

We will be starting soon



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Digital Video using Premiere Pro

Introduction

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Working in the video industry

OBJECTIVES

By the end of this class, you will be able to:

01.

Recall the learning plan

02.

Differentiate Copyright, licensing and permissions

03.

List Creative Commons

Learning Plan

Live classes calendar

Becoming an Adobe Certified Professional typically requires **150 hours** of hands-on experience and instruction over **12 weeks**. It means **2-3 hours per day on weekdays**.

May						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

June						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

July						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

August						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
19	20	21	22	23	24	25
26	27	28	29	30		

Learning Plan

Tuesdays

12:00 – 13:00

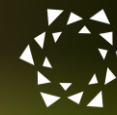
Week	Live Class Dates		Objectives
1	27-05-2025	Getting Started	Complete introduction module, getting started survey , download course handbook. Fill request form for Adobe Creative Cloud license, download setup instructions, review past webinars, download project brief, review forum posts
2	No Live Class 03-06-2025	Domain 1	Learn about working in the video industry : identify audience and purpose, prepare design plans, best practices. Complete all links, videos, assessments, and labs
3	10-06-2025	Domain 1	Learn about working in the video industry : understand copyright and licencing, learn digital key terminology, photographic design principles, and best practices. Complete all links, videos, assessments and labs
4	No Live Class 17-06-2025	Domain 2	Learn project setup and interface : Workspaces, import assets. Nonvisible design tools
5	24-06-2025	Domain 3	Learn organising video projects : manage tracks and sequences using timeline, manage complex projects, enable/disable track output, hide/show/mute/solo tracks. Complete all links, videos, assessment, and labs

Learning Plan

Tuesdays

12:00 – 13:00

Week	Live Class Dates		Objectives
6	No Live Class 01-07-2025	Domain 4	Learn creating and modifying visual elements : add/animate titles, transform digital media, use effects, control video properties with keyframes, effects control, manage audio. Complete all links, videos, assessments, and labs
7	08-07-2025	Domain 5	Learn publishing digital media : prepare video/audio for publishing, export and achieve sequences. Complete all links, videos, assessments, and labs
8	No Live Class 15-07-2025	Test Preparation	Complete Portfolio Project workbook , project submission request GMetrix access code, review GMetrix FAQ questions, complete mock exams, upload results
9	22-07-2025	Test Preparation	Continue with test preparation activities
10	No Live Class 29-07-2025	Exam Booking	Complete steps in the Before Exam section, upload results after the exam, complete exit survey
11	No Live Class 06-08-2025	Exam Week	Exam Week
12	No Live Class 13-08-2025	Repeat Exam Week	Repeat Exam Week (if applicable)



Copyright, Licensing, Permissions & key terms

Working in the video industry



Working in the video industry

Copyright

Copyright is a legal concept that grants the creator of an original work **exclusive rights** to its use and attribution. These rights are meant to protect the **creator's** intellectual property and ensure they can control how their work is used and potentially profit from it.



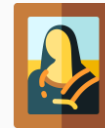


Working in the video industry

Copyright

Typically covers work such as:

Literature Music Art Films Photos Software



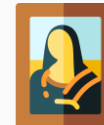


Working in the video industry

Copyright

Literature Music Art Films Photos Software

The works belong to the people who created them





Working in the video industry

Copyright

Belong to the people who created them

And you cannot **use, copy, modify** or **publish** that work without permission



Copyright



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Literature Music Art Films Photos Software

If you violate copyright, it is called copyright infringement.

And you may not use, copy, modify or publish that work without permission

Such as:



lawsuits



criminal charges



Copyright

Exclusive Rights

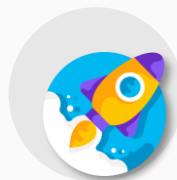
Exclusive rights are legal entitlements granted to creators and owners of intellectual property, allowing them to **control** how their works are used.

These rights are typically provided under **copyright**, **patent**, and **trademark laws**.



Reproduction

The right to make copies of the work



Distribution

The right to sell or distribute copies to the public



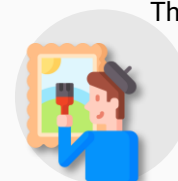
Public Performance

The right to perform the work publicly



Public Display

The right to display the work publicly



Derivative Works

The right to create adaptations or modifications of the work



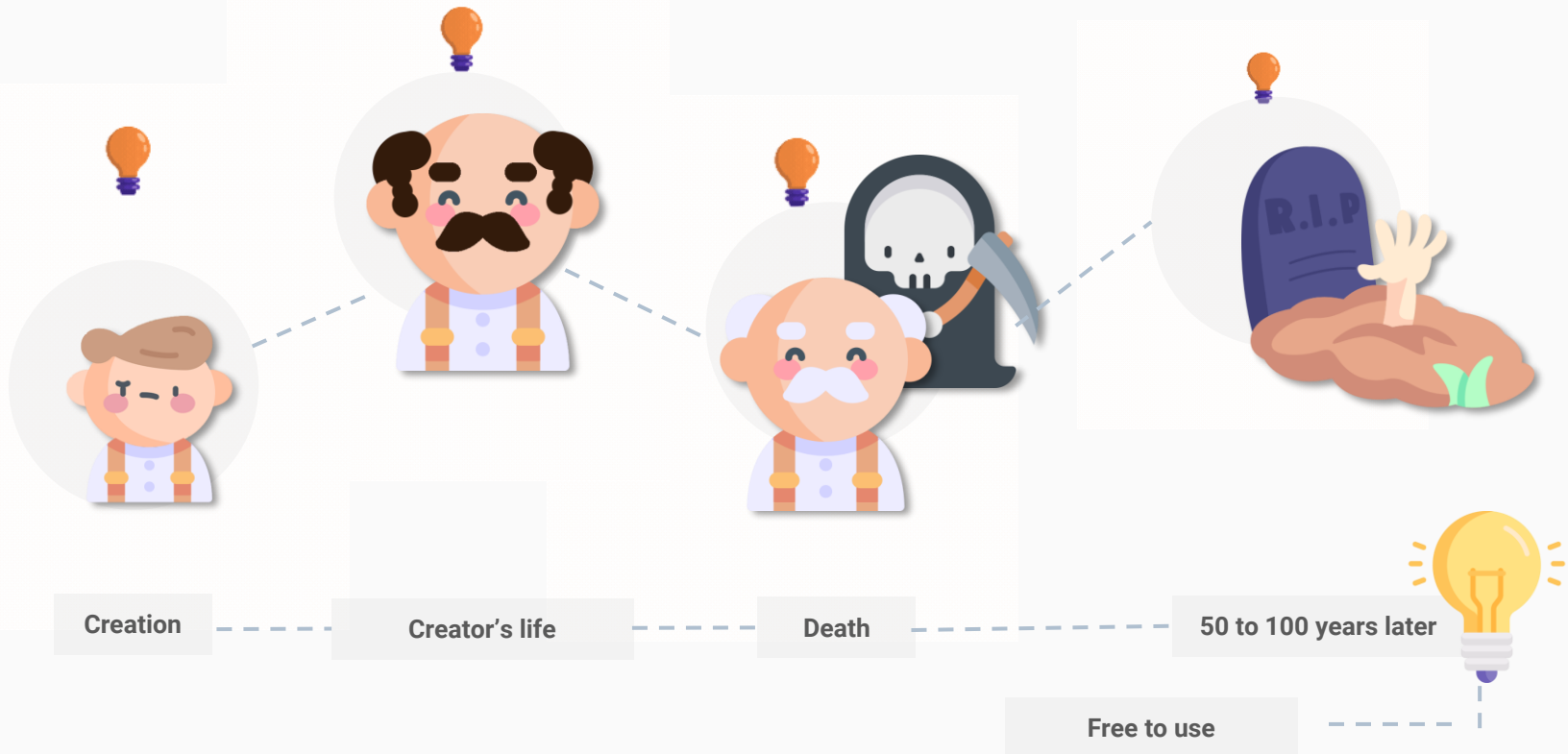
These rights allow creators to profit from their work and prevent unauthorized use, ensuring they can financially benefit from their intellectual property.



Copyright

Duration

Copyright protection usually lasts for the **life of the creator** plus an additional number of years. (Commonly 70 years after the creator's death, though this can vary by jurisdiction)





Copyright

Fair Use

Fair use is the legal exception that allows **limited**, specific uses of copyrighted material without permission

For purposes like



Scholarships and Teaching



Criticism and comments



News



Research and reporting



Overall, copyright aims to balance creator's interests in having control over their works with the public's interest in access to information and culture

Limitations



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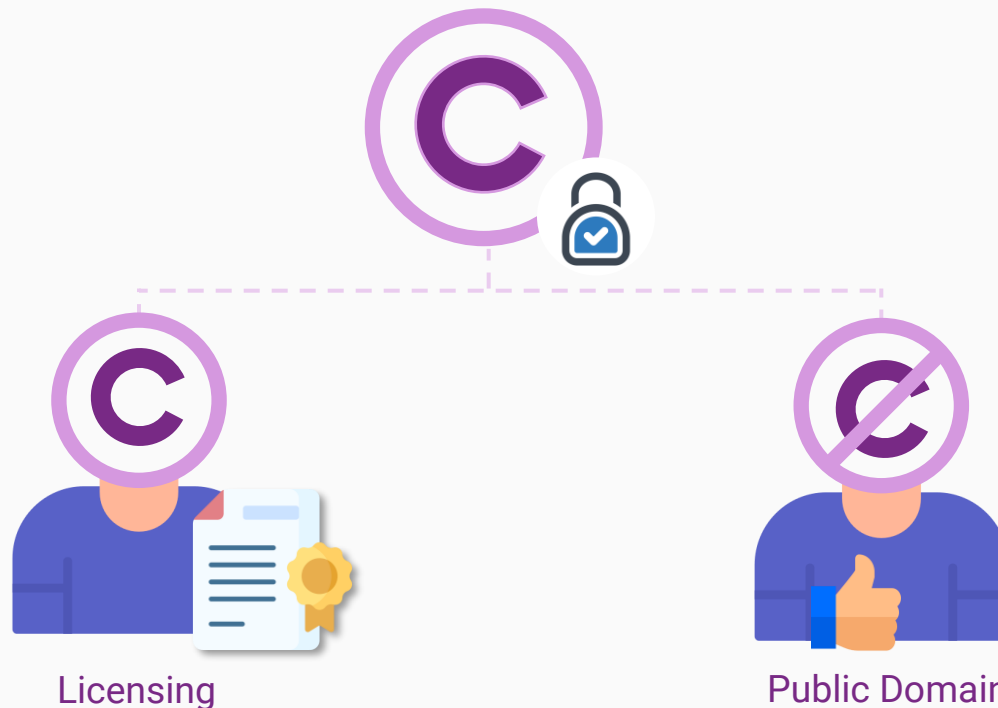
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Copyright

Permission

There are **two** basic ways to obtain permission to use copyrighted material



Simple get written permission from the
copyright holder



Permissions

Public Domain

Public Domain refers to works that are no longer protected by copyright and are free for **anyone** to use:



Expired Copyrights

Works whose copyright term has ended



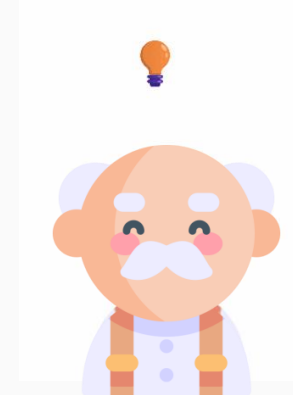
Work never copyrighted

Items that were never eligible for copyright protection such as Titles, Names, and Government publications



Ineligible Works

Some works, like facts and common knowledge are not eligible for copyright protection



Voluntary release Works

Authors can choose to place their works in the Public Domain



Examples of Public Domain include Classical Literature, old scientific research papers, and historical documents. The status of Public Domain works can vary by country due to differencing copyright laws

Examples of a Model Release and Location Form

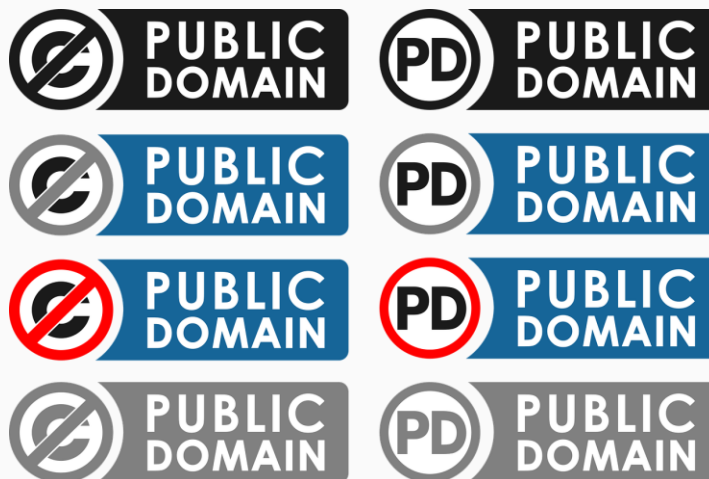
An illustration featuring a white house with a red roof and a chimney, set on a green lawn with small trees. Behind the house is a light blue clipboard with a yellow clip at the top. To the right of the clipboard is a large red medal with a yellow center. The entire graphic is positioned over a document with horizontal lines and the word 'nature' visible on the left.



Permissions

Public Domain

The Public Domain consists of creative works and intellectual property **not protected** by copyright, trademark, or patent laws. It makes these works freely available for public use. Anyone can **use**, **modify**, and **distribute** them without needing permission or paying royalties. Works generally become public domain and free for use anywhere from 50 to 100 years after





Permissions

Creative Commons

Is a type of license which gives others permission to **share**, **use** or **add** to a created work.



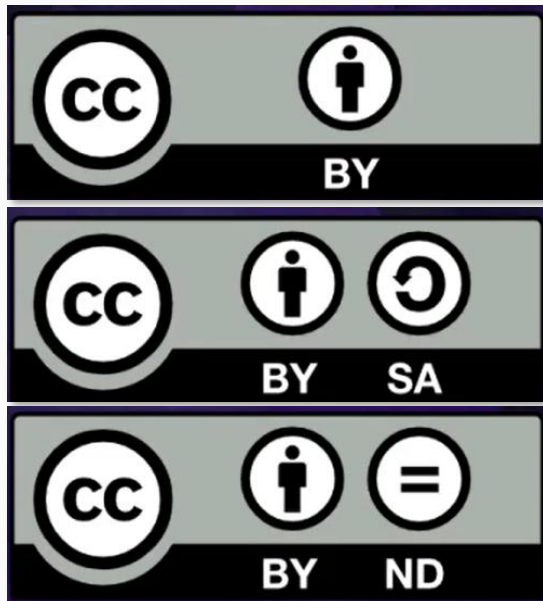


Creative Commons

License types

Is a type of license which gives others permission to share, use or add changes to a created work.

Commercial

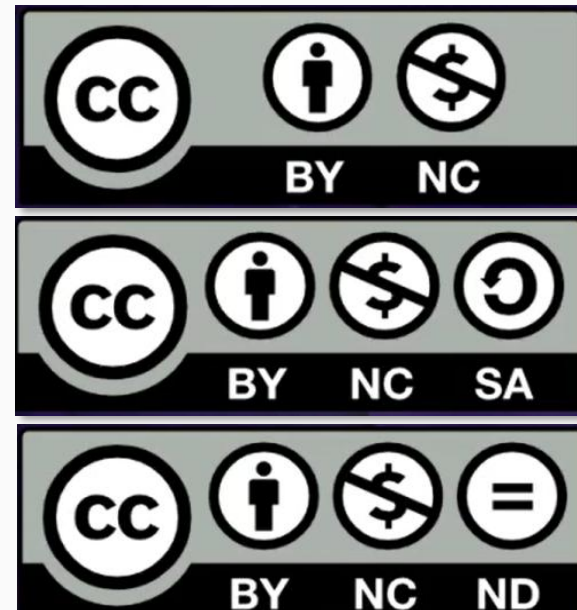


Attribution

Share Alike

Non-Derivatives

Non-Commercial





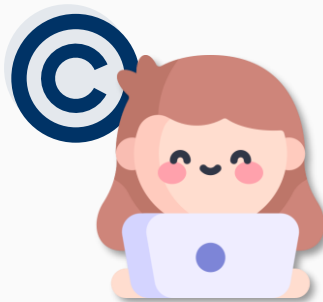
Key Terms

Legal considerations for content



1. Copyrighted

Grants the creator of work exclusive rights for use and distribution. Anything considered an original work, in its finished form, is considered copyrighted. No paperwork or registration is needed.



2. Fair use doctrine (USA) | Fair dealing (UK)

Provides for **limited** use of copyrighted material **without** acquire permission. An example of this is a quick use of material found on a search engine. If using a copyrighted work does not harm the market for the original or cost the rights holder revenue, then it is more likely to be acceptable.



Key Terms

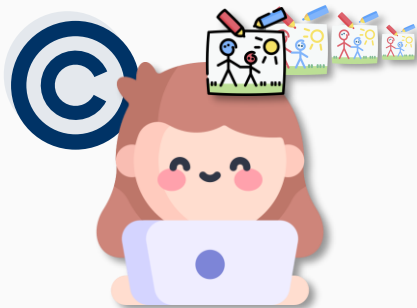
Legal considerations for content



3. Intellectual Property

A monopoly on works assigned to **owners' inventions** and trade secrets.

For example, Patents (for inventions), copyrights (for creative works), trademarks (for brand names) and trade secrets (for confidential information)



4. Derivative works

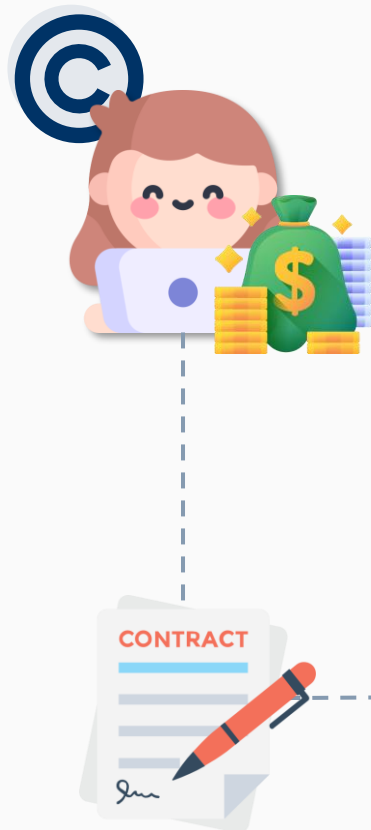
Creations that include major copyright-protected elements of an original.

An example would be a **painting similar** to an original, this could include a made replica of a famous portrait of someone like Mona Lisa.



Key Terms

Legal considerations for content



5. Work for hire

The simple act of **working for pay**.

Any work of this type should be stipulated in a contract. And the owner of the finished work needs to be spelled out within the contract. Work of this type should be stipulated in a contract with ownership of the finished work clearly defined.



Test your knowledge



Working in the Design Industry

1.3 Copyright, Permissions, Licensing & Key terms

Start now

*These are some possible exam questions
to help you review the subject*



Working in the video industry

Conclusion



The target audience for video industry is diverse and dynamic, with distinct interests and preferences.

To better understand your audiences, it is important to learn about their demographic characteristics, such as age, gender, and employment status, since these factors help identify their interests, needs, and objectives.

Copyright is a legal concept that grants the creator of an original work **exclusive rights** to its use and attribution.

There are **no limitations** to copyright, such as fair use, which allows for limited use of copyrighted material without permission.

The Public Domain consists of creative works and intellectual property **not protected** by copyright, trademark, or patent laws. It makes these works freely available for public use. Anyone can **use**, **modify**, and **distribute** them without needing permission or paying royalties.

The most common colour modes are RGB, CMYK, and HSB. RGB use additive colours made up with light.

Cinematic Design Principles are: Focal point, The rule of thirds, head room, lower thirds, framing, depth of field, space and depth, colour.

Colour can play an important role to transmitting an idea or mood.

In colour grading the entire scene colour is changed. In Colour correction, individual colours are changed.

Use saturation to guide the viewer

Over saturated scene – The colours are more vivid

What comes next?

Tuesday 12:00 – 13:00



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Remember



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Ask questions, challenge yourself
don't be afraid to make mistakes

Every step you take is a progress

Together, we'll turn challenges into skills
and ideas into results



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Thank you

designetutor@cenitcollege.ie

Sandra Picarra

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