

Copyright research



The law that governs copyright in the UK is called the Copyright, Designs and Patents Act 1988.

Copyright provides the makers of some types of media rights to control how they're used and circulated. Music, books, video and software can all be covered by copyright law. The rights cover; broadcast and public performance, copying, adapting, issuing, renting and lending copies to the public.

There may well be many consequences when using copyright images for your product, it is essential to ask for permission from the original creator to use their images, not having any type of confirmation means you are breaking the copy rights law. The upshot will be that you will have to pay a large sum of money back to the creator and in some cases you can go to prison.

I will source a font for my film title online so what I use will not contain copyright restrictions. I decided to use Dafont.com as it is a highly efficient website that is really useful for sourcing fonts. However it is only available for personal use. My poster to promote my film is only to be distributed in school and is a non-profit making project therefore, I feel it is appropriate to use this website. If I was commercialising my products I would have to get permission from the owner of the website to enable me to use it legally.



BBFC

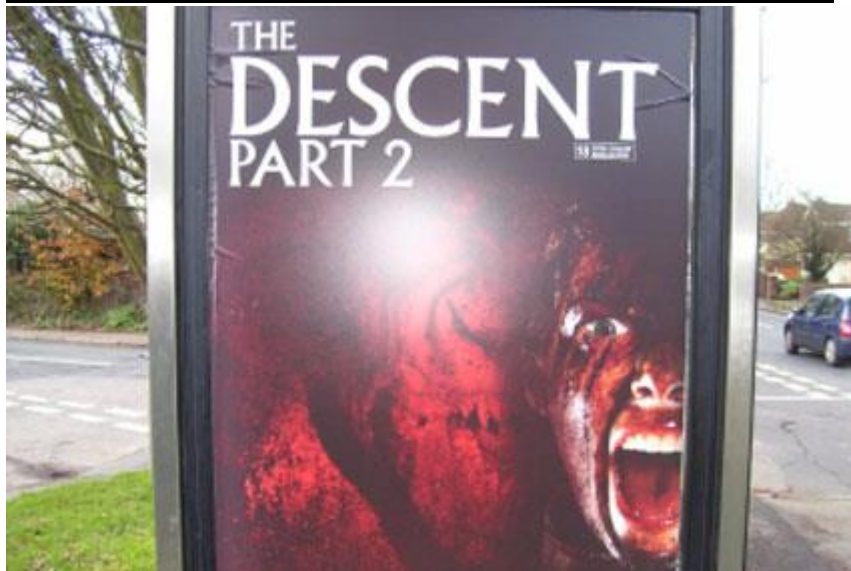


In addition, I sourced the BBFC certificate rating from google. I ensured that the image I was downloading was not copyrighted, so I didn't need to get clearances. If my film poster was used for real advertising purposes, I would have to source the rating from the BBFC.

ASA

The ASA is the self-regulatory organisation of the advertising industry in the UK. The government does not provide funding, they are funded by a levy on the advertising agency. The role of the ASA is to regulate the content of advertising, sales promotion and direct marketing in the UK by investigating complaints and makes a decision whether this advertising complies with its advertising codes.

Examples of horror posters that have been banned by the ASA



The poster received 18 complaints on the grounds that the language and imagery used could be offensive and that it could cause fear or distress. There was also the issue that because it was on public display, children were likely to see it. It was

banned due to the fact that it was causing discomfort to some members of the public.



This poster received torrents of complaints for depicting the actress in different forms of kidnap and torture. It was considered highly offensive for some people. And producers withdrew it with claims of a printing error.

How I will ensure my poster complies with ASA standards?

I will ensure my poster complies with ASA standards by not using any extremes such as violent images. Although making the genre clear is important I will also guarantee the content is suitable for all ages so that my poster can be distributed across all advertising platforms without causing offence to any members of the public. For example my poster can be placed on the sides of the buses and not cause distress to younger viewers. It is also vital I follow all ASA standards to make sure my poster is not banned.