

AICHe Global Undergraduate Student Video Competition (GUSVC) Copyright Information

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General Copyright Information for AICHe Videos

The purpose of this document is to outline the rules and regulations in regards to copyrighted information with respect to a video submission into the AICHe Global Undergraduate Student Video Competition (GUSVC). This will outline several key points on what type of media are acceptable to include in a video submission and their relation to copyrighted material. This document will be broken down into four distinct sections: music, images, video, and creative commons. Each section regarding specific media will include examples of things that are acceptable and unacceptable from the viewpoint of AICHe in the context of a fictitious video submission on distillation.

Prior to submitting a video the competitors will sign a copyright form which in essence signs over all rights of the video to AICHe. Therefore, once that form is signed the rights to the video belong to AICHe. One important point to remember is due to the fact that AICHe is a globally recognized entity there are different rules (both internal and external with respect to the organization) in terms of copyrighted information. To put it simply, the rules are different in terms of what AICHe is willing and able to publish vs. what an individual might publish on a personal YouTube page. As the rights are signed over to AICHe, upon completion of the copyright form the rights to the video reside with AICHe and must therefore follow all internal and external rules and regulations that apply to the organization and not to you as an individual(s). All questions or concerns on what can or can't be utilized in a video should be directed to an AICHe representative in order to decrease the possibility of a video being omitted from the competition. Please email: aiche.gsc@gmail.com.

Section 1: Music

Music is often a key element in any type of multi-media video submission. However, there are very strict rules regarding the use of music. It is **NOT** acceptable to use any copyrighted music that has been purchased or downloaded (physically or digitally) in any video submissions. In the same light, it is **NOT** acceptable to utilize a sub-set of musical elements from a song in a video submission with a "voice-over." It is acceptable to create your own unique self-written song (music and lyrics) within a video. Some examples of each scenario are found below:

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Scenario	Acceptable to Utilize in GSC Video Submission	Comments
A group would like to utilize “Tiny Dancer” by Elton John as background music in their distillation video submission.	No	This is a copyrighted song and therefore it is not acceptable to use throughout the duration of the video.
A group would like to use an instrumental version of “Tiny Dancer” and improvise their own lyrics rather than use the original lyrics in their video.	No	In this situation the music (even the instrumental portion) is copyrighted and it is not acceptable to improvise the lyrics for the video.
A group would like to use a clip, or small portion (even just a few seconds), of “Tiny Dancer” instead of the entire song.	No	All parts of a copyrighted song are not acceptable to use, no matter how short.
A group would like to compose an original self-written piece of music (unique lyrics and instrumentals) for their video.	Yes	If a song (both instrumental and lyrical) is an original piece created by an individual or the group, it may be utilized in their video submission.
A group would like to utilize creative commons for a piece of music in their video submission	Yes	See creative commons section below for more guidelines/information.

Section 2: Images

Images are often used to illustrate a particular technical concept to enhance the experience of the viewer. Images include, but are not limited to, drawings, sketches, figures, diagrams, tables, graphs, photographs, and screenshots. The internet is an excellent resource for images and information, however AICHe strictly regulates the images that are utilized in videos (and other media) that they publish. The table below gives some examples of how images may or may not be utilized in video submissions.

Scenario	Acceptable to Utilize in GSC Video Submission	Comments
A group would like to utilize a diagram of a distillation column from their separations textbook in their video submission.	No	It is not acceptable to use an image from copyrighted material.
A group would like to re-create the diagram of a distillation column from their separations textbook using a computer program.	No	It is not acceptable to re-create an image from copyrighted material.

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A group would like to use an image found on a search engine.	No	It is not acceptable to use an image from copyrighted material. The only exception is by doing a Google Image search and finding images through their “Search Tools” button for Usage Rights. Search for images that are “Labeled for Reuse.”
A group would like to self-create a unique diagram of a distillation column with a computer program.	Yes	It is acceptable to create a unique image that is not taken from copyrighted material.
A group would like to use an image that is licensed by creative commons	Yes	See creative commons section below for more guidelines/information.

Section 3: Videos

Numerous companies and organizations create in-house made videos to explain a particular subject. They are often distributed to the public via platforms like YouTube to enhance their visibility and customer base. This material is easily accessed, but there are rules on the types of movies/videos that you may use in your submission. As a part of the submission process form you give the rights of the video to AIChE to publish at their discretion and AIChE does not allow copyrighted videos to be re-published. To do so would be copyright infringement. Below is a table that looks at a few scenarios that may occur as you create your video submission:

Scenario	Acceptable to Utilize in GSC Video Submission	Comments
A group would like to use a clip from a longer video that was published by Company XYZ on distillation.	No	You can't utilize any portion (large or small) of a copyrighted video no matter the entity that has actually published the video.
A group would like to utilize a video (or a tiny portion) that they find on YouTube that illustrates distillation.	No	You can't utilize any portion (large or small) of a copyrighted video no matter the entity that has actually published the video.
A group would like to self-create a unique animation and stand-alone illustration of distillation that is in video form.	Yes	If the animation and the viewable elements of the video are completely self-created then it is possible to utilize in the submission. Also, if the group films a distillation column owned and operated by Company XYZ the individuals must have their written consent to take footage of their equipment.

***Note:** Company XYZ is fictitious.

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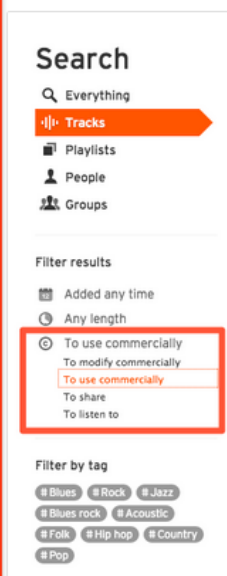
Section 4: Creative Commons

Below explains how one can utilize music that is licensed to creative commons to enhance their video submission. The same protocol and procedure remains true for images and videos. All questions or concerns on what can or can't be utilized in a video should be directed to an AICHe representative at aiche.gsc@gmail.com in order to decrease the possibility of a video being omitted from the competition.

Ideally, the user should search music on [SoundCloud](https://www.soundcloud.com) or [Jamendo](https://www.jamendo.com) that is within creative commons. Rather than search a specific known artist's name, it's better to search a type of music like "surf music", "lounge music", "punk", etc. If that search is performed on <http://search.creativecommons.org>, clicking on Jamendo or SoundCloud, you will end up with results that have fair use. Within the video your team creates, you should link to the artist's webpage and credit them as directed. Here is what is found on SoundCloud specifically.

How can I find sounds licensed under Creative Commons?

We recently released advanced search features that let you select to search under CC parameters. To search for Creative Commons tracks, perform a basic search on SoundCloud, and then filter the results by Tracks only. Then, filter the results again so that you can find tracks to use or modify commercially:



How do I use tracks licensed under Creative Commons?

You can use tracks that you find on SoundCloud according to the terms provided in the license. All Creative Commons licenses require at least attribution, which means you must give credit to the original author. (A link to the track's page on SoundCloud is recommended as well).

- ▶ Tracks that are licensed with a Non-Commercial term means that they can only be used in a non-commercial setting
- ▶ A No-Derivatives term means that you can't create any work that is based on or incorporates the original work
- ▶ Share-Alike term means that you must release any work that uses the original under exactly the same license.



If you follow the terms of the Creative Commons license, you do not have to ask for permission from the original creator – in fact, that's the whole point – but many creators like to see and share projects that use their work.

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Jamendo does not have a search for items covered under creative commons because it all is. If you've found a track on Jamendo, be sure you follow the directions found at the bottom of the screen. This will ensure that you are in adherence with copyright law.



You can copy, distribute, advertise and play this track as long as you:

-  Give credit to the artist
-  Distribute all derivative works under the same license