



What is CONTENT ?



Are people the only ones who make content?

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Learn about Copyrights, which Protect Creators!



Which of the following are NOT protected by copyrights?

- 1 Music written by a composer
- 2 A manga that I worked very hard to draw, even though I am not very good at drawing
- 3 The compositions that everyone wrote in elementary school

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When do copyrights come into existence?

- 1 When you start creating a work and make something that expresses your thoughts or sentiments
- 2 When a work is completed
- 3 When the copyright is registered

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Why is Piracy Wrong?



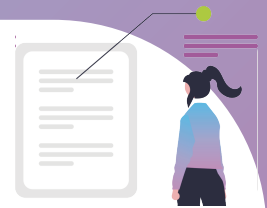
What is problematic about viewing or buying pirated copies?

- 1 You are aiding in a crime
- 2 Computers used to view pirated content can get infected by viruses
- 3 Anime and manga might no longer be produced

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Take note of what you learn!



Complete a questionnaire
before and after the program.

Before ►



After ►



QUIZ on copyright

Let's think about whether or not the following are copyrighted works

	y/n	Reason
1		
2		
3		
4		

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Think about AI composite images.

Is this picture, created using AI,
considered a copyrighted work?



Key points

- Naomi wanted to create an image that combined "high school students" and "life in space."
- First, she used an AI tool to generate images of students wearing school uniforms along with backgrounds.
- She adjusted the prompts that she input into the AI generating the images to change the lighting and color hues, generating around 600 images. From these, she selected the one most in line with what she was imagining.
- She used a different image editing software to increase the resolution, and hired a printing company to print it out on a piece of canvas.
- Naomi herself drew in the helmets on the students' heads.

What do you think?

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Think about what it means to protect the rights of creators.

Emma's story

Emma, a high school student, is a big fan of the movie series Magic School. However, while Magic School has some fans, it is not well known nationwide. She wondered, "Why is such an interesting movie not more popular?" She decided to create a 10-min video to introduce the film so that more people could see what's so great about it, which she then uploaded to a video website. The video quickly received more than 3,000 views, and the comments section was also very positive and lively. It made her happy to share Magic School with others, and she began uploading videos summarizing other works in the series. In one month, her videos got more than one million views in total, and it excited her to think that she was helping to popularize the series.



Do you sympathize with her actions?
What do you think will happen as a result of her actions?

Tom's story

Tom had been working as a film production staff member for many years before finally becoming a film director. He invested more than ten million US dollars of his own money into the creation of Magic School, and didn't have much money to pay cast and film crew. After seven years since launching production, he was finally able to release it.

It wasn't a blockbuster hit, but it was popular enough to make the next one.

Being able to make a sequel made him so happy that it made up for all of the hardships up to that point. Ever since, he has been releasing a new movie in the series once every three years.

However, 10-min videos summarizing the Magical School series minutes began to appear on video streaming websites.

Once these videos started showing up, the number of purchases of the Magic School series, which had been available for streaming for a fee, drastically plummeted, and no longer generated the expected profits. Also, the way the videos were edited was not the way he had intended the movies to be presented, and he felt it made them seem boring.

People began to get a bad impression of the movies, and they weren't making as much money, so he was afraid that he wouldn't be able to make any more sequels.

Tom was in trouble...

Tom then filed a request for information, and he discovered that it was Emma who had been uploading the videos. He had his lawyer check, and he learned that a fan in high school had been doing it to promote his work.

A very complicated situation...



Imagine that you are Tom.
As Tom, please write a letter to Emma, telling her how you feel.

Group Discussion

How should Emma have supported Tom?

What can we do to help creators like Tom to produce works with peace of mind?

Let's make a catchphrase or a slogan to encourage people to properly protect copyrights.

Purpose

Please come up with an easy-to-understand and interesting slogan that will instantly capture the hearts of viewers and encourage them to take action.

How to make a slogan

- ▶ Think about who (your target), what (what you ultimately want them to do), and how to convey it, then write down keywords that will stick in their minds.
- ▶ Instead of warning messages, let's think of positive phrases that will help us to cherish the content.

Let's write your original catchphrase!

keywords

Write down your ideas for the catchphrase.

Using the Mandala Chart, let's reflect on the program and deepen your ideas about "digital etiquette" freely.

The Mandala Chart?

a method that uses a nine-squared format as a framework for putting your ideas into perspective

	DIGITAL ETIQUETTE	

SAMPLE

	COPYRIGHT			PIRACY			MANNER	
			COPYRIGHT	PIRACY	MANNER			anonymous
	RESPECT		RESPECT	DIGITAL ETIQUETTE	SNS		SNS	
			COMMON SENSE	ONLINE	HUMAN BEING			
	COMMON SENSE			ONLINE			HUMAN BEING	