



# Software license and Free Resources

Martina Fortunelli  
Jessica Carloni



# Agenda

Copyright © and Software License

Multimedia Format File

How to: Some site and tips



# Introduction

Knowing how to navigate Internet and understand which material software can be used, downloaded and modified is one of the important skills for the production of artistic activities.

It is also important to understand the differences between software licenses in order to use them correctly and not face penalties.

Moreover, the license of a software can also give us information on what we can achieve with it and how we can release the products made.



# Copyright © and Software License

What is and How it works

# Copyright © and Software License



Copyright **grants** the creator of an original work exclusive **rights** to its use and distribution

- Copyright is different by country
- Rights of particular interest for software include
  - reproduction and distribution
  - derivative works
- Licenses are used to transfer right in the work from one party to another





# Licensing Spectrum

All rights relinquished

All rights retained



More Rights Granted

More Rights Retained



## Public Domain

Grant all rights

Anyone is free to use and modify. There aren't intellectual rights

## Non-Protective or Permissive License

Grants use rights, including right to relicense, allows proprietization



## Protective Licence or Copyleft

Grants use rights, forbids proprietization



## Proprietary License

Traditional use of copyright; no rights need be granted

No public license



## Trade Secret

No information made public

For private and internal software



# Licensing Spectrum – Some Example

All rights relinquished

All rights retained



More Rights Granted

More Rights Retained



## Public Domain

*SQLite* database engine  
*Vi* text editor

## Non-Protective or Permissive License

All MIT Apache or BSD Software  
*Scratch* free programming environment



## Protective Licence or Copyleft

All GPL Software  
*Linux* Operating System



## Proprietary License

*Windows* is propriety of Microsoft

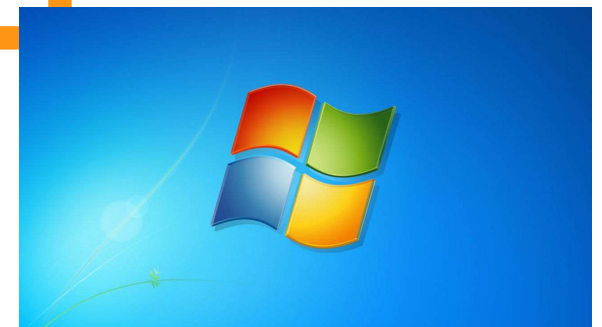


## Trade Secret

*Google Search Algorithm*

# Free and paid resource

- **Free**
- **Paid**
- **Freemium:** business model in which a company offers basic or limited features to users at no cost and then charges a premium for supplemental or advanced features
- Pay-per-use: payment model in which the customer pays for using the product rather than having to buy it
- **Free with advertising**



# Free and paid resource



Image of Perugia with commercial license



Free image of Perugia



# Free and paid resource

This aspect is especially important based on the purpose we want to give to the activity or game we are making.



Use free (ex. Creative Common license) resources if you want to:

- **Sell** activity or game
- **Spread** activity or game over Internet



For personal use you can choose whatever you want.



# Free and Open Source

Free in licensing should refer strictly to **freedom** (to do certain things with the software). Sometimes is **misunderstood** freedom **related to price**.

## Free Software: 4 pillars

- The freedom to run the program for any purpose
- The freedom to study how the program works, and change it so it does your computing as you wish
- The freedom to redistribute copies
- The freedom to distribute copies of your modified versions to others

## Open Source Software: 4 pillars

- Free redistribution of the software.
- The source code should be publicly available.
- The software can be modified and distributed in a different format from the original software.
- The software should not restrict the usage of other software.



# Multimedia Format File



# Multimedia Format File



File Format is a standard way that information is encoded for storage in a computer file. File formats may be either proprietary or free and may be either unpublished or open.

Format of a file is represent by the extension of file.

There are two main types of encoding:

- **Lossy**: some of the data from the original file is lost. The process is irreversible, once you convert to lossy, you can't go back.  
Ex: JPEG or Gif
- **Lossless**: refers to compression in which the image is reduced without any quality loss. Usually this is done by removing unnecessary metadata.  
Ex. PNG, BMP

# Multimedia Format File

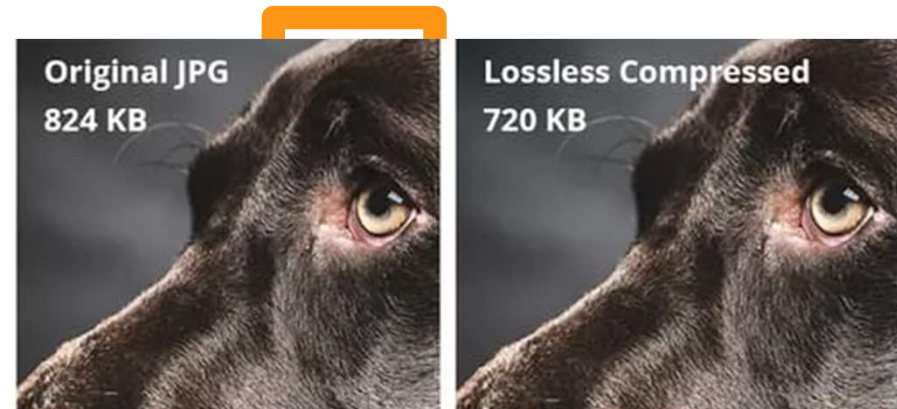
## Lossy advantages and disadvantages

- Advantages: Very small file sizes and lots of tools, plugins, and software support it.
- Disadvantages: Quality degrades with higher ratio of compression. Can't get original back after compressing.



## Lossless advantages and disadvantages

- Advantages: No loss of quality, slight decreases in image file sizes.
- Disadvantages: Larger files than if you were to use lossy compression.



**Original JPG**  
**824 KB**



**50% Lossy Compression**  
**76 KB**



**80% Lossy Compression**  
**38 KB**



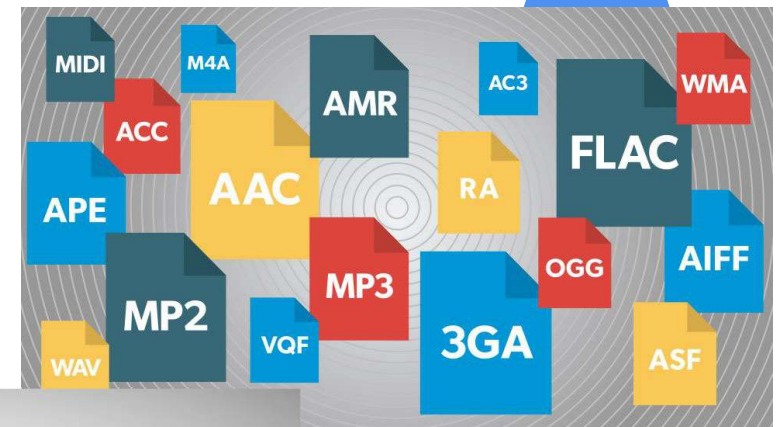


# Overview Media Format

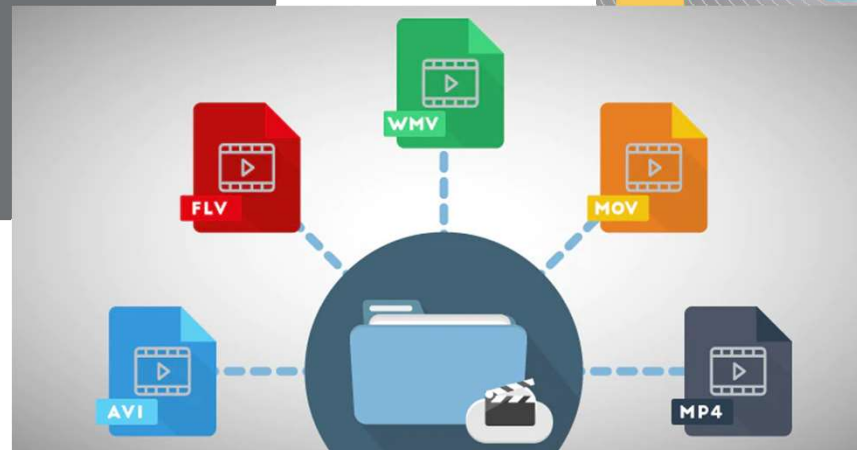
## Images



## Audio



## Video





How to: some site  
and tips

# How To Search on Google:

Some tips to get the desired results on Google Bar:

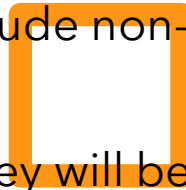
- *Intitle/inurl*: Find pages that contain a particular word in the title or in the url
- *Intext*: Find websites that contain a particular word in the body portion
- *Filetype*: Find results that have a certain extension (.doc, .ppt, .pdf, .jpg, etc.)
- *Related*: Find websites related to a particular website
- -: use minus to exclude search words
- «»: use quotation mark to search a phrase exactly



# How To Search on Google:

Additional tips:

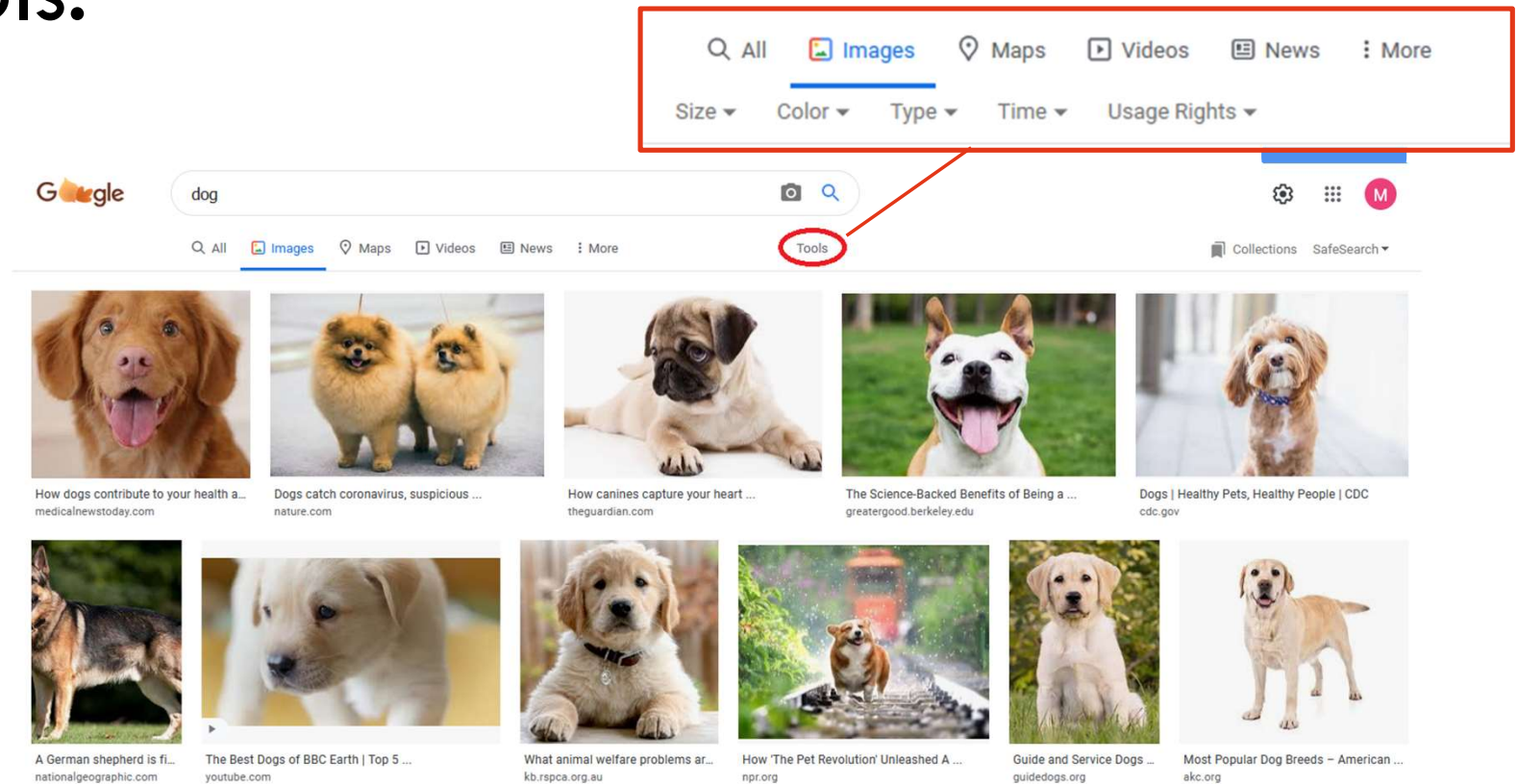
- Word order matters: Put the most important terms first
- Only ten search terms are allowed: Search terms over ten are ignored
- Repetition matters: Entering a word multiple times will tend to produce results with more of that term in the document, and will also change the order of your results
- Case can matter when looking for proper nouns, will exclude non-proper nouns, but if you don't capitalize you won't miss them
- Leave out common words such as "a," "the," "to," etc.: They will be ignored
- Truncation is not allowed: Do not use the \* at the end of a word or partial word
- Google can be used as a calculator or as unit converter



# Google tools:

Search on Google Images and open Tools. Menu item:

- Size
- Color
- Type
- Time
- Usage Rights



# Google tools:

1

## Size

Filter images by size (Any size, Large, Medium or Icon)

2

## Color

Filter images by color (Any color, Transparent background, Black and White, select color)

3

## Type

Filter images by type (Any type, Clip Art, Line Drawing, GIF)

4

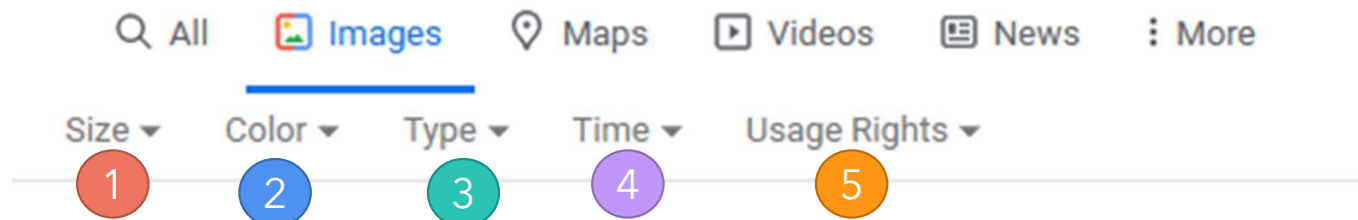
## Time

Filter images by time of upload (Any time, Past 24 hours, Past week, Past month, Past year)

5

## Usage Rights

Filter images by license (All, Creative Commons, Commercial & Other license)



# Safe Site

Safe sites to search for free multimedia resources

Images

<https://pixabay.com/>

<https://www.pexels.com/?locale=en-us>

<https://unsplash.com/>

<https://stocksnap.io/>

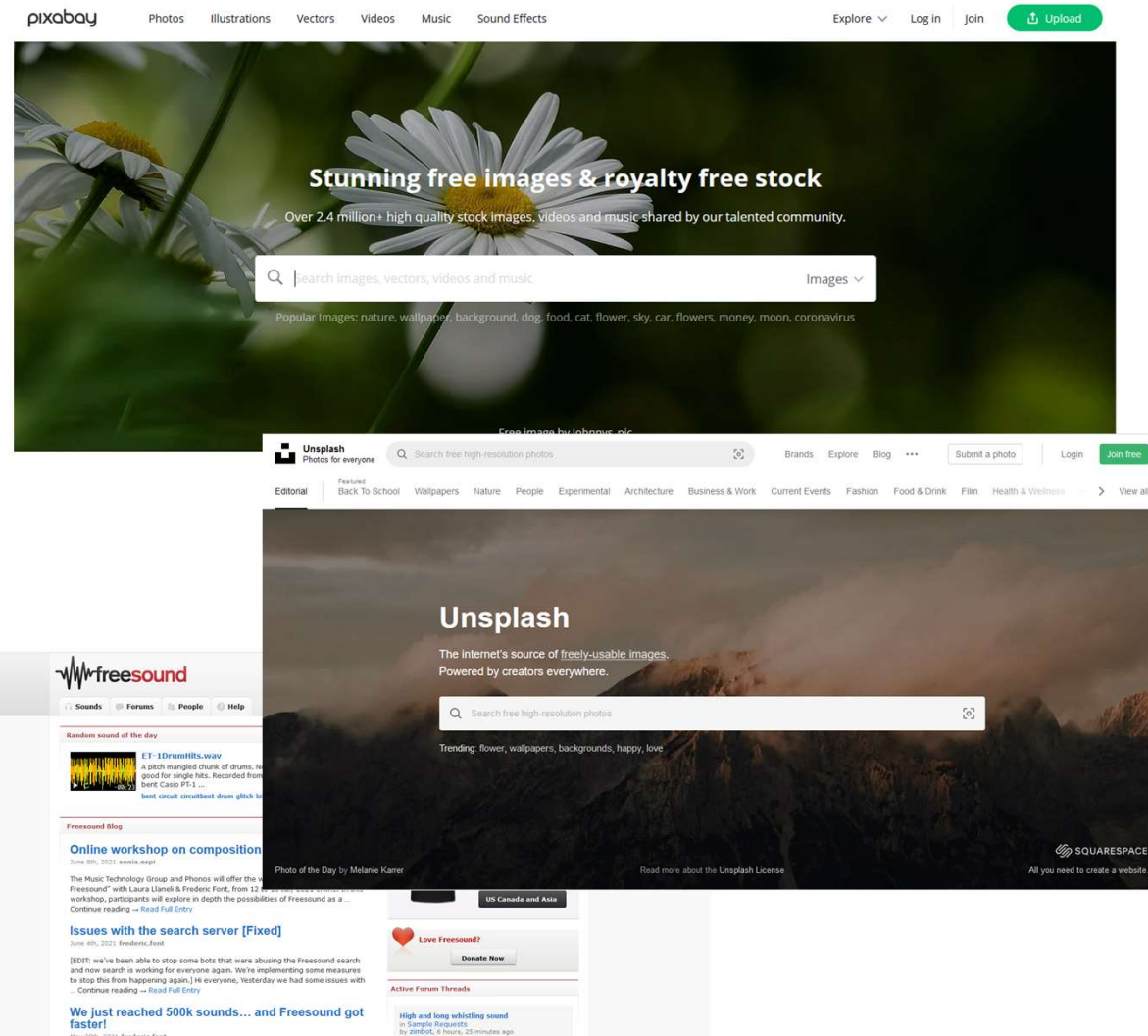
<https://freepik.com/>

Audio

<https://freesound.org/>

<https://soundcloud.com/> (partially free)

<https://bensound.com/>





Thank you for  
your attention

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