

Creating and Using Open Content

This handout outlines the process for creating open content and sharing your work. By following these four steps, you can ensure that the educational materials you create are not only of value to your students and colleagues, but also something you can share with educators, collaborators, and self-learners worldwide.

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Creating Presentation Slides for Open, Global Use

Here are some tips you can use to create more informative presentations and also ensure that others know how they can use your work and the images, diagrams, charts, etc. inside your presentation.

Create a license slide to insert in your presentation

On the left is an example of a license slide for an individual—U-M faculty member, Lisa Wooten—who holds the copyright to the course material she created. Prof. Wooten has selected the Creative Commons Attribution license.



The following link provides a download containing detailed instructions for creating license slides, along with more examples:

http://open.umich.edu/wiki/images/b/b6/Disclaimer_Citation_Key.ppt



<http://openmi.ch/om-share>

open.michigan

EXAMPLE

Author(s): Lisa Wooten, 2011

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Viewer discretion is advised: Some medical content is graphic and may not be suitable for all viewers.

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Tip: Save the license slide as a jpg and a pdf so that you can insert it into your other educational materials, such as your course handouts, syllabus, reading list, etc.

2. Finding and Using Openly-Licensed Content

As you build your presentation or other course materials, select content from one of many organizations that provide openly-licensed materials. Many repositories provide an advanced search option, allowing you to restrict your search results to display only openly-licensed (or CC licensed) content.

Two excellent resources for finding open content are:
http://open.umich.edu/wiki/Open_Content_Search
http://wiki.creativecommons.org/Content_Directories

3. Use Attributions to Credit your Sources

Using proper attributions ensures that you are giving due credit to other creators and demonstrates to people who find your content that you truly are a part of a global learning and sharing community. No matter the content, make sure you credit the creator, provide the URL where the work is hosted, indicate if it is available under a particular license, provide a link to the license (so others can see the license terms), link to the original resource.

Here's an example of attributing an image:



EssjayNZ <http://www.flickr.com/photos/essjay/255444384/>
CC: BY-NC-SA <http://creativecommons.org/licenses/by-nc-sa/3.0>

Tip: Open Attribute is a simple tool anyone can use to copy and paste the correct attribution for any CC licensed work. You install Open Attribute as an add on in your browser. Then, when you display a page containing CC licensed content, click on the CC icon in the URL field for the page. A pop-up will appear displaying the correct license info for the content.
<http://openattribute.com/>

Make Websites and Blogs Open

To make the content on your website open for sharing, use the CC License Chooser tool (<http://creativecommons.org/choose/>) to select the license you want. It will generate the html code for displaying the license, which you can then paste into your website. For example, this is the code generated for a BY-SA license.

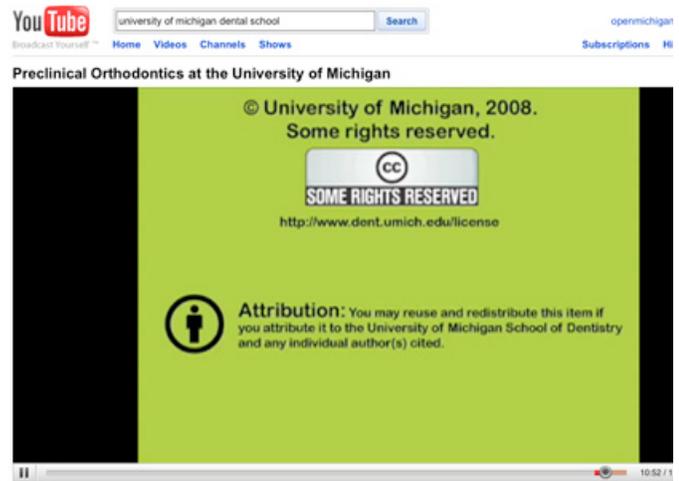
```
<a rel="license" href="http://creativecommons.org/licenses/by-sa/3.0/us/"></a><br />This work is licensed under a <a rel="license" href="http://creativecommons.org/licenses/by-sa/3.0/us/">Creative Commons Attribution-Share Alike 3.0 United States License</a>.
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Just as you can add a CC license to almost any website, you can do the same for your blog. Here are instructions for a few common blogging platforms <http://wiki.creativecommons.org/Blog/Publish>.

Making Video Open

To make video available for open sharing, you add a video bumper—a notice at the beginning or end of your video—that states the author(s) and CC license. Sample bumpers may be downloaded from the CC website: http://wiki.creativecommons.org/CC_video_bumpers

You can also make your own bumper, just be sure to include the CC license icons (including the CC logo) and the full URL to the license. The CC icons may be replaced with the name of the license or the abbreviation. A copyright notice stating the author(s), date, and copyright should also be included.



For more information see:
http://wiki.creativecommons.org/Marking_Video

4. Publish your Content

Your materials are now openly licensed for sharing. The next step is to publish and promote your content through a repository, such as the Open.Michigan website:

open.umich.edu/education. In addition, many other options are available for sharing your resources across the global learning community.

How Open.Michigan Can Help

Contact a member of the Open.Michigan team **open.michigan@umich.edu** to learn more. If you need help creating new open content, or reviewing your existing materials, we are available to provide consulting and training.

More information: open.umich.edu/share

