If the author/creator of an image and/or video licensed under Creative Commons includes the desired format of their attribute, you should use that attribution. Often it’s a request to include specific information (e.g., website, username or name, etc.) but it may impact how you can use the video (e.g., they request that the credit remain visible the entire time their footage is on screen).

This video demonstrates best practices for how to properly credit video content licensed under Creative Commons and video content that is in the public domain.

0:00-0:04: Mandatory DEVELOP introduction clip

* There are two versions of the clip, one that fades to white and one that fades to black, choose whichever flows better with the start of the video content
* Voiceover or music should not begin until after this clip

0:05-0:22: B-roll video footage of a snow day

* Author/creator credit is located at the bottom corner, the full attribution details are included in the credits at the end of the video
* This video was available under a Creative Commons Attribution 3.0 Unported License
* Because the footage from this source is a series of clips, I left the credit visible during the entire segment

0:23-0:41: B-roll footage of snowy trees and floating ice

* This video is from the U.S. Fish & Wildlife Service and is in the public domain
* Since it is in the public domain, it’s not required that you cite the source, but the general best practice is to give a courtesy credit
* This is one example of how to cite public domain footage, there isn’t a credit in the corner when the video appears, but the video is cited in the credits at the end of the video.

 0:42-1:06: Visualization of the Antarctic Peninsula

* This video is from the NASA Goddard Scientific Visualization Studio and is in the public domain.
* Since it is in the public domain, it’s not required that you cite the source, but the general best practice is to give a courtesy credit.
* This is a second example of a way to cite public domain footage; there is a credit in the bottom right-hand corner that appears once the video starts. The credit fades away after a few seconds; I chose to have it fade out because it’s evident that the entire clip is from the same source. You could also have the credit visible the entire time.

1:06-1:14: Credits

* Credits arranged by source type (music and video) and include all of the information required under the Creative Commons licenses
* There are three statements at the end of the credits. The first (NPR 2200.2C D.6.4.1) is only necessary if any trade names or trademarks are visible in the video
* The second (Any opinions, findings, and conclusions…) is not required but is recommended
* The third (This material is based upon…) is **required** at the end of all videos *before* the DEVELOP mandatory closing clip

1:15-1:25: Mandatory DEVELOP closing clip

* All voiceover or music should stop prior to this clip