



College Art Association's Code of Best Practices in Fair Use for the Visual Arts: How Will It Help the Visual Arts Community?

A presentation by Patricia Aufderheide, Lead Principal Investigator and Professor of Communications, American University, and Janet Landay, Project Manager, College Art Association

Thursday, April 30, 2015

12:30-4:00 PM

Cranbrook Art Museum

Public is Welcome, Free Admission

When can an artist or art historian use a photo he or she snapped in a museum for teaching? Can a museum reproduce an image from an exhibition of contemporary art in a related brochure without licensing it? How can fair use simplify the permissions process in publications? Can an archive put images from its collection online—and if so, with what restrictions? The copyright doctrine of fair use, which permits use of unlicensed copyrighted material, has great utility in the visual arts. But for too long, it has been hard to understand how to interpret this rather abstract part of the law. The newly created *Code of Best Practices in Fair Use for Visual Arts*, produced by the College Art Association, makes it much easier to employ fair use for visual arts scholarship, art practice, teaching, exhibitions, digital displays, and more.

Come hear Professor Patricia Aufderheide, one of the lead facilitators of the Code, and Janet Landay, College Art Association project manager, explain how it works, how it was created, and why it is reliable. The presentation will be followed by short assessments from five Detroit-area arts professionals, and conclude with a Q&A.

12:30 – 1:30 PM Coffee and refreshments

2015 Graduate Degree Exhibition of Cranbrook Academy of Art will be available for viewing

1:30 – 2:45 PM Presentation by Pat Aufderheide and Janet Landay

2:45 – 3:15 PM Five-minute responses by members of the Detroit-area visual arts community:

Jane Hoehner, Director, Wayne State University Press

Nardina Mein, Manager, Archives and Library, Benson Ford Research Center, The Henry Ford

Mark Newport, Artist-in-Residence and Head of the Fiber Department, Cranbrook Academy of Art

Diana Y. Ng, Assistant Professor of Art History, University of Michigan–Dearborn

Terry Segal, Associate Registrar, Detroit Institute of Arts

3:15 – 4:00 PM

Q and A

Patricia Aufderheide is University Professor in the School of Communication at American University and founder of the Center for Media & Social Impact there. Her books include *Reclaiming Fair Use: How to Put Balance Back in Copyright* (University of Chicago Press) with Peter Jaszi, *Documentary Film: A Very Short Introduction* (Oxford University Press), *The Daily Planet: A Critic on the Capitalist Culture Beat* (University of Minnesota Press), and *Communications Policy and the Public Interest* (Guilford Press). She co-coordinates the *Fair Use and Free Speech* project at the Center with Prof. Peter Jaszi of the Washington College of Law, creating codes of best practices with ten communities of practice; all the codes are available at cmsimpact.org/fair-use.

Janet Landay is the Project Manager for the Fair Use Initiative at the College Art Association, where she also directs an international scholars program. Before coming to CAA, she worked as a curator and administrator at several American art museums, including the Philadelphia Museum of Art, the Museum of Fine Arts, Houston, and the Detroit Institute of Arts.

This event is made possible by a grant from the Andrew W. Mellon Foundation and is hosted by Cranbrook Art Museum and Cranbrook Academy of Art.

Cranbrook Art Museum
deSalle Auditorium
39221 Woodward Ave.
Bloomfield Hills, MI 48304
RSVP: Judy Dyki, Cranbrook Academy of Art Library
JDyki@cranbrook.edu; 248-645-3364



Cranbrook Academy of Art



college art association