META-META Club

WORKBOOK · MODULE 1 OF 3

Rights literacy

AI for Creatives. Consent, credit and compensation, licences and training data, and the credits note.

Open courses | 3 lessons | 80 min | 4-question practice quiz | Notes pages

IN THIS MODULE

Rights literacy

Consent, credit and compensation, licences and training data, and the credits note.

#	LESSON	TYPE	TIME	DONE
1.1	Consent, credit and compensation	READ	25 min	☐
1.2	Licences, terms and training data	READ	25 min	☐
1.3	Write a credits and consent note	LAB	30 min	☐

How to use this workbook

- Work through each lesson on metametaclub.com/learn, or listen to its narration, then use the page here to take notes.
- Tick the steps as you go, and write your answers under **Check yourself** before you look anything up.
- Do the practice quiz at the end, then mark it with the answer key on the last pages.
- Keep every **Ship it** piece. Together they become what you show.

Before you start

What do you already know about this, and what do you want to be able to make by the end?

LESSON 1.1 · READ · 25 MIN

Consent, credit and compensation

Learn the three questions every creative-AI project answers: who agreed, who gets named, and who gets paid. You'll use them on every piece in this course.

Key points

Consent

Consent means the people whose work, face, voice or story goes into your piece said yes, knowing what you'll do with it. It is specific: yes to a poster is not yes to an ad campaign.

Ask for consent when you:

- use someone's photo, artwork, music or writing as a reference or input
- show a recognisable person, or a voice that sounds like one
- tell a real person's story, or a community's story

Credit

Credit means naming the people and sources behind the work, accurately. Name the photographer, the artist, the voice, the community, and the tools.

Compensation

Compensation means people are paid, or have agreed terms, when their work creates value for you. A model, a voice actor, an artist whose sketch you built on, a storyteller whose story you told: if the piece is paid work, they share in it.

Why it matters with AI

AI makes it easy to use other people's work without noticing. A photo found online becomes a reference.

Steps checklist

- [ ] Pick a piece you've made or want to make.
- [ ] List every input: images, sounds, people, stories, tools.
- [ ] For each, answer: consent? credit? compensation?
- [ ] Mark any input where you can't answer yes. Replace it, or go and ask.

SHIP IT

Your input list with three answers per line. Keep it for your credits note.

- [ ] Shipped. Link or file: _____

Check yourself

1. Is a yes for a poster also a yes for an ad? Why not?

2. Name two ways to compensate someone besides a one-off payment.

3. What input in your list was hardest to answer for?

LESSON 1.2 · READ · 25 MIN

Licences, terms and training data

Learn to read the three kinds of rules that touch creative-AI work: the licence on what you use, the terms of the tool, and the open questions about training data. This is general guidance, not legal advice. For paid client work, check with a lawyer where you work.

Key points

Licences on what you use

A licence says what you may do with someone else's work. Common cases:

- **All rights reserved.** You need permission for almost any use. Assume this when there's no licence.
- **Creative Commons.** A set of standard open licences. CC BY lets you share and adapt with credit. NC means non-commercial only. ND means no changes, so no remixing. SA means share your version under the same licence.
- **Public domain or CC0.** Free to use, though crediting is still good practice.
- **Stock licences.** Read the use limits: some forbid AI training or use in AI inputs.

The tool's terms

Every AI tool has terms of use. Read them for four things:

1. **Who owns outputs.** Some give you broad rights, some keep a licence to what you make.
2. **What happens to inputs.** Some may use your uploads to improve their models. Check before uploading client files.
3. **Commercial use.** Some limits apply on free plans.
4. **Banned uses.** Real people's likeness, voices and certain content are often restricted.

Training data

Models learn from huge collections of images, text and sound, often gathered without asking the people who made them. Rules differ by country and are still changing, and some questions are not settled.

- Don't prompt with living artists' names to copy their style.
- Prefer tools that say where their training data came from and how creators are treated.
- Disclose AI use honestly.

Steps checklist

- [ ] Pick the AI tool you use most. Find its terms of use.
- [ ] Answer the four questions above in one line each.
- [ ] Pick three images you'd like to use as references. Find the licence for each.
- [ ] Mark which you can use as-is, which need credit, and which you can't use.

SHIP IT

A short "rights sheet" for your main tool and three references.

☐ Shipped. Link or file: _____

Check yourself

1. What does NC mean on a Creative Commons licence?

2. Why check a tool's terms before uploading a client's files?

3. If an image has no licence shown, what should you assume?

LESSON 1.3 · LAB · 30 MIN

Write a credits and consent note

Write a credits and consent note you can reuse on every AI-assisted piece. You'll leave with a template and one filled-in example.

Key points

What a good note does

A good note answers, in under a minute of reading: what was made, who made it, what AI did, what people did, where every input came from, who agreed, and how others may use it. It is honest and specific.

The template

Copy this into your notes app and keep it.

Tips

- Don't list amounts paid in public. "Paid at an agreed rate" is enough.
- Name people only if they agreed to be named.
- If you're not sure where an input came from, replace it.

Steps checklist

- [ ] Copy the template.
- [ ] Pick a piece you've made, even a small test.
- [ ] Fill every field. Write "none" rather than leaving a gap.
- [ ] Read it as a client would. Is anything vague? Make it specific.
- [ ] Read it as the people in your sources would. Would they feel fairly treated?
- [ ] Cut it so it fits under the piece in a post. Keep the full version in your project folder.

This lesson has code samples. They are printed in full in the lab handout (ai-for-creatives-lab-1-3.pdf) and in the lesson on metametaclub.com/learn.

SHIP IT

Your template plus one filled-in note. You'll use both in the Metameta Night.

- [ ] Shipped. Link or file: _____

Check yourself

1. Does your note say which parts were AI and which were human?

2. Is every source traceable to a person or licence?

3. Would the people in it agree with how they're described?

PRACTICE QUIZ

Check your module

Circle one answer for each question. The answer key is on the next page.

1. A friend agreed to be photographed for your poster. You now want to use the same image in a paid ad. What do you need?

(A) Nothing, they already agreed
(B) Their consent for the new use, and agreed terms since it's paid
(C) Just a credit line
(D) A new AI tool

2. An image is licensed CC BY-NC. Can you use it in a client's paid campaign?

(A) Yes, with credit
(B) No, NC means non-commercial use only
(C) Yes, if you edit it with AI
(D) Only in black and white

3. Why read an AI tool's terms before uploading a client's files?

(A) To learn the keyboard shortcuts
(B) Some tools may use uploads to improve their models or keep rights to them
(C) Terms change the image resolution
(D) It isn't necessary

4. Which is a complete credits line for AI use?

(A) Made with AI
(B) AI
(C) An image model drafted the background in 3 rounds; concept, references, retouching and type are mine
(D) No credits needed

ANSWER KEY

Answers and why

1 · B Their consent for the new use, and agreed terms since it's paid

Consent is specific to the use. A new, paid use needs a new yes and fair compensation.

2 · B No, NC means non-commercial use only

NC restricts the work to non-commercial use. A paid campaign is commercial.

3 · B Some tools may use uploads to improve their models or keep rights to them

Client files may be confidential. The terms tell you what the tool does with what you upload.

4 · C An image model drafted the background in 3 rounds; concept, references, retouching and type are mine

A good note is specific about what AI did and what the person did.

NOTES

Build log and notes

SESSION	WHAT I MADE OR LEARNED	NEXT STEP