

# Practical Considerations for Selecting and Applying Creative Commons Licenses

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## What is Creative Commons all about?

**Creative Commons (CC)  
licenses enable creators  
to share their work and  
allow others to use their  
material based on certain  
conditions**





## CC Licenses




BY  – Credit must be given to the creator




BY  – Credit must be given to the creator

SA  – Adaptations must be shared under the same terms




BY  – Credit must be given to the creator

NC  – Only noncommercial uses of the work are permitted




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ND  – No derivatives or adaptations of the work are permitted



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most open



least open





## Accounting Challenge - ACE

The Accounting Challenge (ACE) is a single-player mobile learning app developed for the School of Accountancy in March 2013. Students enhance their accounting knowledge in an engaging manner by answering questions and answers to score points within a time limit.

The app has two objectives - 1) For new students to Accounting or the general public, it helps to generate recall of basic debit/credit...


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**Keywords:** auntepl, ace, Accounting Challenge, accounting, Singapore Management University

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**Material Type:** Assessment Tool

**Date Added to MERLOT:** February 23, 2020

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**Author:** Seow Poh Sun, Singapore Management University 

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**Submitter:** Wayne Chiu

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**Source Code Available:** No

**Accessibility Information Available:** No

**Creative Commons:** 

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# Creative Commons in Merlot

Creative Commons

☒ Yes ☐ No ☐ Unsure

Creative Commons  
Zero (CC0)

☐ Is licensed under Creative Commons Zero license



Allow commercial uses of  
this work?


☐ Yes ☒ No



Allow derivatives of this  
work?

☐ Yes ☐ Yes, as long as others share alike ☒ No



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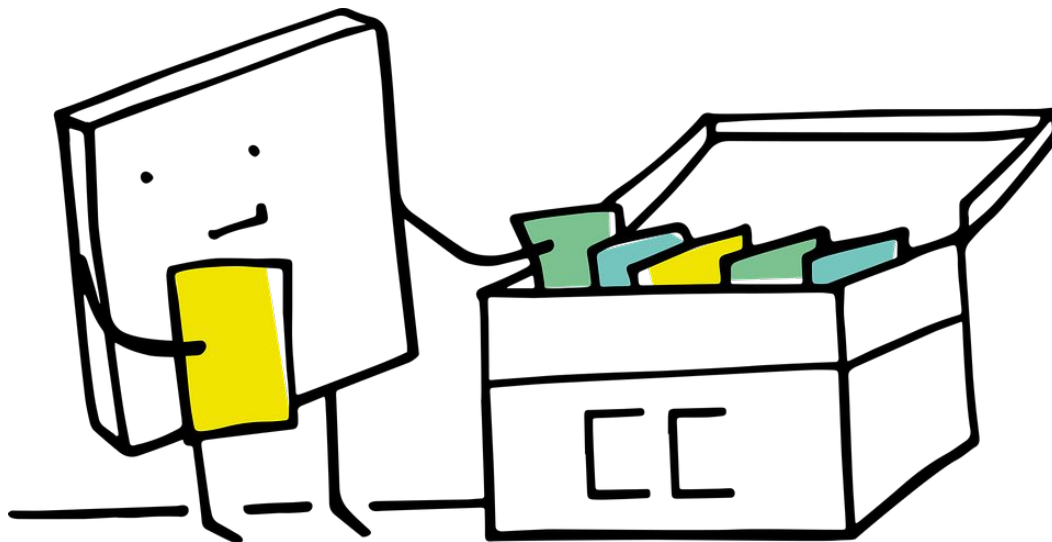
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## Creative Commons and Copyright

- Creative Commons exists alongside copyright.
- Users usually need to seek permission from the creator to use their copyrighted works.
- With Creative Commons (CC) licenses, creators can choose to add licenses to their works, giving permission and encouraging anyone to use their work.




# General Guidelines on IP and Copyright

- Determine the university's policies regarding Intellectual Property. This would usually be stated in the [IP Policy](#). For example, in SMU the individual faculty member generally owns the copyright to their work, except in cases where SMU funds are used
- Make sure that you or your university owns the full rights – co-created work would need to be agreed upon by those individuals, or for third-party materials, copyright may need to be cleared eg. Images/graphics, diagrams.
- Copyright Research Guide: <https://researchguides.smu.edu.sg/copyright>


**Libraries**

[SMU Libraries](#) / [Research Guides](#) / [Guide To Copyright](#) / [Copyright Basics](#)



## Guide To Copyright

Find resources on copyright regulations in Singapore and learn more on making legal and ethical use of copyrighted works

**Copyright Basics**

- Introduction
- Copyright @ SMU
- The Singapore Copyright Act
- Fair Dealing
- Copyright Checklist on Fair Dealing
- Contact Copyright Librarian

**Copyright Basics**

**Introduction**

Welcome to SMU Libraries' Guide to Copyright.

This guide provides information and resources on Singapore copyright law and how it relates to academic activities such as research and teaching in SMU. The contents in this guide are intended for informational purposes only and does not constitute legal advice.

**Copyright Advisory & Resources**

- The Copyright InfoPack : From Intellectual Property Office of Singapore (IPOS)
- SMU Libraries' Copyright Advisory Resources
- Newsletters

**Copyright @ SMU**

**SMU Intellectual Property Policy**

This document details the intellectual property rights of staff and students of SMU. Please click links below to access the policy

[Staff Access](#) / [Student Access](#)

**Copyright in Course Materials**

Faculty members hold copyright to the original Course Materials that they create. These include written lectures, power point presentations, study materials,

## Example: Accounting Challenge – ACE

- SMU owns the IP to the digital resource
- Digital resource is co-authored by Associate Professor Seow Poh Sun and Senior Lecturer Wong Suay Peng, developed by vendor
- There is no third-party content will be included eg. graphics
- SMU's Office of Legal & General Affairs provided inputs and advice for any necessary changes
- If there are claims to third-party content, SMU shall not be held liable





Course instructors can apply CC licenses to share and encourage others to use their digital resources, thereby creating **Open Educational Resources (OER)**.



# The 5Rs

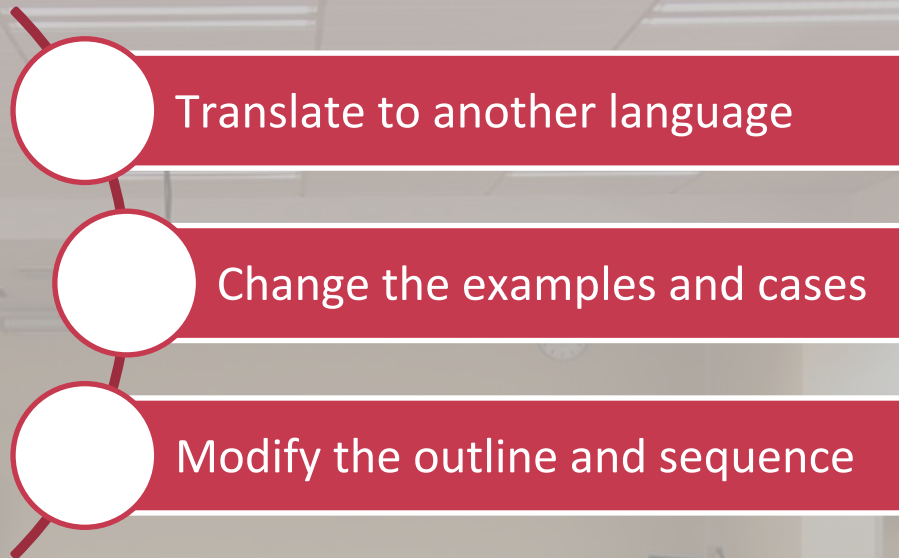
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Reuse

Revise

Remix

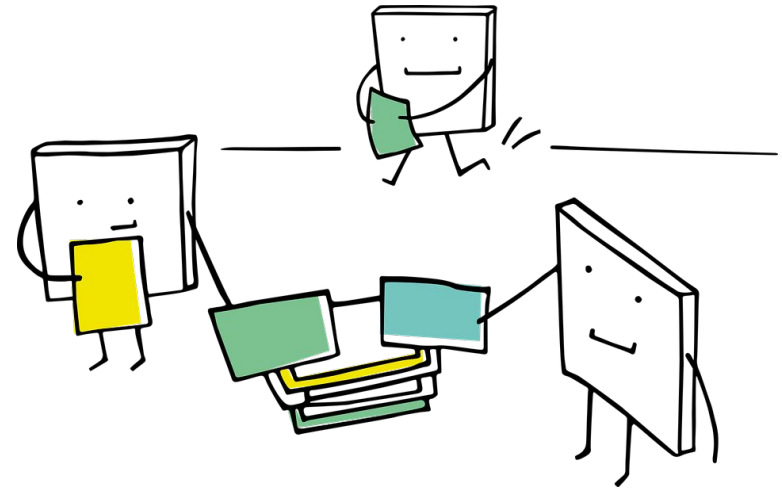
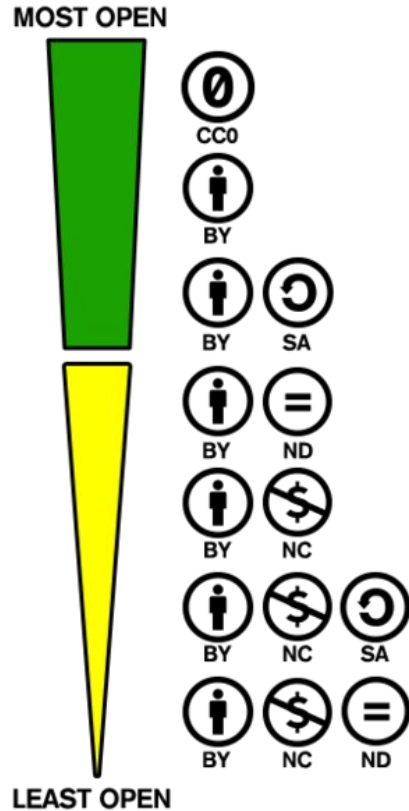
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## Checklist and Considerations for Licensing Your Material

- **Be sure that you or your institution own the rights to the digital resource that you intend to license** – check with your library or your T&L centre that may have co-created the digital learning object together with you.
- **Clear any other rights first** – certain parts of your work may include images, diagrams or other third-party elements.
- **Be aware that the license may not be revoked** – Once a CC license is applied, users are allowed to continue re-using your material based on that license.
- **Consider how you want your material to be used** – this will determine which of the CC licenses you choose to apply

## Once your work is licensed, you can start sharing!



# Thank you!

SMU Libraries <https://library.smu.edu.sg/>

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