Legal and Ethical considerations

Legal

The copyright, designs and patents act was created in 1988. This was put in place to make sure that people can be rewarded for their own work, otherwise people wouldn’t know who work it was. The other purpose is that you as a creator can feel safe with their work isn’t going to get stolen. Before 1988, people had a hard time as people could steal their work and you couldn’t do anything legal to stop them. This copyright law makes it so that people can’t copy software, mp3 files, songs, videos, image, text, blueprints etc. Anything that someone else has created you can’t take it without their permission as you are within breach of breaking copyright law.

In terms of getting software, if you buy a software package then you have done is purchased a licence and you can use the software at your own free will. Each software package will usually contain one licence this means it can only work on one computer, so if you want to get the software on another computer you will need to buy another licence for that computer. Sometimes the software companies will give out a multi-user licence which means that your computer will log into the network and use the program, this can only be one computer at any particular time.

In obtaining photos and images you can gain access to them if you can get in touch with the creator, once you have got in touch with the owner, you can then see if you have it for free. Or you might need to pay for it, only the owner can decide how much he wants for it. You don’t actually buy the asset, but you do buy the right to use it in your product.

In gaining access to music you can get authorization from websites such as YouTube and VEVO but you can only use it as a listener. If you want to manipulate or change it and post it, you would be at breach of breaking the law. If you want to do this, you can ask the manager for the artist but you may have to pay to use it.

This would mean that I would be breaking the law because I took photos, music and videos without permission from the internet. So if I wanted to use these assets I would have to ask the artists manager so that I may gain the access for them. I would also have to buy the software for my project as I can’t use software illegally. I would apply for a multi- user licence so that I can use different computer if I wanted too. For this project I am alright with using Photoshop, Director and Premiere as it is on the school system so I have a multi-user licence. But if I were to copy the files and codes, I would be in a lot of trouble with school as it isn’t mine to take. If I take all the necessary precautions, I won’t have any problems. I am only using the files on my computer at school, but if I were to publish it online I could be sued as I am not using it for educational purposes.

Ethical

When working on a DVD menu you will have restrictions on what you can say or what you can actually do. This will protect people from things such as racist comments or negative comments that will offend people.

The decency and libel this will cover and ensure that you haven’t said anything that I fake and untrue, about any product indecent information. You can’t make a fake written statement about anyone as it can be seen as abusive or this may lead to harming their self’s and reputation. You also can’t make a verbal statement about someone as it will lead to the same thing.

When talking to someone online or in real life you need to make sure you are both unbiased and accurate. This will apply to:

* Race: Black, white and Asian
* Gender: Male and female
* Sexuality: Homosexual or bisexual or heterosexual
* Religion: Catholic, Islam, Judaism, Hinduism etc.
* Any negative words: swearing, sexual.

This means you need to think about what you are going to say before you say it. There are some laws which work alongside rules, these are the Race Relations Act RRC.

Legal and ethical for the web

There are lots of things that you need to cover with the making things for the web. This includes copyright, piracy, fraud and identity theft, scams. The basic rules of websites are that their needs to be text, clear navigation, the documents don’t over-complicate the reader, you need to provide some colour, you need to make it accessible to everyone.

The copyright law states that the author has original exclusive rights, this can mean that the creator gets credit for the work. But the government will have the rights to take the website down if needed to. The need protocol that is put in place is to stop piracy, piracy is the illegitimate use of martials by copyright. This will target software, film and music. Identity fraud is when you steal the data of the internet and then use it as your own, this will mean that any data you get from the website you need to keep it safe and secure so there isn’t causing any problems.