

# Join the ©TEAM!

You can find the copyright symbol on all kinds of things – books, pictures, video games, CDs, even toys! Look at this picture. Write a “C” in the circles to show which things should have the copyright symbol. Then go looking for the copyright symbol at your home.



Cool game!  
Can you  
make me  
a copy?



## BONUS QUESTION

How should the boy answer his friend's question?

# Activity 1

## Join the ©Team!

### Objectives

- ◆ Identify the creative talents involved in producing books and other copyrighted materials.
- ◆ Introduce the copyright symbol and explain its significance.
- ◆ Raise awareness of the copyright symbol across a range of creative works.

### Materials Required

- ◆ Illustrated textbooks for analysis and discussion.
- ◆ Student copies of reproducible worksheet.

### Time Required

- ◆ One class period plus follow-up discussion of homework activity.

### Instructional Guidelines

#### Recognizing Creative Talent

- ◆ Begin by giving each student an illustrated textbook. As they turn the pages, ask them to think about the different people with different creative talents who worked together to make the book.
  - **Who wrote the words?**  
The author.
  - **Who made the pictures?**  
The artist, illustrator, or photographer.
  - **Who made sure the words and pictures go together on each page?**  
The designer.
- ◆ List these roles on the chalkboard and help students find the name of each person in their books. If the designer is not named (which is likely), ask students to think of other unnamed people who helped make the book, such as the editor and the publisher. Continue to list all the people students can think of who played a part in producing their books.

#### Understanding Copyright

- ◆ Have students turn to the copyright notice at the front of the textbook. Ask if anyone knows what the copyright symbol (©) means. Explain that it



tells when the book was first published and who was responsible for all the creative work that went into making it. Usually this is the author, but sometimes the copyright belongs to the company that the author and everyone else works for.

- ◆ Explain that copyright is important because it protects creative work by making it against the law for anyone else to copy that work or use it on their own without permission. It gives creative people a chance to sell their work without having to worry that someone else will copy it and use it for free, or make copies to sell for themselves. It's like a reward for being creative and tells the world who really owns a creative work and has the right to make copies of it.

#### Join The ©Team

- ◆ Tell students that the copyright symbol protects all kinds of creative work, not just books. Then introduce The ©Team by referring to the program wall poster. Explain that these characters represent some of the creative people who make video games. They call themselves The ©Team because copyright and creativity always go together.
- ◆ Name the members of The ©Team and have students explain what each contributes to creating a video game.

- **Rick the Writer** – He creates the story line, situations, and characters in the game.
  - **Alan the Artist** – He draws the scenes, characters, and action of the game.
  - **Patty the Programmer** – She writes the computer code that makes the game fun and exciting.
- ◆ Tell students they are going to join The ©Team on a copyright quest. Pass out copies of the worksheet and review the directions. Remind students that the copyright symbol can protect creative ideas expressed in any fixed form – words, images, symbols, designs, recordings, etc. Have students complete the activity by marking the items they think should be protected by a copyright symbol, then review the answers in class.

### Answers

- Ø **Lamp and Aquarium:** Copyright protects only original ideas. Everyday objects cannot be copyrighted.
  - © **Action figures:** Artists and writers create the ideas for action figures, and copyright protects those ideas even when they are expressed in the sculpted form of a toy.
  - © **Poster:** Copyright protects the creative ideas expressed through the images and design of a poster.
  - © **Book:** Copyright protects the creative content of a book. Sometimes writers and illustrators copyright their own parts of a book.
  - © **Video game:** Artists, writers, programmers, and others all contribute original ideas to a video game. Their ideas are expressed in the images you see when you play the game and in the computer software that makes the game work. The copyright symbol protects all these ideas.
  - © **Music Recording:** A musician or singer expresses his or her original ideas about a piece of music through performance. When the performance is given a fixed form through recording, those ideas can be protected by copyright.
  - © **Juice Box:** The copyright symbol on a juice box (or other package) protects the ideas expressed in the label and package design.
  - Ø **Sandwich:** This is another everyday object that cannot be copyrighted.
  - © **Movie DVD:** Like a video game, it takes many original ideas to make a movie. The copyright symbol protects all those ideas, whether the movie is on film, videotape, or DVD.
  - © **T-shirt:** While a T-shirt is an everyday object that cannot be copyrighted, the image printed on a T-shirt can be protected by copyright because it expresses an artist's original idea.
  - © **Board game:** The idea for a board game is expressed in the design of the game components, which can be protected by copyright.
- Bonus Question:** The boy should tell his friend that it is against the law to make a copy of the video game, because it is protected by the copyright symbol.
- ◆ Have students continue their copyright quest at home, creating a list of all the different things they can find around the house that have a copyright symbol on them. Students and their parents will probably be surprised at the number of items they find. Compile a class list to reinforce awareness that copyright applies to many other things besides books.

