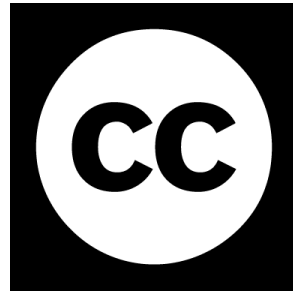


Prednosti



licenci za umetnike

mr Vesna Opavsky



Promocija



- deljenje
- postavljanje na sajtove
- primena na industrijskim proizvodima/uslugama
- saradnja sa kompanijama/organizacijama/medijima

OTVORENOST UZ ZAŠTITU AUTORSTVA

Saradnja



- korišćenja gotovih materijala pri produkciji (delo se delimično ili u celosti koristi za novo delo), a nekada novo delo može biti zbir mnoštva CC dela
- saradnja umetnika i kreativaca

ZAJEDNICA UMETNIKA I KREATIVACA



INFORMISANJE

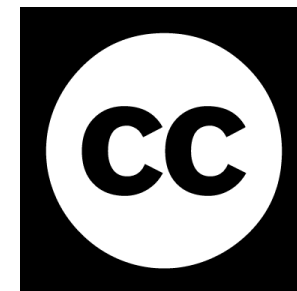
Brzina i količina informacija na internetu raste

CC licenca skraćuje vreme traženja odobrenja za objavu

KREATIVNOST

Stimulacija javnosti na kreativnost

Pretraga search.creativecommons.org



- Add CC Search to your browser
- You should always verify that the work is actually under a CC license by following the link.

A screenshot of the CC Search website interface. At the top left is a green button with the CC Search logo and the text 'Find content you can share, use and remix'. To its right is a search input field with the placeholder text 'Enter your search query'. Below the input field are two checkboxes: 'I want something that I can... use for commercial purposes;' and 'modify, adapt, or build upon.', both of which are checked. Underneath is the text 'Search using:' followed by a grid of search engine options. The options are: Europeana (Media), Flickr (Image), Fotopedia (Image), Google (Web), Google Images (Image), Jamendo (Music), Open Clip Art Library (Image), SpinXpress (Media), Wikimedia Commons (Media), YouTube (Video), Pixabay (Image), ccMixer (Music), and SoundCloud (Music). The 'Google Images' option is highlighted with a blue background.

Google podstiče korišćenje CC licence podešavanjem napredne pretrage.

Google

+Vesna

Advanced Image Search

Pogodno za sajtove koji nemaju svoje ilustracije

Find images with...

all these words:

opavsky

this exact word or phrase:

any of these words:

none of these words:

To do this in the search box.

Type the important words: winter hoarfrost

Put exact words in quotes: "frost flower"

Type OR between all the words you want:
trees OR weeds OR grasses

Put a minus sign just before words that you don't want: -windows

Then narrow your results by...

image size:

any size

Find images in any size you need.

aspect ratio:

any aspect ratio

Specify the shape of images.

colours in the image:

any colour full colour black & white transparent this colour

Find images in your preferred colours.

type of image:

any type

Limit the kind of images that you find.

region:

any region

Find images published in a particular region.

site or domain:

Search one site (like sfmoma.org) or limit your results to a domain like .edu, .org or .gov

SafeSearch:

Show most relevant results

Tell SafeSearch whether to filter sexually explicit content.

file type:

any format

Find images in the format that you prefer.

usage rights:

free to use or share, even commercially

Find images that you are free to use.

Advanced Search

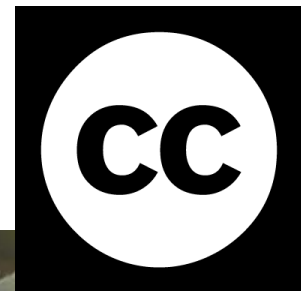




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uz poštovanje autorskih prava
doprinosi razvoju kulture i društva i stoga
treba da je promovisana putem
profesionalnih uzora**

Slučaj prodaje umetničkog dela (digitalne grafike) velikog formata pod CC licencom

- u okviru moje doktorske izložbe uz grafiku sam prodavala CD sa originalnom verzijom za štampu
- kako bih zaštitila dela velikog formata od komercijalne upotrebe
- sam kupac je imao slobodu da elektronsku verziju štampa i na tapetama, ukoliko poželi
- poklanjanjem otiska prijateljima i ostalima direktno je uticao na vrednost originala
- obeleženo na CD-u





NAUKA

Predlozi unapređenja

- Dosta današnjih materijala je moglo biti ujedinjeno, uobličeno i poslato medijima i obrazovnim institucijama
- Onlajn CC priručnik
- Pretraga da ima bolje pretraživanje: po fakultetima, imenu, ključnim rečima, datumu, kategorizovane oblasti
- Optimizacija CC sadržaja na sajtovima autora (dopuna koda CC licence + lista/pretraga na CC sajtu)
- svi fakulteti treba da imaju doktorske radove svojih studenata na internet prezentaciji





Hvala na pažnji

Prednosti CC licenci za umetnike

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jun 2014.