

Copyright Guidance

Always use copyright-free assets (documentation, images, audio, video, etc.), unless permission from the owner/creator has been granted for professional learning and training products.

See Obtaining Permissions below for more information. Guidelines for product assets include:

- Always read and comply with the use restrictions for specific asset sources.
- Always provide a caption that includes:
 - 1) Creator’s last name or the name of the collection, and
 - 2) Source where the asset was retrieved.

Images

[Presentation Tips/Image Guidelines](#) is a two page quick reference IDs can share with personnel when they request assistance using images and/or creating presentations (PPTs). Using images must be from the following sources:

- DoDEA purchased through [GettyImages](#), and/or
- Public Domain from resources such as Wikipedia, Wikimedia, Creative Commons, Government sites or any other search site where images are labeled “reuse.”

Public Domain image sources include:

Title	Description
Creative Commons	Search many sites at once
DoDEA Flickr	Contains thousands of DoDEA’s best pictures
Flickr Advanced Search	Use advanced search filters to show only CC licensed images
Freeimages	Hundreds of free photos and illustrations
Freerange	Provides many pictures with fine quality
Library of Congress	Large library with books, recordings, photographs, maps and manuscripts
Morguefile	Free stock photos
StockVault	Free images from photographers around the world
Wikimedia Commons	More than 15 million media files for free

Videos

Videos must be copyright-free from Public Domain sources. Be sure to review the license agreement before using any video. Visit the links below to find videos from Public Domain sources.

Title	Description
Brightstorm	Search for Math, Science, and English & Test Prep videos
Khan Academy	Self-paced learning with video library, interactive challenges, and assessments
MIT	Search by keyword or tag, and then browse through the results based on video type
Annenberg Learner	Professionally developed programming for K-12 classrooms by Annenberg Media

Obtaining Permissions

If you prefer to use a copyrighted asset, you must request permission from the owner/creator. After permission is granted, provide a copy to the Program Manager of the Virtual School and the Instructional Design Team. See Copyright Permission Request Letter for a generic letter to request permission to use copyrighted materials.

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Copyright Permission Request Letter

(Today's Date)

Department of Defense Education Activity
Mark Center Building
4800 Mark Center Drive
Alexandria, VA 22350-1400

(Copyright holder/permissions department name and address)

Re: (Request permission to use [Name of work, image, video, etc.]

Dear (Name, if available; Sir or Madam)

Hello, good day. My name is _____ and I am an instructional designer for the Department of Defense Education Activity (DoDEA). I am currently developing _____ (describe your professional learning/training project). In designing this project, I found the _____ (name of the copyrighted work, image, video, etc.). I believe this work will add depth to the understanding of (name of topic/idea) for DoDEA staff enrolled in the professional learning/training. I believe that you hold the copyright to this work; therefore, I am seeking your permission to use the following material from (name of the copyrighted work) in (name of your professional learning/training project).

List materials for which permission is sought, use as much detail as possible, including but not limited to:

- Type of Media (work, image, video).
- URL where located on the internet.
- Title, author/designer/producer/editor, edition/volume/issue number, copyright date.

Describe how the material will be used in your professional learning/training project, and include specific details concerning how you will use the material. Examples include but are not limited to:

- Displaying digital reproductions of the work(s) via Schoology Learning Management System (LMS), a secure LMS restricted to only DoDEA staff and students.
- Distributing single copies of the digitized work to DoDEA staff for the purpose of professional learning and/or training at NO costs.
- Using all or portions of the digital reproductions of the work(s) for instructional website design related to the work(s).

The need to use this material begins _____ and ends _____.

If you are not the copyright holder on this material, would you please provide me with any information you can give me regarding the proper copyright holder, including a current address. Otherwise, your permission confirms that you hold the right to grant the permission requested here.

Your consent to my request would be greatly appreciated. If you need additional information, please do not hesitate to contact me. Proper acknowledgement of title, author, copyright owner, and copyright date will be cited. Would you kindly indicate your permission below and return this request? Please make a copy for your records.

Sincerely,

(Signature)

PERMISSION GRANTED:

If you grant permission for me to use the copyrighted work as described above, please respond to this email providing the information below.

YES - I have the authority to grant the permission requested herein and I hereby grant permission to use the above referenced material in the manner described.

- Name & Title
- Company/Affiliation
- Date
- Citation as it should appear in the work

PERMISSION NOT GRANTED:

Permission is not granted for the use requested above, for the following reason(s):