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Creative Content Lessons Prepare Future Workforce



BACKGROUND

Delaine Zody of Fresno High School in Fresno, CA has been teaching marketing, yearbook, and multimedia classes for 20 years. Through her teaching years, she has witnessed much change in how kids learn and has had to update her lesson plans to meet the times. With students' immersion in social media and other digital technologies, digital citizenship has become one of the latest important concepts to cover.

For her, the issue of rights surrounding creative content became more prominent as the Internet became more widespread. She found that students in her marketing class were downloading copyrighted digital images, videos, music, and other creative content without permission to create brochures, posters, and advertisements for class assignments. She recalls explaining to her classes that one cannot use someone else's creative work — such as the image of Mickey Mouse or Madonna's music — without asking for permission and then crediting the person who created it. Her explanation had minimal impact; students continued to use copyrighted content inappropriately.

According to the 2000 U.S. Census, Fresno has one of the highest concentrations of poverty in the U.S. Student test scores are abysmal and graduation rates are very low. Most of the school's students go straight from high school (if they even graduate) to the working world.

Practically speaking, Ms. Zody wanted them to understand the ethics and rules governing creative content to prevent them from



Teacher Profile:

Name: Delaine Zody

Hometown: Fresno, CA

School: Fresno High School

Grades Taught: 10-12

Subjects Taught: Marketing, Yearbook, Multimedia

Years Experience: 20 Years



By the Numbers

Ms. Zody used the Digital Citizenship and Creative Content curriculum's baseline and post-unit assessments to measure changes in her students' knowledge about creative rights issues. Their

average scores improved by nearly 30% after completing the "Protect Your Work, Respect Your Work" unit.



losing their jobs in the future. She needed an outside resource to help her students put that life lesson in a context to which they could relate. So she turned to the Digital Citizenship and Creative Content curriculum as a vehicle for explaining those big ideas.

Ms. Zody's class reviewed the curriculum's case studies, looked into how to obtain permission to use other's creative content, and took part in the mock trial in the "Protect Your Work, Respect Your Work" unit. She reports that the students were fully engaged and excited to stand up and argue their case with a social science teacher acting as judge. "[It] was such a huge hit with my kids that they wanted to do it again!," Ms. Zody said.

STUDENT ENGAGEMENT, EXCITEMENT

For her students, Ms. Zody says, the lesson hit home. After the mock trial was over, her students continued talking about it and expressed interest in doing more activities from the curriculum. The students wrapped up the unit and showed off their newly acquired knowledge by creating radio PSAs and making videos about what they had learned.

Ms. Zody says it was easy for her to refer back to the curriculum as a way of reminding her students about creative rights. With the success she saw from implementing the curriculum in her marketing class, she plans to incorporate the material in her multimedia class next year.



Thoughts on Teaching:

"I believe students should do more work than their teacher. When I look around my room and see my students engaged in the classwork, I know I am successful."

- Ms. Zody

About the Program

The Digital Citizenship and Creative Content Curriculum program creates awareness around creative content and helps foster a better understanding of the rights connected with it. Targeting youth in grades 8-10, its goals are to instill in students an appreciation of the value that creative content has for the creator, and to establish a personal respect for creative rights in a way that changes their behaviors and perceptions about digitally delivered content.

The program consists of both student and educator resources. For students, an interactive website (www.MyBytes.com) provides multiple opportunities to explore the topic of creative rights and interact with creative content. For educators, a set of cross-curricular classroom activities provides a variety of ways to engage students in this learning experience. These activities received the Seal of Alignment from the International Society for Technology in Education and align with the American Association of School Librarians' Standards for the 21st Century Learner. For more information, visit www.DigitalCitizenshipEd.com.

