

JAMELIA - DESIGN TECHNOLOGY

Student Activity 1

Use the information from the UK Intellectual Property Office website regarding copyright and answer these short questions:

- Can you buy copyright?
- How easy is it to get copyright on your ideas, material or design?
- How long does copyright last?
- How easy is it for you to prove that an idea was yours first?
- How can you show that your creation has been protected by copyright?
- How easy is it to prove that your idea has been copied and used elsewhere?

Teacher's notes Activity 1

Using Activity 1 will help clarify what rights a performer has over his or her own music and what protection there is for him or her. Students may already be familiar with some of the issues around copyright and the illegal copying of music and videos. Many students download music at home to their own computers or swap music discs and lend videos, and DVDs and CDs to each other. Ask students to consider the number of blank cassettes and CDs there are and the availability of hardware on which to copy data from in the shops. The practice is deemed illegal but there is confusion over which acts are criminal or merely civil.

Student Activity 2

Piracy is an issue that affects many different forms of promotion. It is easy to copy music from the Internet and from borrowed sources as well as copying images from other sources. Those who produce these unofficial items can still make a profit from taking this material and producing it under their own identity. Jamelia will promote herself in a manner of different ways:

(i) Identify WHAT or HOW other people could copy from Jamelia and produce independently as their own. What Jamelia risks in doing so...

Q - Having her songs played on the radio stations

Q - Production of sheet music of her songs and lyrics

Q - Photos of the artist used in posters, stationery, magazine covers

Q - Production of CDs, tapes and DVDs Radio interviews

ii) Choose one of these areas of artist promotion and, using the information from the UK Intellectual Property Office website, list the recommendations and procedures Jamelia could use to ensure her rightful ownership of the material is protected.

Teacher's notes Activity 2

This activity is better suited to the more able student after discussions. It is here that the subject focuses on the theory and ethics of copyright specifically. A discussion on what is taken from the differing media and how it is reproduced may indicate a general knowledge and understanding of manufacturing processes.

Lesson plan Design & Technology Suggested lesson structure [one hour/90 minutes]

Lesson objectives

- For students to understand the concept of copyright.
- For students to develop analytical skills and develop hypotheses.
- For students to develop their own sketches and design ideas for an existing band by working from a specific brief.

Homework

To research into F.A.C.T. (Federation Against Copyright Theft) and how illegal copying threatens to undermine the legitimate production of artistic material. Present findings as an A4 summary that can be presented on the classroom wall or in their own notes.

Starter

- Activity 1

Main

- Discussion of Jamelia and how, as an artist, it is important she protects her work.
- Activity 2 - discussion: class/group work - teacher feedback with answers collected on a board.
- Activity 3 - individual task.