

VISUAL COMMUNICATION DESIGN

UNIT 2 - COPYRIGHT

Task: Answer the following questions based on the Copyright slideshow and class discussion.

1. Define the following terms.

Intellectual Property

Copyright, Trademark, Patents and Design

2. What does Copyright protect and not protect?

How long does copyright last for?

3. What is a Style Guide? What is it used for?

1. What are the Standard and Regulations and what are they used for?

6. As a student/young designer how can you protect yourself from copyright infringement?

7. Discuss why you think it is important that there are legal obligations in place regarding the creative design, production of products and ownership of ideas.

8. What is Indigenous Cultural and Intellectual Property (ICIP), who does it protect and why is it important?

