

CRI 200: Intellectual Property (IP) Issues in the Digital Age
Winter 2018 (v. Jan 10, 2018)

Professor:	Dr. Jeremy Shtern		Associate Professor of Creative Industries	
Lecture Schedule:	Friday 12-3; TRS 1067 (+ each student is registered in, and attends, one seminar)			
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Office:	RCC 309			
Office Hours:	Tuesday 11-12; Friday 11-12			
Only Ryerson e-mail accounts to be used for communication between faculty and students. All news (announcements) posted on class D2L. Please include "CRI 200" in the subject line of all emails sent to teaching team members regarding course matters.				
Graduate Assistants	Amanda Piché <i>PhD, Communication and Culture</i>	Stephanie Hill <i>PhD Communication and Culture</i>	Meera Govindasamy <i>MA Communication and Culture</i>	Priyana Govindarajah <i>MA Communication and Culture</i>
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Course Description

Intellectual Property laws were developed to protect traditional literary, artistic, dramatic and musical works. This course introduces students to the legal principles underlying IP and explores how digital technology and the Internet have changed the rules, upsetting the traditional balance between content creators and content users and undermining many of the business models of the past. Current issues faced by policy-makers related to content use and the exploitation of IP rights will be investigated in the context of their repercussions for creators and creative enterprises.

NOTE: This is a required course for all Creative Industries students and is restricted to students enrolled in the BA in Creative Industries. CRI students must obtain their CRI 100 credit in order to register in CRI 200. CRI students must obtain their CRI 200 credit in order to register in CRI 300.

Course Objectives

This course will make use of lectures and seminar discussions. Students will engage in both hands-on, practical learning about creative industries and critical thinking, knowledge and skill development.

By the conclusion of this course, students should develop:

- Understandings of the definitions, histories and current debates around intellectual property;
- Understandings of the fundamental role played by the development and protection of intellectual property in successful creative enterprises;
- Knowledge of the institutions, laws and practices that regulate IP in Canada and globally;
- Understanding of the various roles of IP within different creative industries;
- Understanding of the challenges and opportunities posed by digital technologies to the existing IP system;
- Some original ideas about IP strategy for the creative industries.

Required Readings and Resources

- The following books are required:*
 - Murray, Laura and Trosow, Sam. (2013). Canadian Copyright: A Citizen's Guide (2nd edition). Toronto: BTL Press. (Note, it must be the 2nd edition).
 - Cohen, Nicole. (2016). Writers' Rights: Freelance Journalism in a Digital Age. Montréal: McGill-Queen's University Press.
- In addition: Various required readings including journal articles, book chapters and a series of essays by the writer and IP activist Cory Doctorow are indicated as required in the syllabus and are available to you on e-reserves through D2L.
- Both the Murray/Trosow book and the Cohen book are available at the Campus Book Store.*

Course Meetings





This course will make use of both lectures and seminar/breakout group sessions. Students will attend course meetings twice most weeks: all students will attend the same lecture session and then each student will attend one of the six, smaller seminar sessions. Students are registered in only one of the six seminar sessions in order to ensure that the size of these sessions remains small enough to make productive use of the seminar format. Students are not free to attend whichever seminar they prefer. Students must attend the seminar session in which they are registered.

Weekly Schedule







*** subject to change ***

**NOTE: Required readings are expected to be completed PRIOR to their associated lecture.

Week 1




LECTURE 1		Friday January 12
 TOPICS	Introductions to CRI 200: IP Context, Histories and Definitions	
 ACTIVITIES	One Sentence Essay Pitch Contest	
 DISCUSS	Syllabus, course rules/expectations, IP Intro	
SEMINAR A		Mon January 15 to Thurs January 18
 ACTIVITIES	Sony Hacks Exercise	

Week 2



LECTURE 2		Fri Jan 19
 TOPICS	Why IP Matters to the Creative Industries	
 DISCUSS	Star Wars	
 ACTIVITIES	Tent Poles of History? Charting Originality and IP in Hollywood	
 READINGS	<ul style="list-style-type: none"> <input type="checkbox"/> Murray & Trosow: Introduction and Part I. <input type="checkbox"/> Lindberg, Ben. (2016). "How to Avoid a Box Office Disaster". TheRinger.com <i>Available on e-reserves.</i> 	
SEMINAR B		Mon Jan 22 to Thurs Jan 25
 ACTIVITIES	Supported work time on seminar and poster projects	
 TO DO	<ul style="list-style-type: none"> <input type="checkbox"/> Sign up for poster groups <input type="checkbox"/> Sign up for presentation groups and pick dates/topics 	

Week 3

LECTURE 3 Fri Jan 26




 TOPICS	The Digital Threat to IP
 ACTIVITIES	Modelling the Internet
 READINGS	<ul style="list-style-type: none"><input type="checkbox"/> Murray and Trosow: Part II<input type="checkbox"/> Doctorow, Cory. (2011). "How Do You Know If Copyright Is Working?". in <u>Context</u>. San Francisco: Tachyon Publications. (p. 87-90). <u>Available on e-reserves</u>

SEMINAR C Mon Jan 29- Thurs Feb 1

 DISCUSS	Discussing Course Material So Far: Key Concepts and Understandings
 ACTIVITIES	Seminar Presentation 1

Week 4

LECTURE 4 Fri Feb 2



 TOPICS	IP in Canada: Institutions and Laws
 NOTE!!!!	Emma Hartley, CRI workplace coordinator will be making a presentation on your internship program
 READINGS	<ul style="list-style-type: none"><input type="checkbox"/> Cohen: Intro, Ch1, Ch 2

SEMINAR D Mon Feb 5- Thurs Feb 8

 TO DO	<ul style="list-style-type: none"><input type="checkbox"/> Seminar Presentation 2
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Week 5

LECTURE 5 Fri Feb 9




 TOPICS	IP and the Politics of Piracy
 READINGS	<ul style="list-style-type: none"><input type="checkbox"/> Cohen Ch 3, Ch 4, Ch 5

SEMINAR E Mon Feb 12- Thurs Feb 15

 TO DO	<input type="checkbox"/> Seminar Presentation 3
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Week 6

LECTURE 6 Fri Feb 16---- LECTURE OPTIONAL

 TOPICS	Global Dimensions of IP / Optional Drop in Essay Clinic
 NOTE!!!!	<input type="checkbox"/> Lecture period will be devoted to <u>optional</u> drop in essay topic/ mid term prep clinic. <input type="checkbox"/> Lecture material to be delivered by a video presentation to be posted to D2L. <input type="checkbox"/> All students are encouraged to attend optional essay clinic, but required to watch video presentation on their own time.
 READINGS	<input type="checkbox"/> Cohen Ch. 6, Ch 7, Conclusion




-Feb 17-25: NO CLASS (STUDY WEEK)-

SEMINAR F Mon Feb 26- Thurs March 1

 TO DO	<input type="checkbox"/> Seminar Presentation 4
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Week 7

LECTURE 7 Fri March 2

 TOPICS	Writing Workshop/ Mid Term Exam Preparation/ Poster Fair!
 READINGS	<input type="checkbox"/> Review/Catch up Cohen Book
 NOTE!!!!	<input type="checkbox"/> Students should bring posters to class, we will go hang them in the RCC during class time.

SEMINAR G Mon March 5 – Thurs March 8

 TO DO	<input type="checkbox"/> CRI 200 IP Poster Festival in RCC <input type="checkbox"/> Must be presenting your poster in RCC during seminar
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	<p>time, do not go to classroom</p> <ul style="list-style-type: none"> <input type="checkbox"/> Try to stop by other seminars' poster presentation times
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Week 8

LECTURE 8 Fri March 9



 TOPICS	Mid Term Exam
 READINGS	<ul style="list-style-type: none"> o Review/ Catch Up Cohen Book

SEMINAR H Mon March 12 - Thurs March 16


 TO DO	<ul style="list-style-type: none"> <input type="checkbox"/> Seminars Cancelled to make up for extra lecture times.
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Week 9

LECTURE 8 Friday March 16



 TOPICS	Guest Lecture: Nicole Cohen "Writers' Rights"
 READINGS	<ul style="list-style-type: none"> <input type="checkbox"/> Murray and Trosow, Part III (Choose the 2 chapters closest to your modules or of most interest)

SEMINAR I Mon March 19- Thurs March 22

 DISCUSS	<ul style="list-style-type: none"> <input type="checkbox"/> Seminar Presentation 5 (ch 9-12) <input type="checkbox"/> Seminar Presentation 6 (ch 13-16)
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Week 10

LECTURE 10 Friday March 23

 TOPICS	<ul style="list-style-type: none"> <input type="checkbox"/> IP in archives and collections (guest lecture Amanda Piché) <input type="checkbox"/> IP in Comics (guest Lecture Steph Hill)
 READINGS	<ul style="list-style-type: none"> <input type="checkbox"/> Tehranian, John. (2007). "Infringement Nation: Copyright Reform and the Law/Norm Gap". <i>Utah Law Review</i>, v. 2007. (p. 537-550). <i>Available on e-reserves.</i> <input type="checkbox"/> Doctorow, Cory. (2011). "Intellectual Property" Is a Silly Euphemism" in <i>Context</i>. San Francisco: Tachyon Publications. (p. 54-55) <i>Available on e-reserves</i> <input type="checkbox"/> Doctorow, Cory. (2008). "Giving it Away" in <i>Content</i>. San Francisco: Tachyon Publications. (p. 70-




	71). <i>Available on e-reserves.</i>
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SEMINAR J **Mon March 26- Thurs March 29**


 TO DO	<input type="checkbox"/> Seminar Presentations 7 (Group must do/discuss copyright infringement journals)
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Week 11

LECTURE 11 **Fri March 30**




 TOPICS	Strong, Weak and Innovative: Various CI approaches to IP
 ACTIVITIES	Imitation Game Show: Knock Off or Knock Out?
 READINGS	<input type="checkbox"/> Raustiala , Kal & Sprigman , J.C. (2006). "The Piracy Paradox: Innovation and Intellectual Property in Fashion Design". <i>Virginia Law Review</i> , Vol. 92,. (p. 1687-1775) <i>Available on e-reserves</i>

Seminar K **Tues April 11- Thurs April 13**


 NOTE!!!!	<input type="checkbox"/> Seminar Presentation 8
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Week 12

LECTURE 12 **Fri April 6**

 TOPICS	<input type="checkbox"/> Course Conclusions <input type="checkbox"/> Exam Review
 ACTIVITIES	<input type="checkbox"/> The Great CRI 200 IP Scavenger Hunt, 2018!!!
 READINGS	<input type="checkbox"/> Murray and Trosow Ch 17 & 18.

Seminar L **Mon April 9- Thurs April 12**

 NOTE!!!!	<input type="checkbox"/> Copyright Act Policy Hackathon
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Assignments, Evaluation, Marking

Assignment	Description	Group or Individual	Due Date	% of Final Mark
Final Exam	Multiple choice and/or essay/short answer	I	In exam period, exact date TBD	20
Essay	1500-1750 word argumentative essay in response to question provided	I	April 6 th (by noon): Paper submission and turn it in.	25
Poster Presentation	Prepare and present poster	G	Friday March 2 nd (in class)	15
Mid Term Exam	Review Essay on Cohen Book.	I	March 9, in class	15
Engagement	Attend seminars and lectures, be prepared, participate.	I	Ongoing	15
Seminar Presentation/	Lead your seminar discussion with an overview and activities related to that weeks' readings	G (of 2-4)	Ongoing	10
Bonus Marks: Learning Development	Pass/ fail marks for: attending up to 3: *learning seminars and/or *participating in approved research studies *attending designated CRI sponsored public events	I	Ongoing	3 (max)

Description of Assignments

Final Exam (Exam period, exact date and time TBD, 20%)

- Tests student knowledge of entire course (ie. Including material covered by the quizzes). Multiple choice and essay. No study aids permitted. A review session will be conducted in the lecture prior and information will be distributed on what to expect.

Mid Term Exam (15% March 9, in class)

- We will be reading Nicole Cohen's book "Writers' Rights" this year. In the March 9 class, students will write a short review essay, in response to their choice of a series of questions that will be presented as a mid-term exam. Students will be carefully prepared for the process over the course of the term. The questions will not be given in advance and students will not be permitted to bring notes into the exam; though they are permitted to bring their copy of the book.

Short Essay (25%, Due April 6th)

- Students will be expected to write a short, 1500-1750 word argumentative essay, drawing on research support, on a topic of their choosing, based only one of the following questions):
 1. Canada's copyright law adequately supports creators and creative industries in the digital environment. Argue for or against this statement using evidence of current laws and offering suggestions for reform and advocacy as required.
 2. Is piracy a problem or a business opportunity for creative industries? Argue for one or the other with clear evidence
 3. Choose and research a specific creative industry product, service or organization and argue why it has- in your view- developed and implemented a truly innovative digital IP strategy.

Poster Presentation (15%, Due in Class March 2nd)

- In groups of approx 4 that are the same as your seminar debate groups, students will choose a creative industry and research contemporary IP practices and policies that are unique to that industry. Conduct your research by asking yourselves what information practitioners in your chosen industry might benefit from knowing in order to better run their businesses. Choose relevant examples or case studies that illustrate your research. Students will prepare a poster, interactive display or installation that provides an overview of their research, and display and present their poster at set times and

locations in RCC. The audience for these materials is other FCAD students working in your creative industries who might not be aware of or understand the IP issues they will face. Students are encouraged to be creative and persuasive with the way they present their research and conclusions.

Engagement (attendance & participation) (15%)

- Students are expected to not only attend all seminars and lectures, but to be prepared for them by having completed and reflected on readings and other resources. You must also arrive on time. Attendance will be taken at seminars. Small assignments may be required over the course of the term. Your seminar leaders will note your contributions to and participation in seminar discussion, looking for well-prepared, productive interventions and comments.

Seminar Presentations (10%)

- In groups of 4-5 students, you will be tasked with summarizing and leading discussion and reflection on that week's readings, including determining and focusing on key arguments, ideas and concepts and animating this discussion with additional information, learning activities and examples. Presentations start week 3 and run until week 11. Groups should plan on a 15-20 minute presentation and activity during weeks where there is one group presenting and a 12-15 minute presentation and activity during weeks when there are two. Groups should provide all students and TAs with a one page printed executive summary of their seminar at the beginning of the class.


Bonus Marks: Learning Development (Max 3%)

- Students will have the opportunity to earn up to 3 bonus marks for learning development by either attending workshops aimed at student learning support offered on campus, or by participating in approved research studies carried out by faculty. Approved learning marks include career workshops. Marks will be granted 1 per session (ie. a total of 3 sessions required to earn full bonus marks).

Handing in Papers / Late Policy / Other Relevant Information

- It is the student's responsibility to contact the professor or the Student Affairs Coordinator (Paula) promptly concerning any situation that may have an adverse impact upon his/her academic performance. Any considerations (e.g. medical or compassionate) must be requested well in advance;
- Grades are posted on the D2L. Not all materials submitted for marking will be returned, so make extra copies for your records.
- Assignments submitted late, without extension, will result in a penalty of (5% deducted per day, 10% for a weekend). Do not wait until the last moment to submit your paper. Allow for technical glitches. Missed presentations without permission will result in a 0;

- Students are required to retain a copy of all work undertaken as well as *all rough materials, references, sources, and notes* until the marked original has been returned;
- The professors reserve the right to modify the syllabus and assignments as required over the course of the term, but any changes to the course assignments, due dates, and/or grading scheme will be discussed with the class prior to being implemented;
- On occasion guest speakers may attend our class. Students should refrain from contacting these guests after the class, unless invited to do so;
- Turnitin.com is a plagiarism prevention and detection service to which Ryerson subscribes. Students who do not want their work submitted to this service must, by the end of the second week, consult with the instructor to make alternate arrangements.
- Everyone is expected to hold up their end in group work. It is not acceptable to force classmates to cover for each other. Members of groups will be given identical marks in most cases. Each student may be required to submit a self and group evaluation form where they are given the opportunity to confidentially underline their contributions to the group and identify any group members who do not pull their own weight. Students whose contributions are deemed to be insufficient will have their marks adjusted.
- You must legitimately attempt all of the major components of this class. Any student who does not complete an essay or exam will not receive a passing overall grade in CRI 200.

 **Show respect for your fellow students.**

- Arrive on time (before 10 minutes after the hour). Be ready to roll.
- Do not get in the habit of packing up before the class has ended, wait until the professor is finished and students have had a chance to ask questions
- Do not indulge in side conversations in class. Disruptive students will be asked to leave. We reserve the right to adjust a student's overall mark if he/she interferes with their colleagues' learning.

Computers and other electronic devices are allowed in class to take notes, mark up lecture slides and do quick internet searches of relevant materials. But students on Facebook or Youtube or watching the hockey game or texting distract not only themselves but also their colleagues. Any student who gratuitously "multitasks" will not be allowed to use electronic devices in the classroom.

One last piece of advice... **Do not procrastinate.**

Policy Guidelines

This course is conducted in accordance with all relevant University academic policies and procedures and students are expected to familiarize themselves with them and adhere to them. Students should refer online (ryersoncreative.ca) to the 2016/17 Creative Industries Student Handbook for specific information with respect to the following policies:

- *Policy #60: Student Code of Academic Conduct*
- *Policy #61: Student Code of Non-Academic Conduct*
- *Policy #134: Undergraduate Academic Consideration and Appeals*
- *Policy #157: Ryerson's E-mail Accounts for Official Communication*
- *Policy #159: Academic Accommodation of Students with Disabilities*