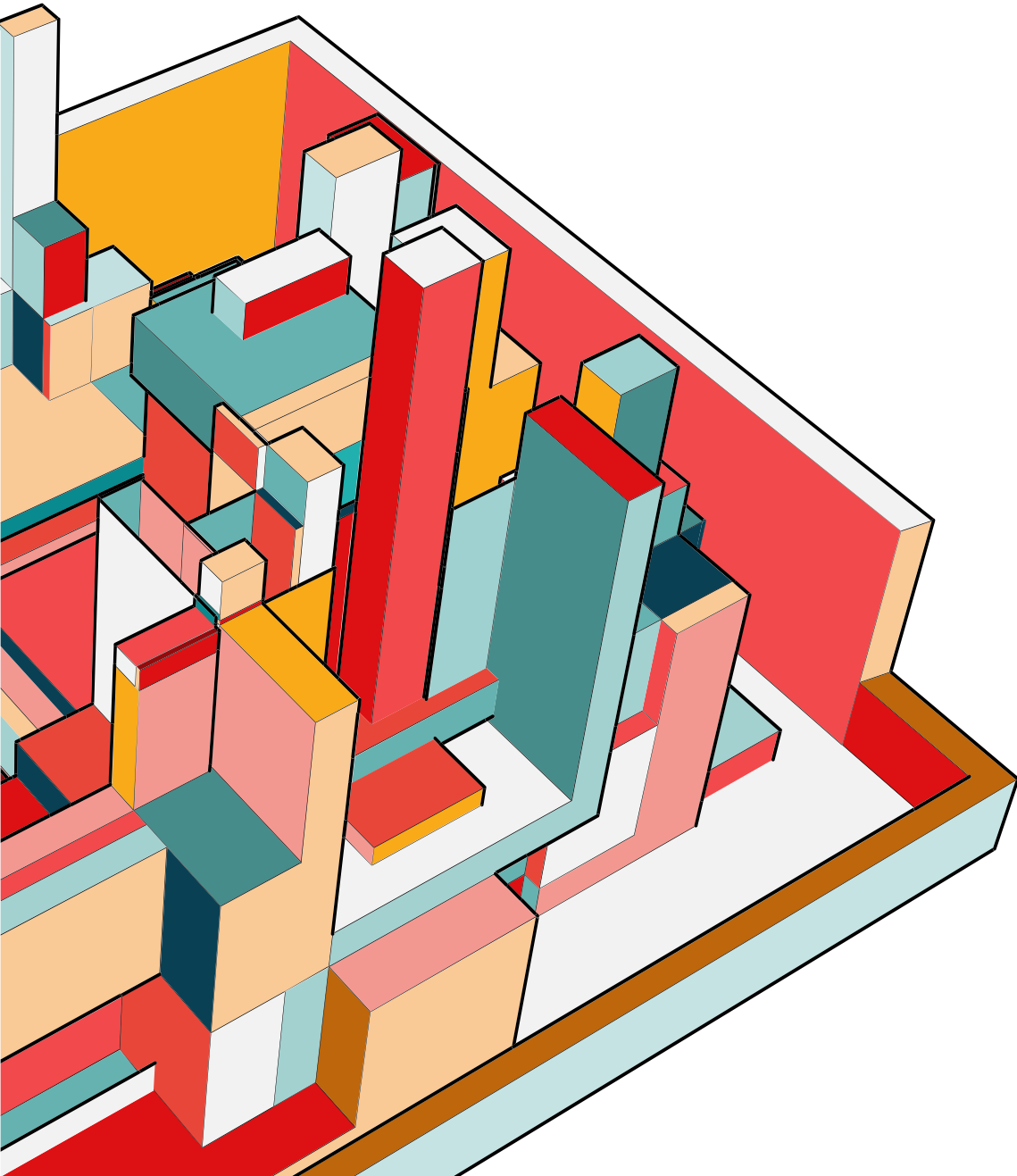
A work that is out of copyright and free to use. Works in the public domain may not need to be cited or given attribution, but the ethical thing to do is to cite and give attribution to another's work. "Information that is unrestricted and accessible by the general public - program which is in the public domain a program which is not copyrighted"

public domain. (2006). In P. H. Collin (Ed.), Dictionary of publishing and printing (3rd ed.). A&C Black. Credo  
Reference: [http://libproxy.txstate.edu/login?url=https://search.credoreference.com/content/entry/acbpublishing/public\\_domain/0?institutionId=1143](http://libproxy.txstate.edu/login?url=https://search.credoreference.com/content/entry/acbpublishing/public_domain/0?institutionId=1143)

[OPEN ACCESS AT THE NATIONAL GALLERY  
OF ART](#)

[RIJKS MUSEUM](#)





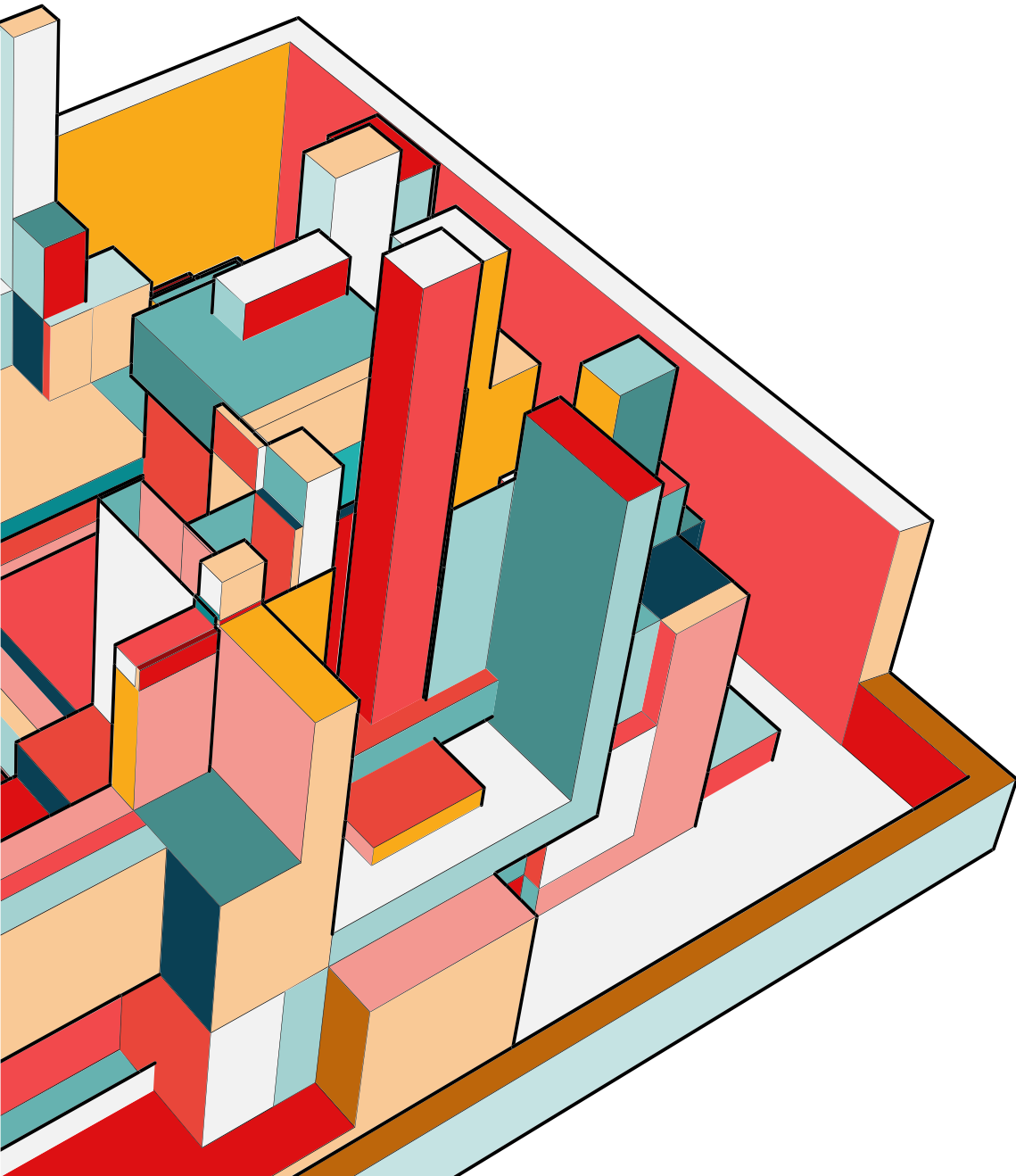
# OPEN CONTENT

"Open content is typically digital content that allows broader use than traditionally printed or copyrighted content. Open content is *freed up* content, for instance through **permissive licensing**, such as Creative Commons."

Openly licensed images or other creative content that have alternative terms to copyright can be used freely as long as any terms given are followed, for example Creative Commons licensed content.

[GETTY OPEN CONTENT PROGRAM - GETTY SEARCH GATEWAY](#)

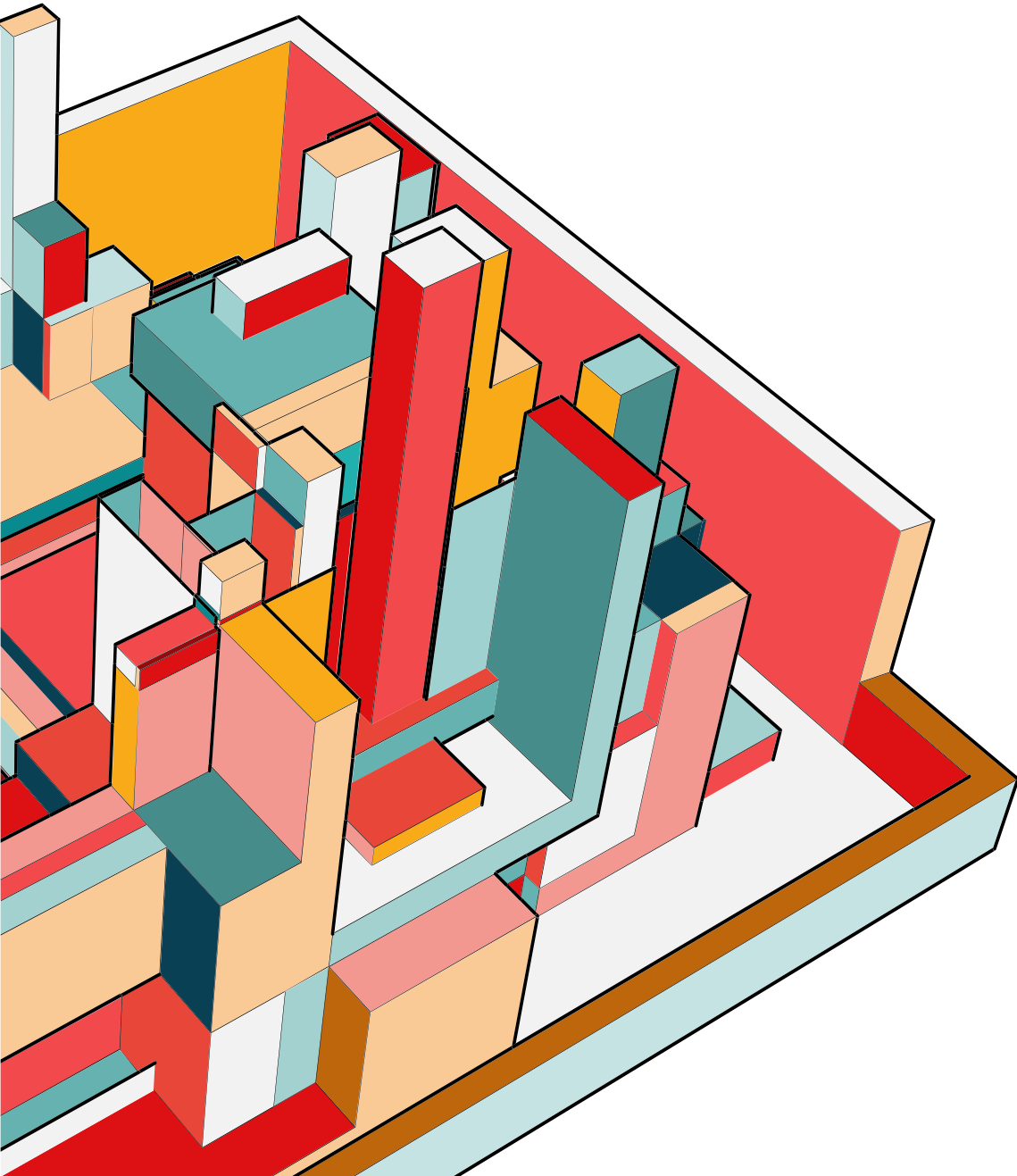
Haßler, B., & Mays, T. (2015). Open content. In R. Mansell, & P. H. Ang (Eds.), *The international encyclopedia of Digital Communication and Society*. Wiley. Credo Reference:  
[http://libproxy.txstate.edu/login?url=https://search.credoreference.com/content/entry/wileydcas/open\\_content/0?institutionId=1143](http://libproxy.txstate.edu/login?url=https://search.credoreference.com/content/entry/wileydcas/open_content/0?institutionId=1143)



# CREATIVE COMMONS LICENSES

Creative Commons licenses give everyone from individual creators to large institutions a standardized way to grant the public permission to use their creative work under copyright law. From the reuser's perspective, the presence of a Creative Commons license on a copyrighted work answers the question, *"What can I do with this work?"*

Licensed under a [Creative Commons Attribution 4.0 International license](https://creativecommons.org/licenses/by/4.0/).  
<https://creativecommons.org/licenses/by/4.0/>

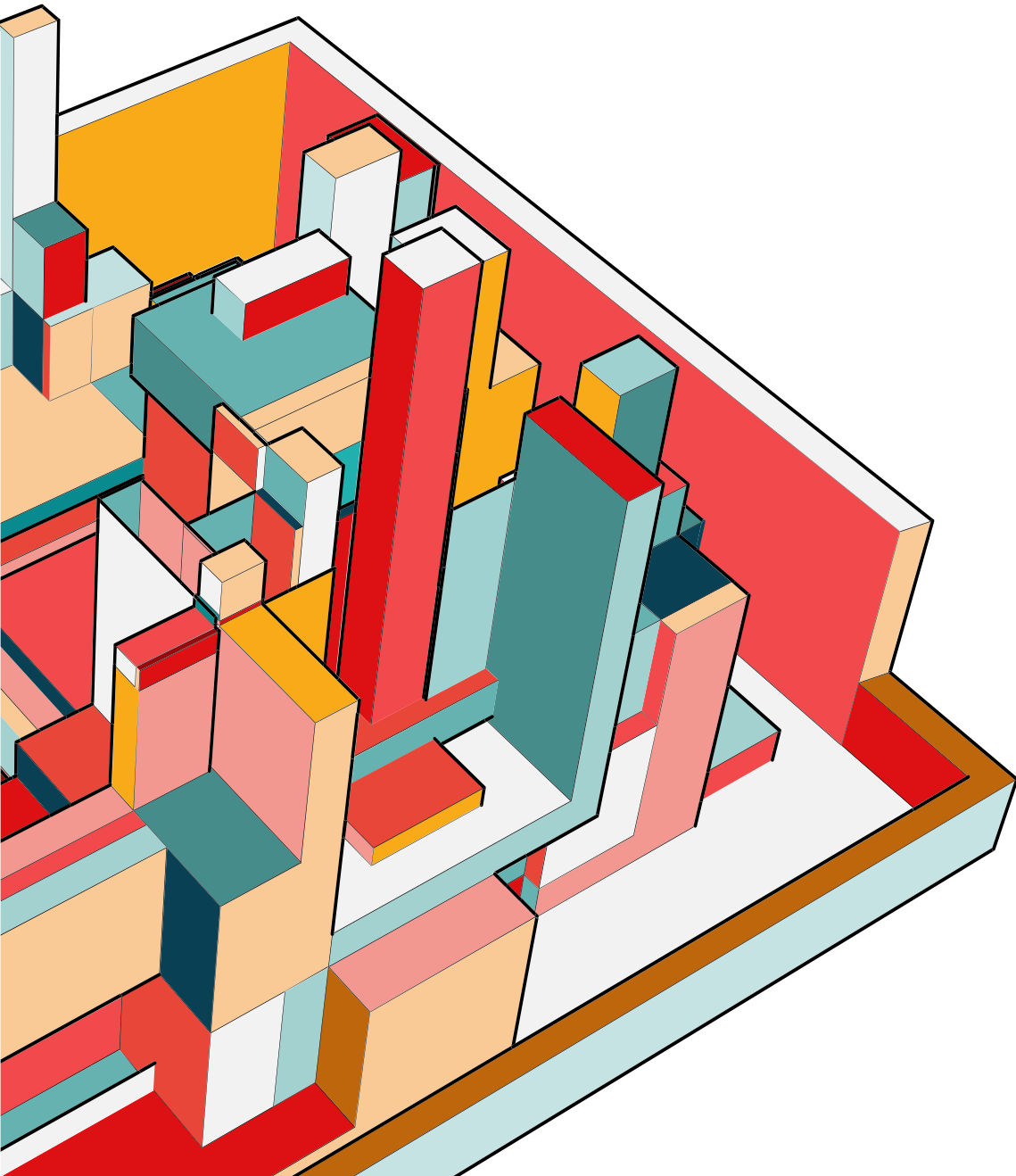


# FAIR USE

"In U.S. copyright law, an exception to the otherwise exclusive rights of copyright holders to make copies of a copyrighted work. Under the fair use doctrine, copyrighted works may be duplicated for purposes such as criticism, comment, news reporting, and teaching.

However, such uses may still constitute copyright infringement if they are clearly commercial and profit oriented rather than educational or scholarly in nature, if the copied work is designed for entertainment rather than edification, if the extent of copying is substantial (a commonly cited rule of thumb is 5 percent of the original content), or if the duplication adversely affects the market for the copyrighted work."

fair use. (2003). In B. Pfaffenberger, *Webster's new World&Trade; Computer Dictionary* (10th ed.). Houghton Mifflin Harcourt. Credo Reference:  
[http://libproxy.txstate.edu/login?url=https://search.credoreference.com/content/entry/webstercom/fair\\_use/0?institutionId=1143](http://libproxy.txstate.edu/login?url=https://search.credoreference.com/content/entry/webstercom/fair_use/0?institutionId=1143)



# ATTRIBUTION VS. CITATION

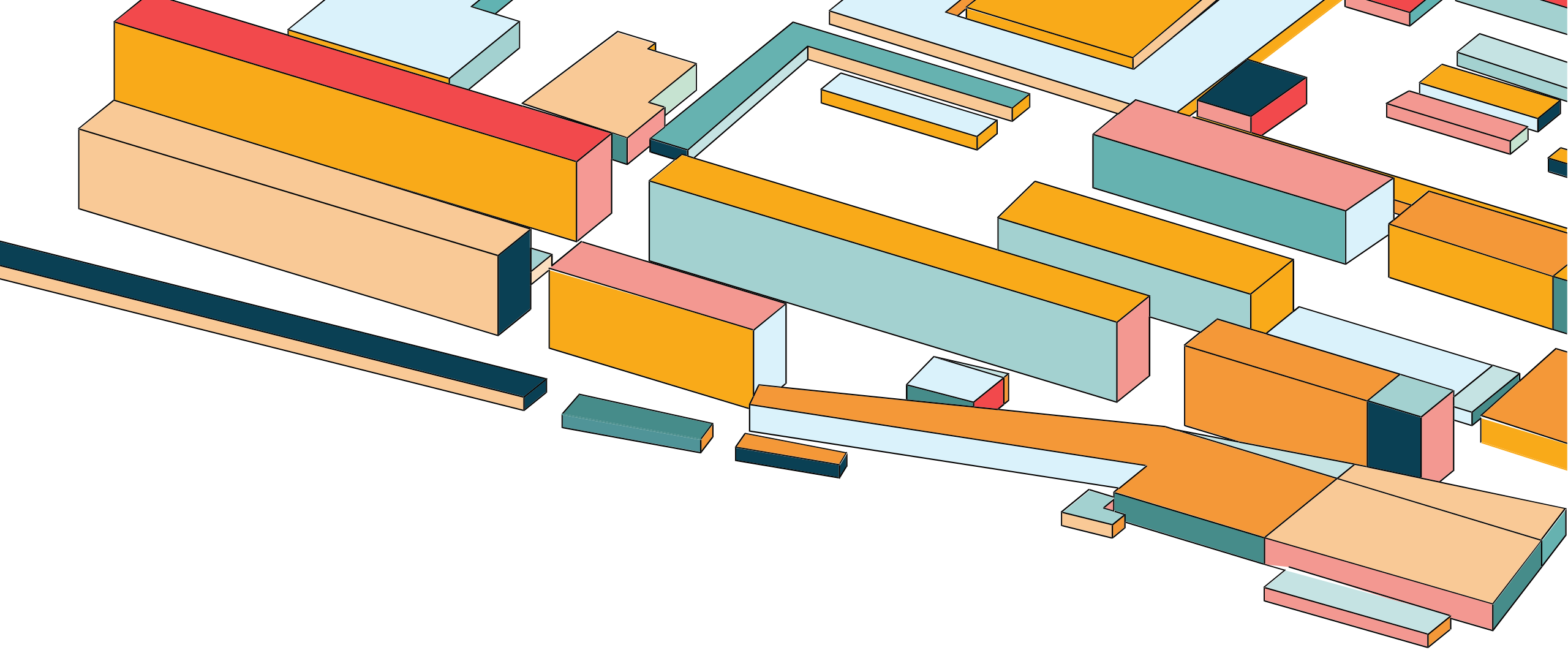
**Attribution** is usually more focused on giving **credit** to the source of images, texts, ideas, etc., while **citation** is more focused on helping scholars **trace back ideas** through their development in various scholarly and primary resources.

From Digital Humanities Toolkit:

<https://dh.sites.gettysburg.edu/toolkit/media/attribution/#:~:text=Attribution%20is%20usually%20more%20focused,used,variou%20scholarly%20and%20primary%20resources>

The basic elements needed for attribution are as follows:

- Creator's name, if known
- Title of image, if known
- Date work was created, if date is unknown, place n.d. where the date would go
- URL to the source

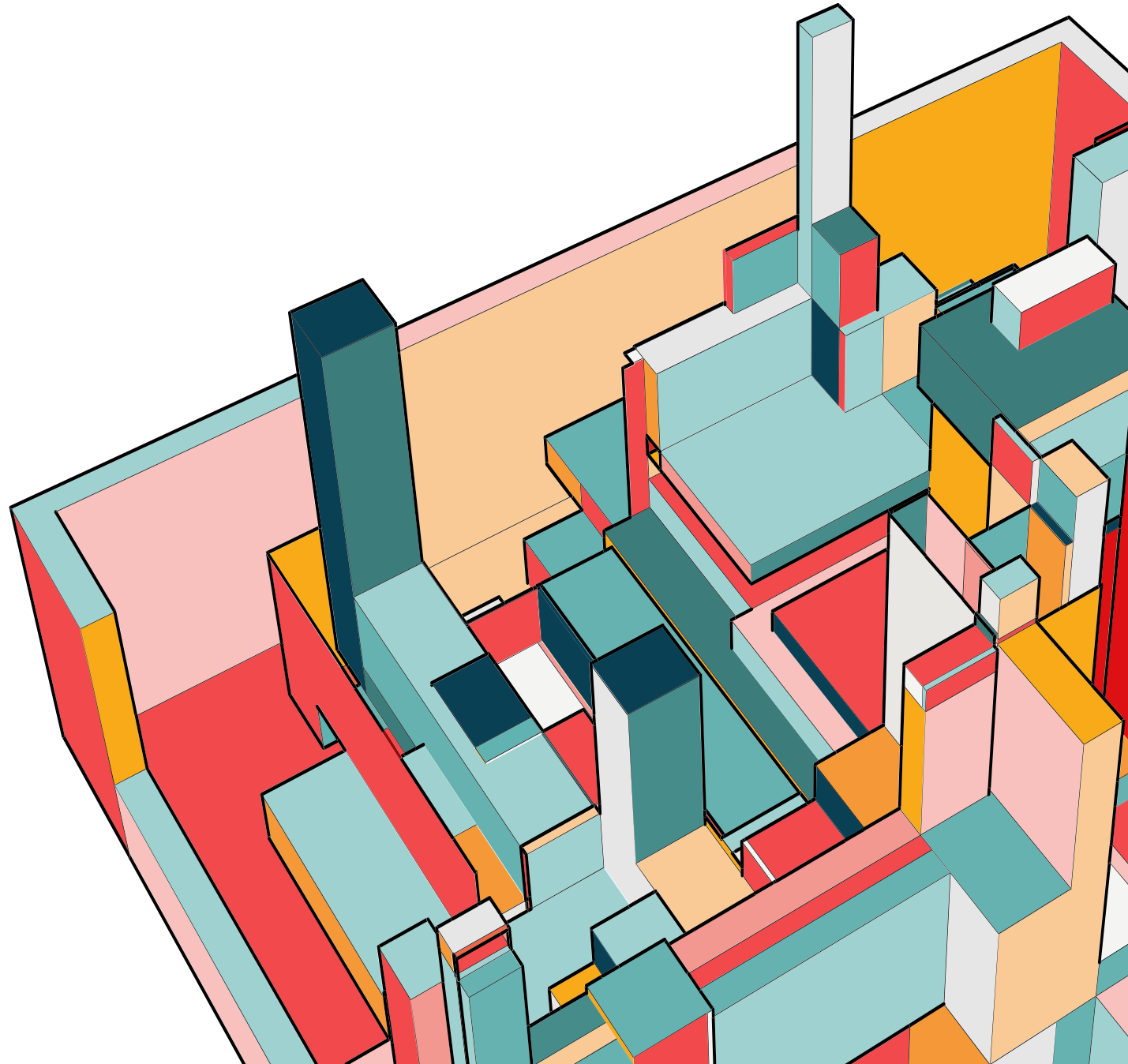


# THE ETHICS OF ATTRIBUTION

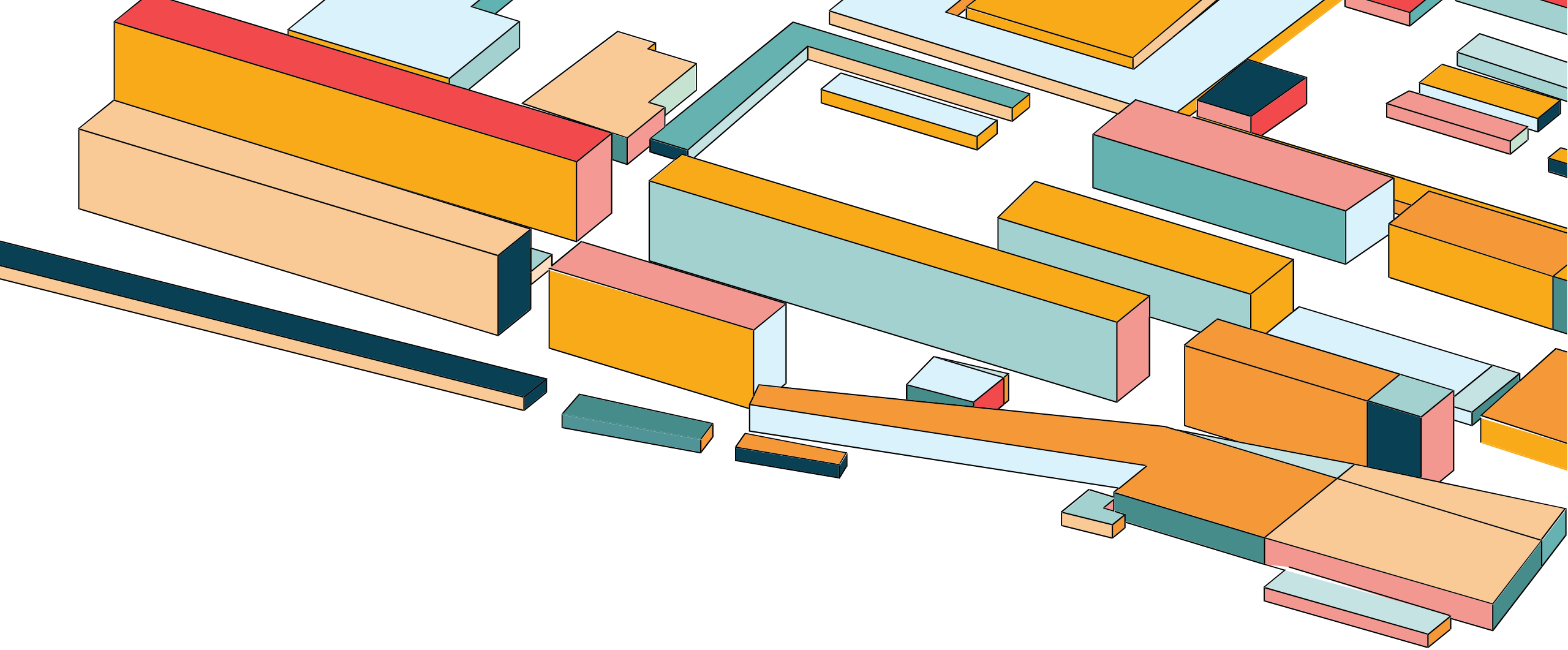
# TERMS OF USE



Seurat, Georges Pierre. Study for 'A Sunday on La Grande Jatte', 1884 (oil on canvas). (2014). In Bridgeman Images (Ed.), *Bridgeman images*. Bridgeman. Credo Reference:  
[http://libproxy.txstate.edu/login?url=https://search.credoreference.com/content/entry/bridgemandeag/study\\_for\\_a\\_sunday\\_on\\_la\\_grande\\_jatte\\_1884\\_oil\\_on\\_canvas/0?institutionId=1143](http://libproxy.txstate.edu/login?url=https://search.credoreference.com/content/entry/bridgemandeag/study_for_a_sunday_on_la_grande_jatte_1884_oil_on_canvas/0?institutionId=1143)







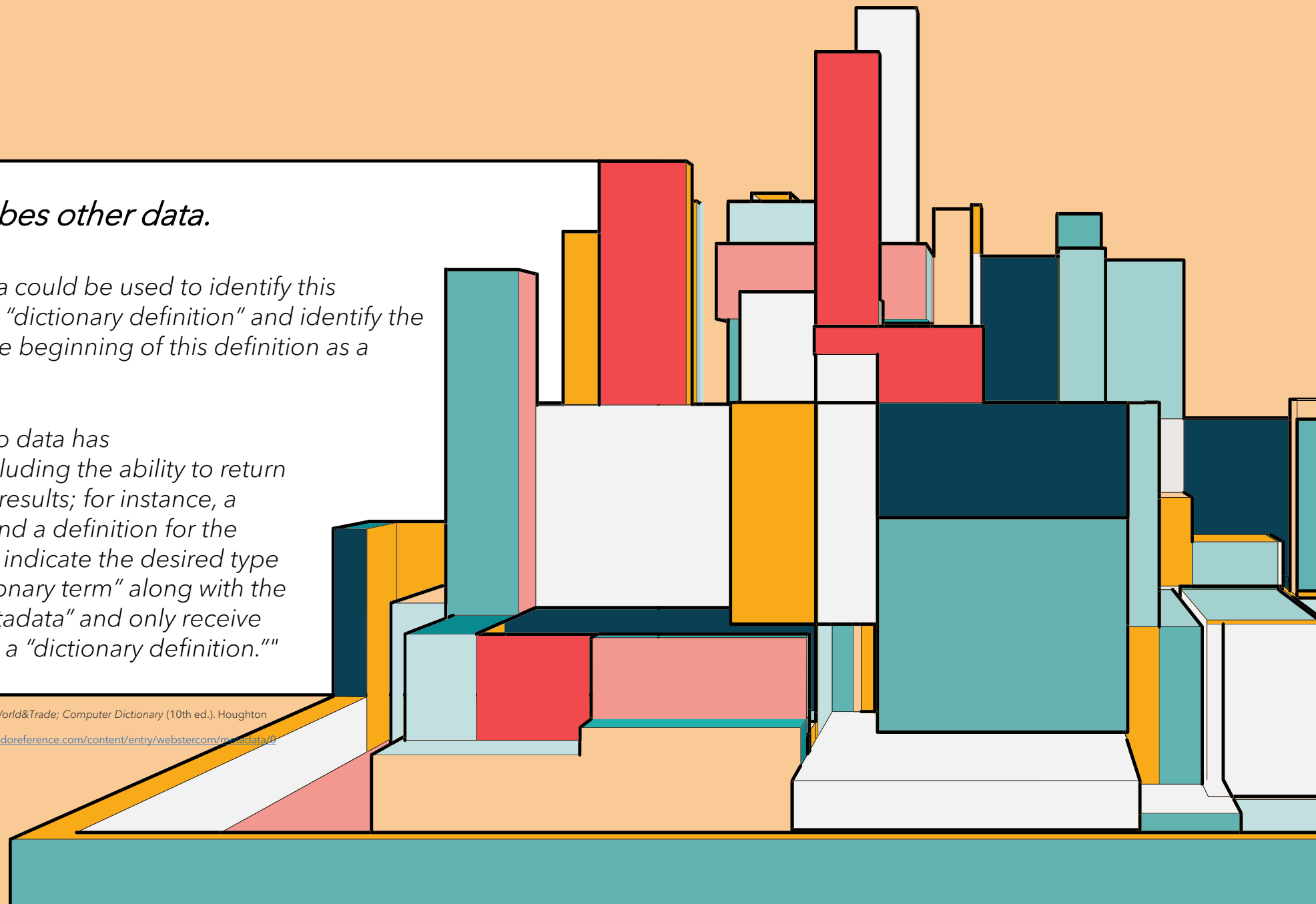
**METADATA**

## *"Data that describes other data."*

*For instance, metadata could be used to identify this paragraph of text as a "dictionary definition" and identify the word "metadata" at the beginning of this definition as a "dictionary term."*

*Assigning metadata to data has many advantages, including the ability to return more relevant search results; for instance, a user who wanted to find a definition for the word metadata could indicate the desired type of data, such as "dictionary term" along with the desired keyword "metadata" and only receive search results that are a "dictionary definition."*

Metadata. (2003). In B. Pfaffenberger, *Webster's new World&Trade; Computer Dictionary* (10th ed.). Houghton Mifflin Harcourt. Credo Reference:  
<http://libproxy.txstate.edu/login?url=https://search.credoreference.com/content/entry/webstercom/metadata02?institutionId=1143>





EXAMPLE:

GEORGES PIERRE SEURAT METROPOLITAN MUSEUM OF  
ART 1884 OUT OF COPYRIGHT (1859-91) NEO-  
IMPRESSIONISM PARIS 70.5X104.1 NEW YORK, USA

Artist: Seurat, Georges Pierre (1859-91)

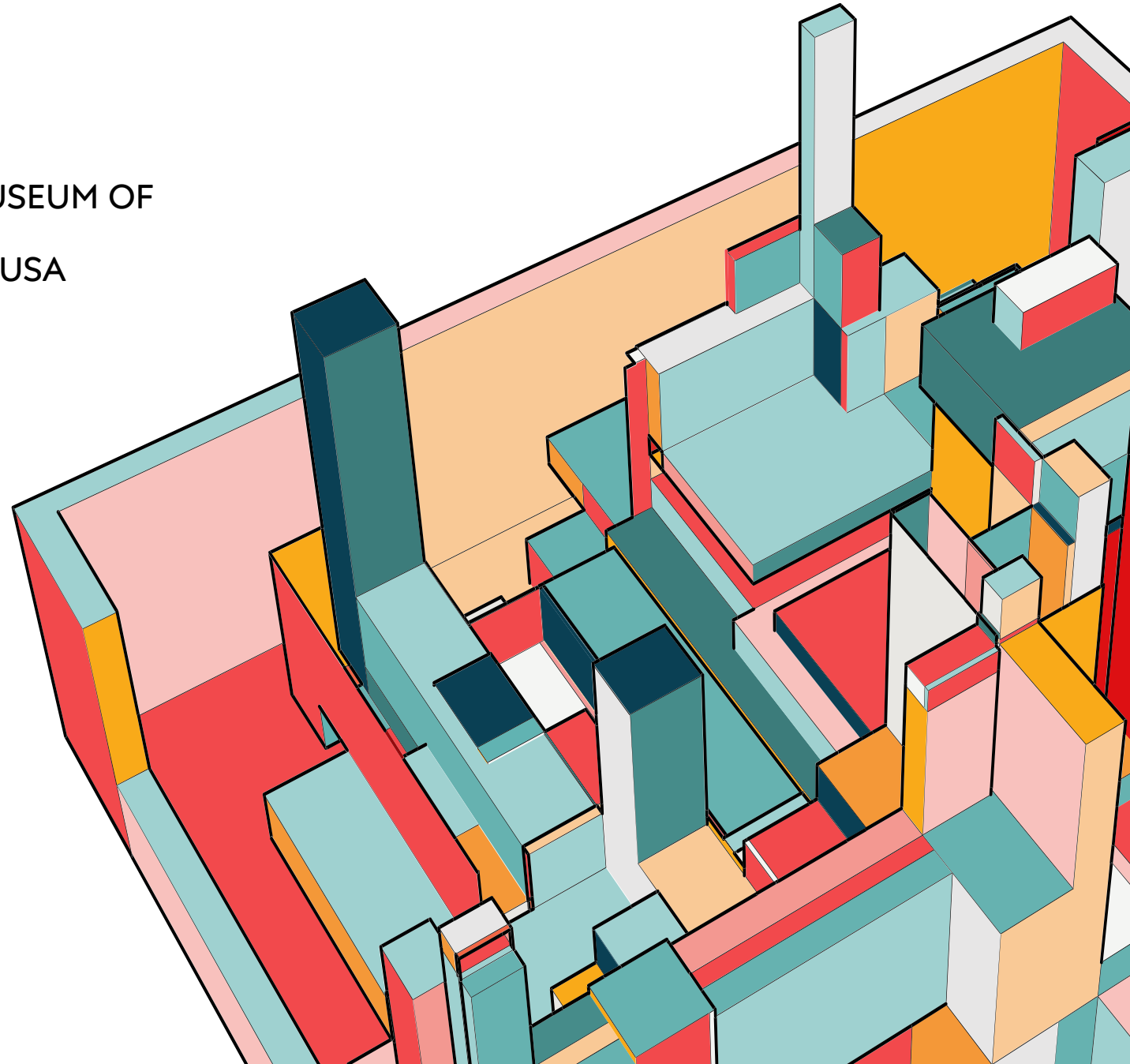
Location: Metropolitan Museum of Art,  
New York, USA

Dimensions: 70.5 x 104.1

Date: 1884

Copyright: Out of copyright

Keywords: Neo-Impressionism; Paris



# PRESSBOOKS

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Description \*

How to find exhibition catalogs at Alkek Library.

Tags (Hit enter to start a new tag)

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Image \*

TEXAS STATE UNIVERSITY LIBRARIES

Finding Exhibition Catalogs at Alkek Library

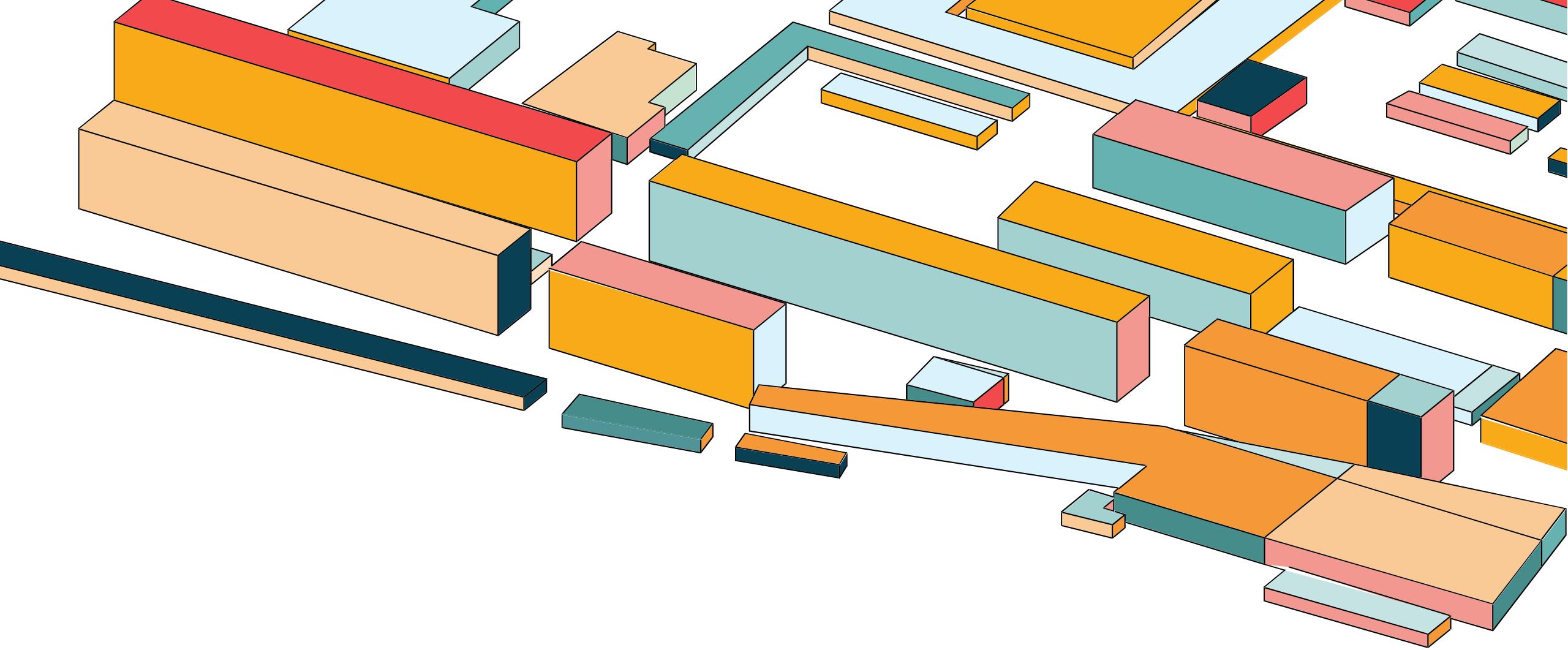
Click to change

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Grade/Level

From: 1st grade

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# CHOOSING A LICENSE FOR YOUR WORK

Which [Creative Commons \(CC\) license](#) should you choose?


- The most commonly used CC license is the CC BY license:



- Things you may want to ask yourself:
  - Do you want your work to be used commercially or only non-commercially?
  - Do you want people to be able to adapt or modify your work or only use it the way you created it and with the same license you gave your work?

# TOOL: WHICH CREATIVE COMMONS LICENSE IS RIGHT FOR ME?

<https://h5pstudio.ecampusontario.ca/content/23742>



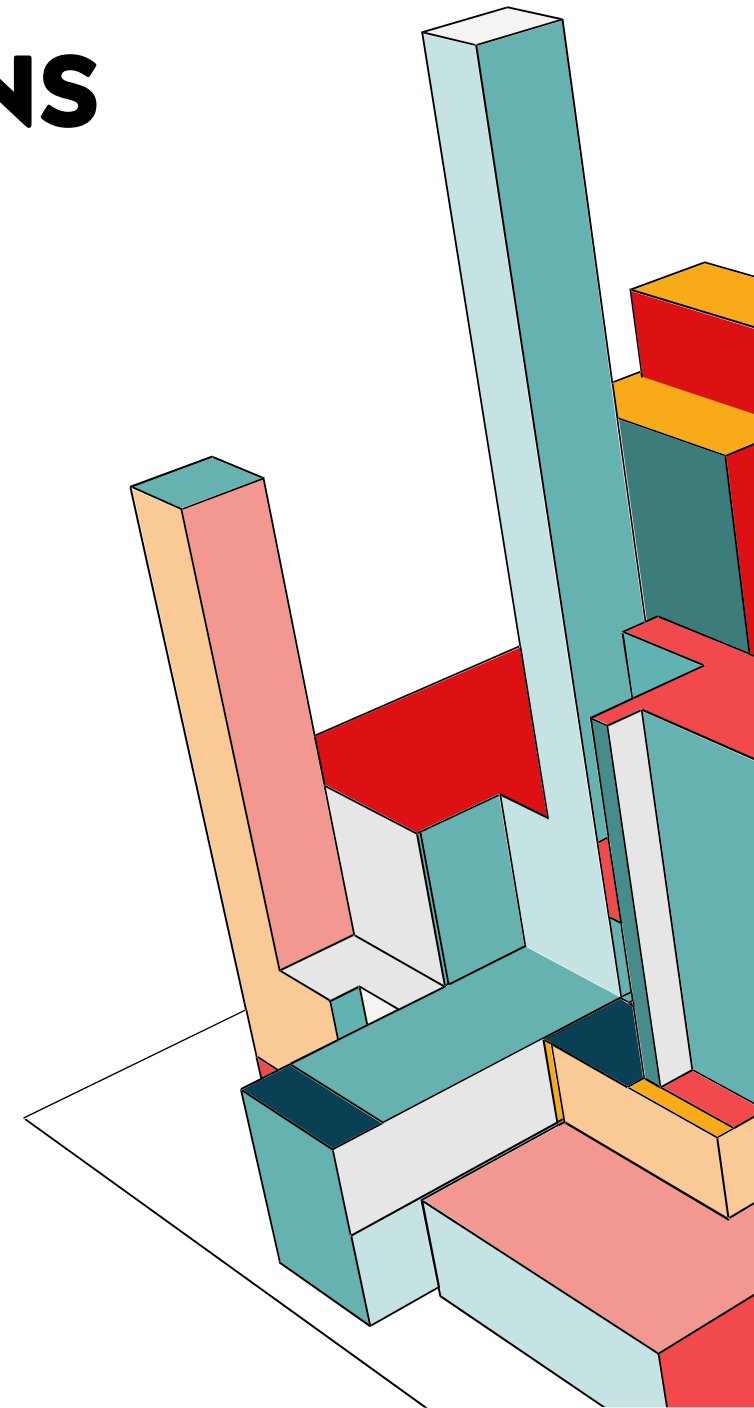
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H5P



# LINK LIST

Digital Publishing at Texas State University:

[www.library.txst.edu/services/research-services/digital-publishing.html](http://www.library.txst.edu/services/research-services/digital-publishing.html)

Open Journal Systems: <https://pkp.sfu.ca/software/ojs/>

Pressbooks: <https://pressbooks.txst.edu/>

WordPress: <https://itac.txst.edu/support/wp.html>

Omeka: <https://omeka.org/>

ArcGIS StoryMaps: <https://storymaps.arcgis.com/stories>

H5P: <https://h5p.org/>

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Open Access at the National Gallery of Art: <https://www.nga.gov/open-access-images.html>

Rijks Museum: <https://www.rijksmuseum.nl/en>

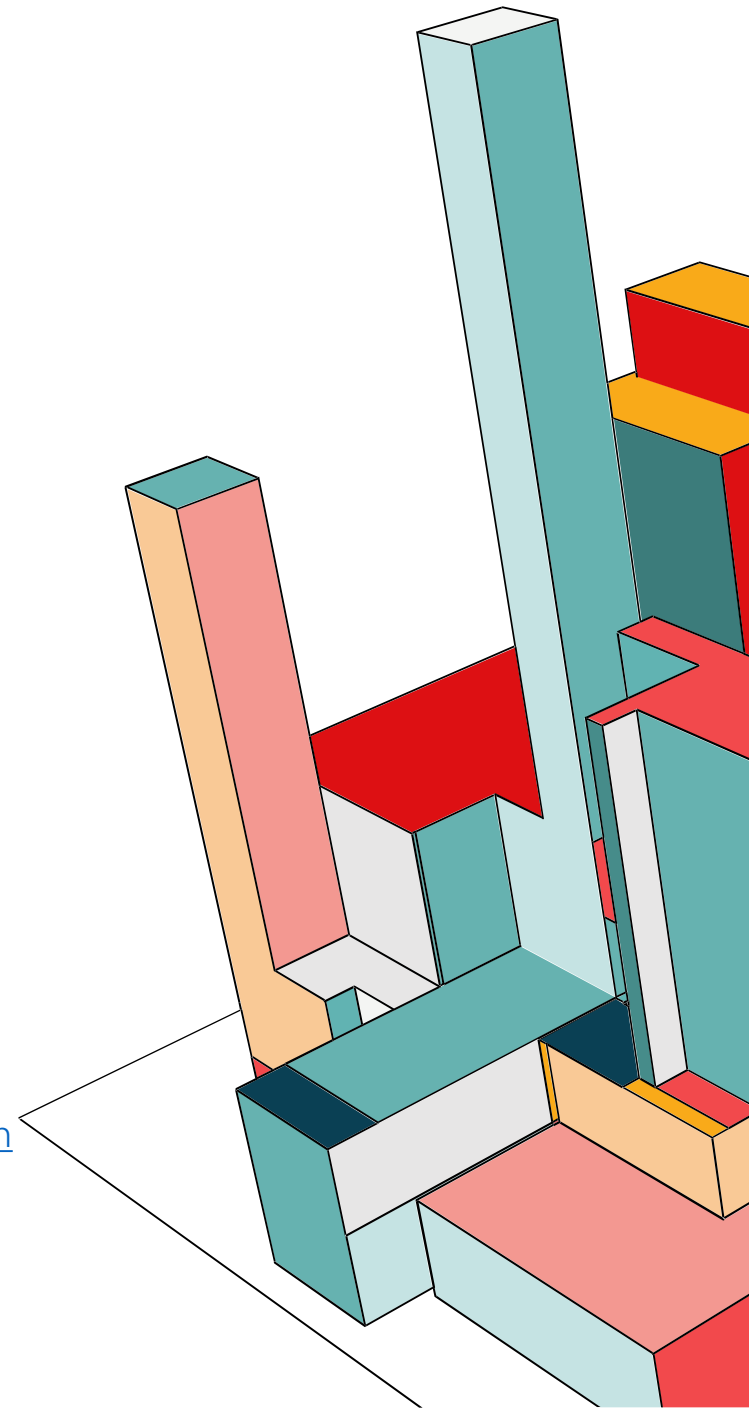
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Best Practices for Attribution: [https://wiki.creativecommons.org/wiki/Best\\_practices\\_for\\_attribution](https://wiki.creativecommons.org/wiki/Best_practices_for_attribution)

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# THANK YOU!

Questions?

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