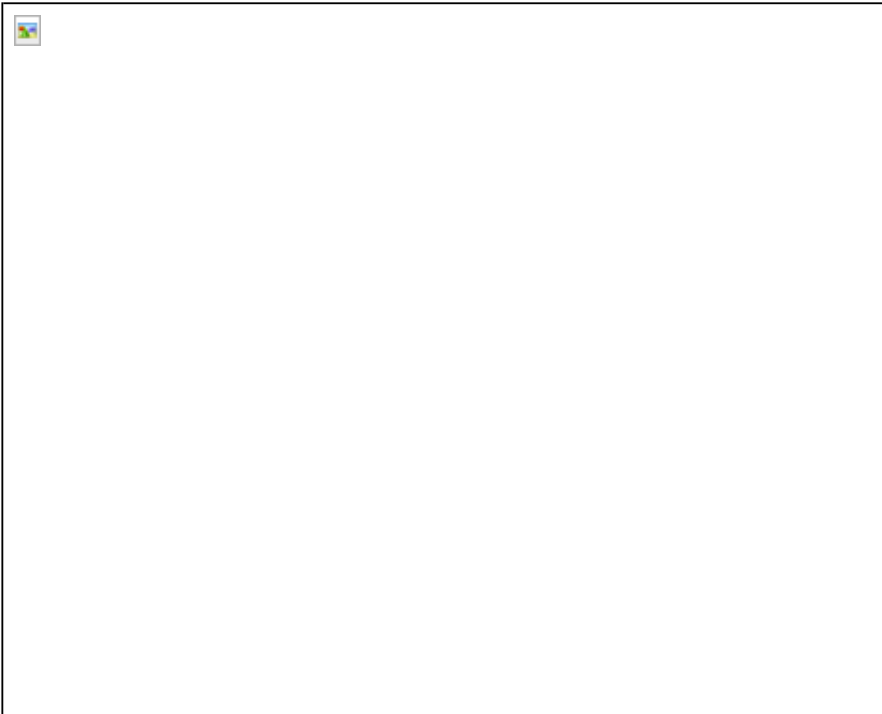


"Frank Hardcase": An Animation about Music Piracy for Primary/Secondary Students

The Frank Hardcase animation is the part of a Crime Stoppers Australia initiative against music piracy. The video features animated character Frank Hardcase as an investigative journalist whose light hearted but insightful reports provoke students to think about the effects of the illegal file sharing of music. In this episode, Frank interviews Jason, a young music fan unaware of the effect his illegal downloads might be having on his favourite artists, and Sassy, a singer who's been forced to give up her dream of becoming a professional musician after her debut album failed to sell because it was illegally file shared.

The campaign also involves a school competition based around the animation. Students are invited to create an anti-piracy awareness campaign fashioned on the Frank Hardcase animation and characters. The campaign and competition are aimed at students aged 9-15 and are designed to help educate students about copyright and how it might be relevant to their lives. In preparing their submissions to the competition, students are encouraged to use the Frank Hardcase materials in conjunction with the "All Right to Copy" and "Music for Free" resources.



The Smartcopying website has been produced by the National Copyright Unit on behalf of the Copyright Advisory Groups (Schools and TAFEs).

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