

***Presented by:***

*Loc, Adelaide, Kristy,  
Luke and Jordan*



**CHIRPY**  
Your Success Buddy

**CHIRPY**  
Your Success Buddy



TORRENS  
UNIVERSITY  
AUSTRALIA

**THINK**  
EDUCATION



CATC DESIGN SCHOOL

But first...  
let's *rewind*  
for a second.







We were tasked with ***creating a campaign that helps raise awareness towards academic integrity*** in a way that ***resonates with students.***

*Because Academic Integrity Breaches are on the rise.*



We discovered that many of the students ***hadn't been made aware of the current AI Policies.*** While those who had, ***weren't engaging with it.***



*So we knew we needed to spice things up, in order to communicate to students.*



# With this in mind we hit the ***drawing board.***

*To come up with a solution that:*



Contained a ***detailed strategy*** that will reinforce the importance of keeping one's Academic Integrity




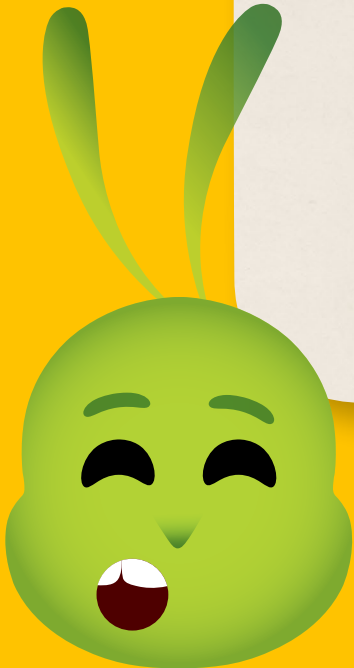
Provide a ***solution*** that is educational, informative, and also student-friendly



***Redirect focus*** to crucial resources that students might have missed e.g. Torrens AIP, Library resources, Studiosity etc..



Generate a sense of ***community connection*** for students through tangible elements of empathy to help all of us feel less alone about studying



So how could we nurture a  
***healthy Academia sphere*** where  
the conversation about Academic  
Integrity is ***less punitive, and more  
of an integrated aspect of uni life?***

***Thus we introduce...***

TO DO LIST:

Priority:

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

Other:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

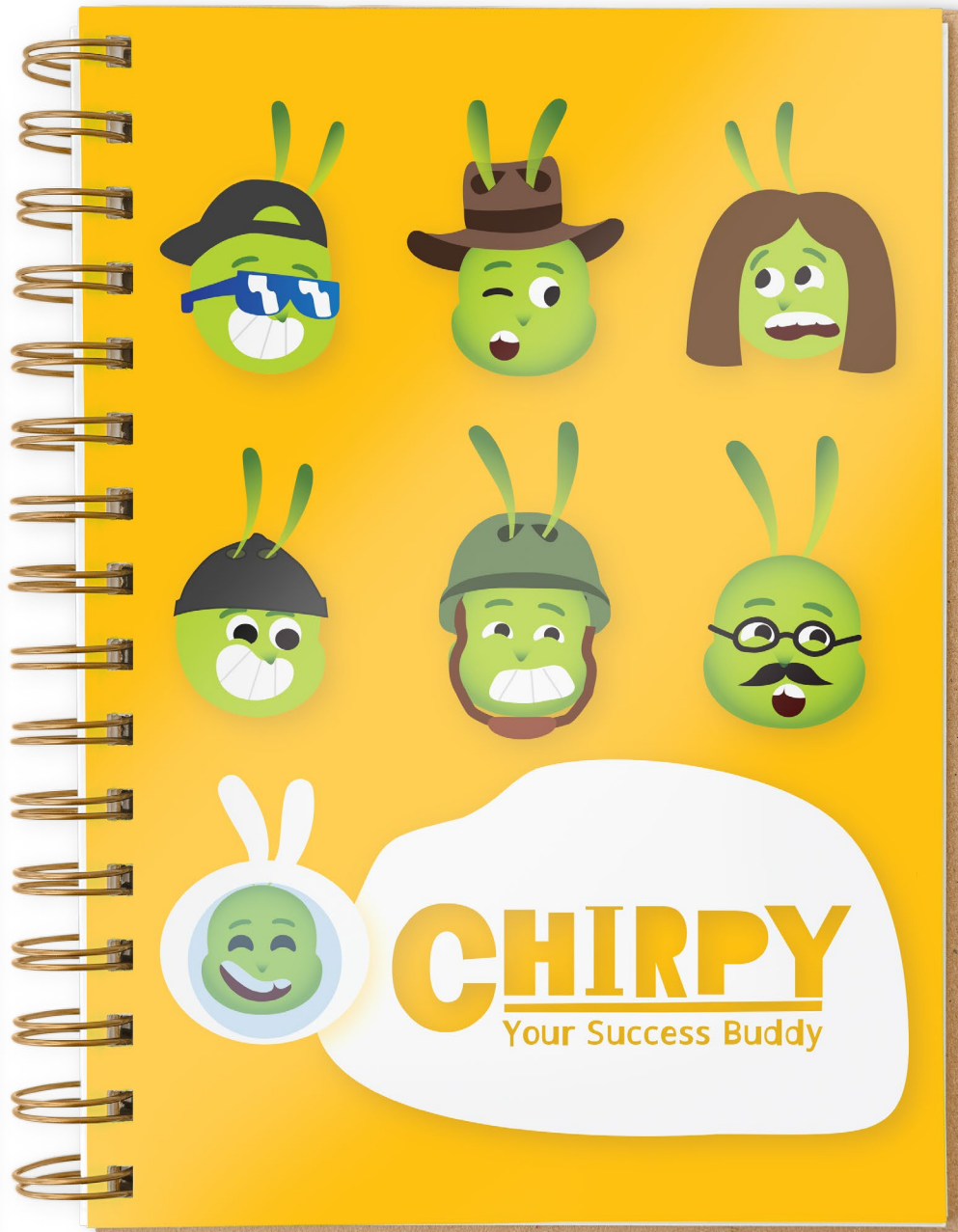
\_\_\_\_\_

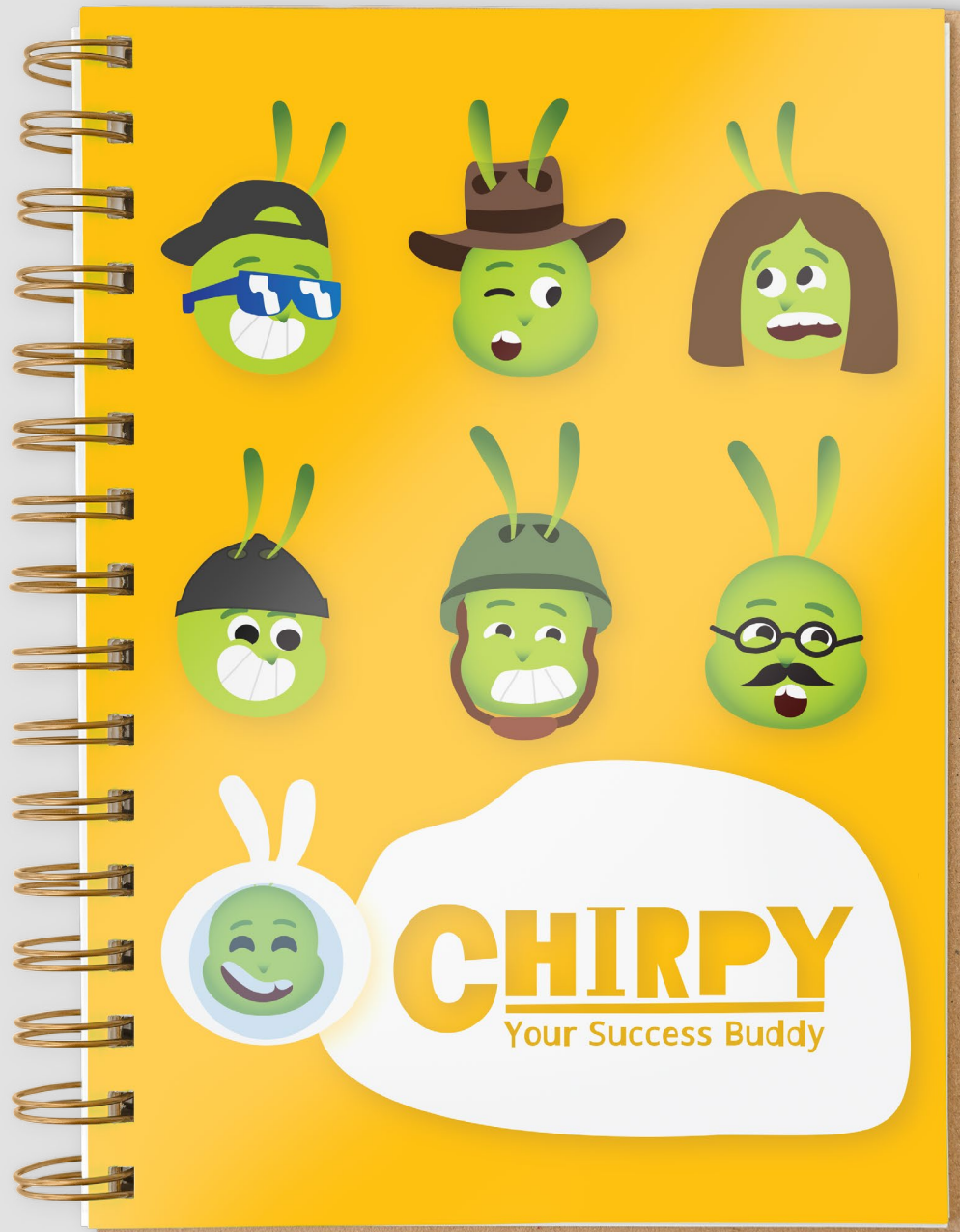
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

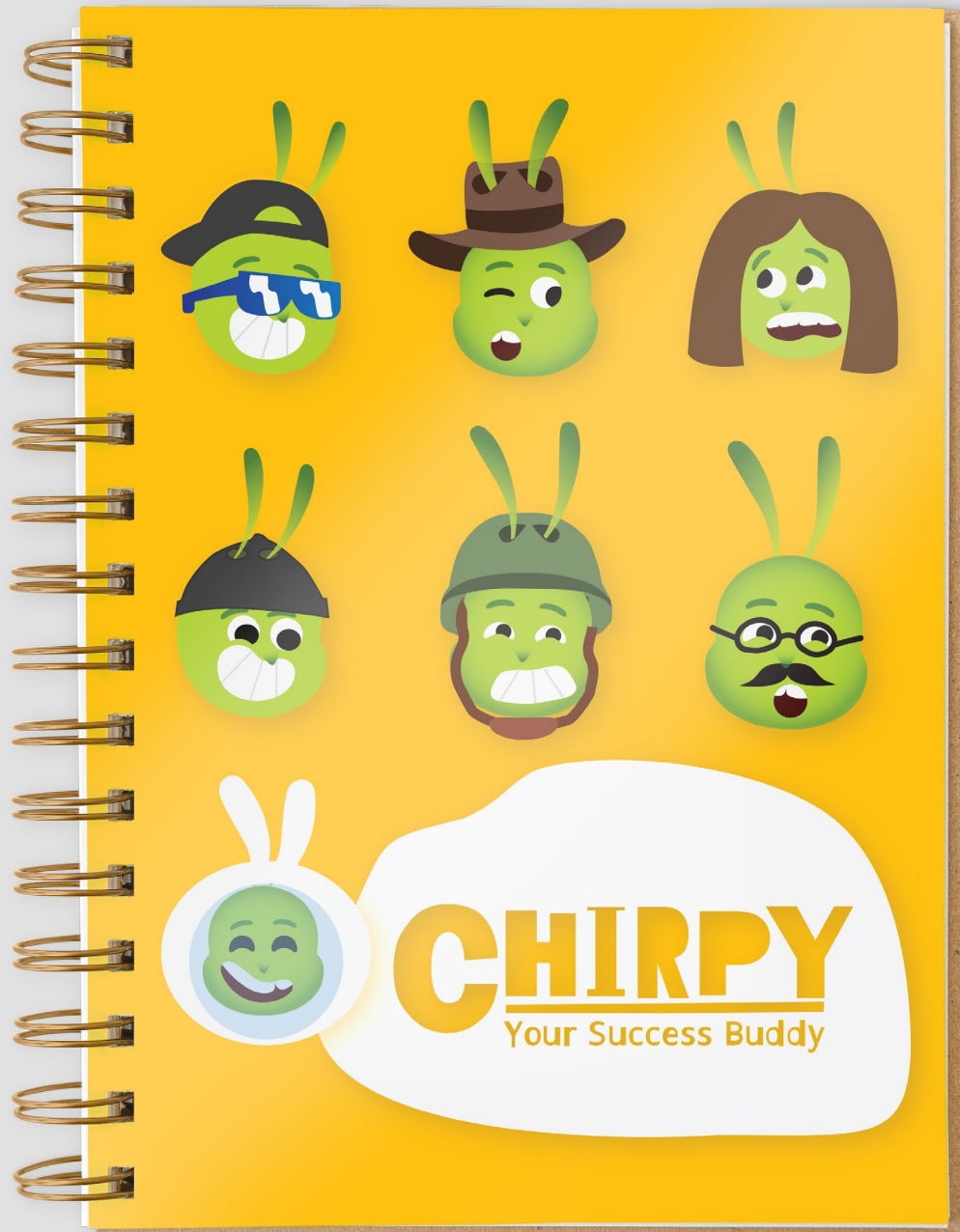




**A book.**







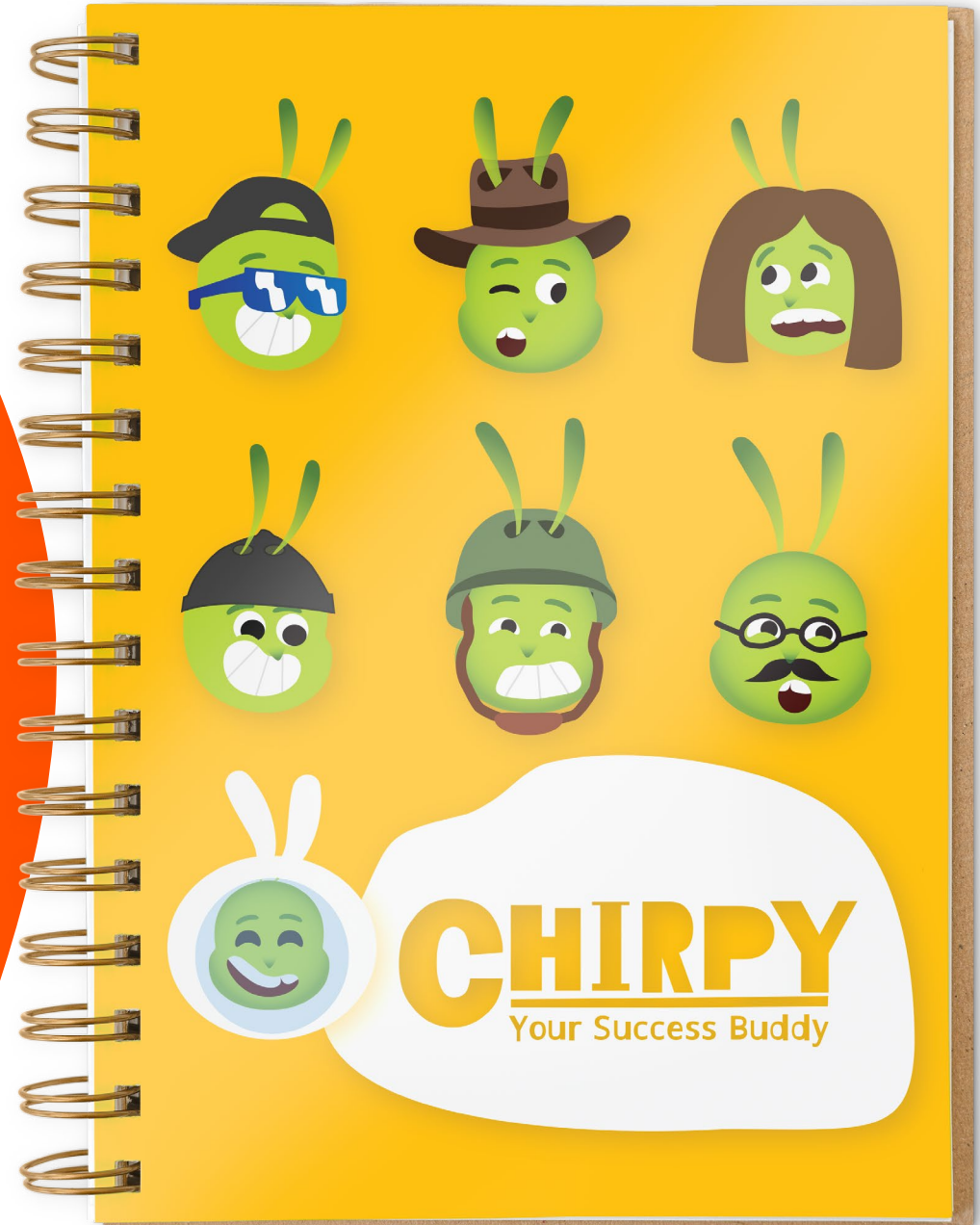
*That is so  
much more  
than*  
**A book.**





# Rather,

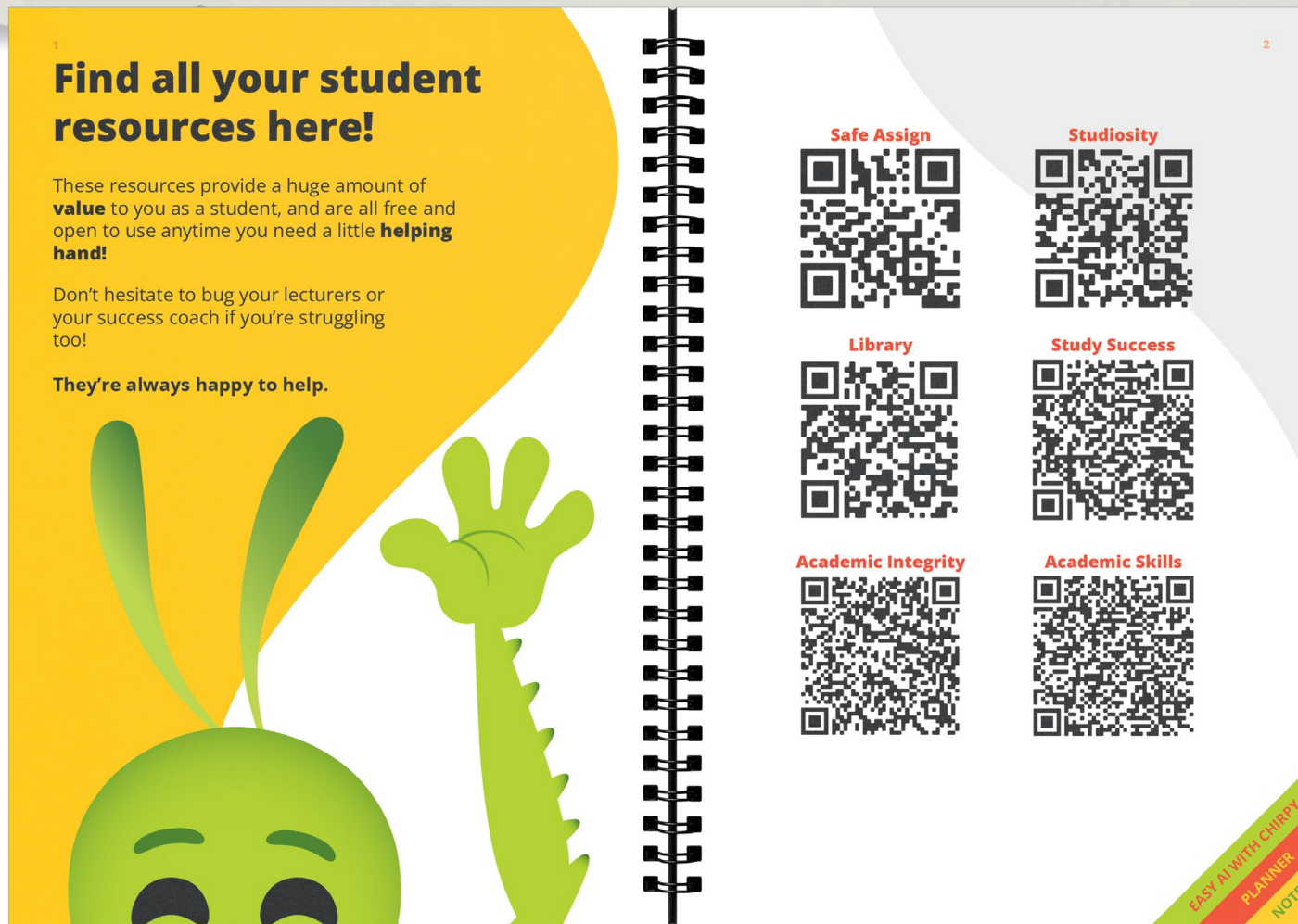
*an all in one  
Academic Integrity  
Program, both  
physical & digital,  
aiming to make  
students feel more  
supported &  
educated throughout  
their studies.*





**For Chirpy,  
*It's about...***

Making valuable AI resources accessible & easy to find,  
*By putting them together, all in the one place.*



# Providing Academic Integrity in an easy to digest manner

## *Through playful and engaging slides...*

### 1. Collusion

Collusion - in a nutshell - is the act of getting **unauthorised help** from your mates or any third party on an assessment task. This includes file sharing to collaboratively work on sections that **aren't group tasks**.



#### Rookie Errors

**Don't work on collaborative files with your friends!**

As tempting as it is to see them thrive due to your (amazing) help, this is a **collusion breach** and could get you in trouble.

### 2. Plagiarism

Plagiarism means to **copy** the work of another's and claim it as your own. Believe it or not, it's also possible to plagiarise your **OWN WORK!** So make sure you're presenting authentic and original work every time, my friends.

#### Rookie Errors

**Don't share your work with friends!**

Even if your intentions are in the right place, they may plagiarise your work, putting both of you at risk of **academic infringements**.

### 3. Contract Cheating

Contract cheating is to hire a **third party** to write or complete your assessment for you. This often can have very negative extended impacts to both your student and professional career. So **BE WISE**, my friend!

#### Rookie Errors

**Don't forget to plan plan and plan!**

Planning ahead can really help you manage time and make climbing the assessment mountain that much easier. Luckily for you, **this very item** you have in your grasp will help you with just that!

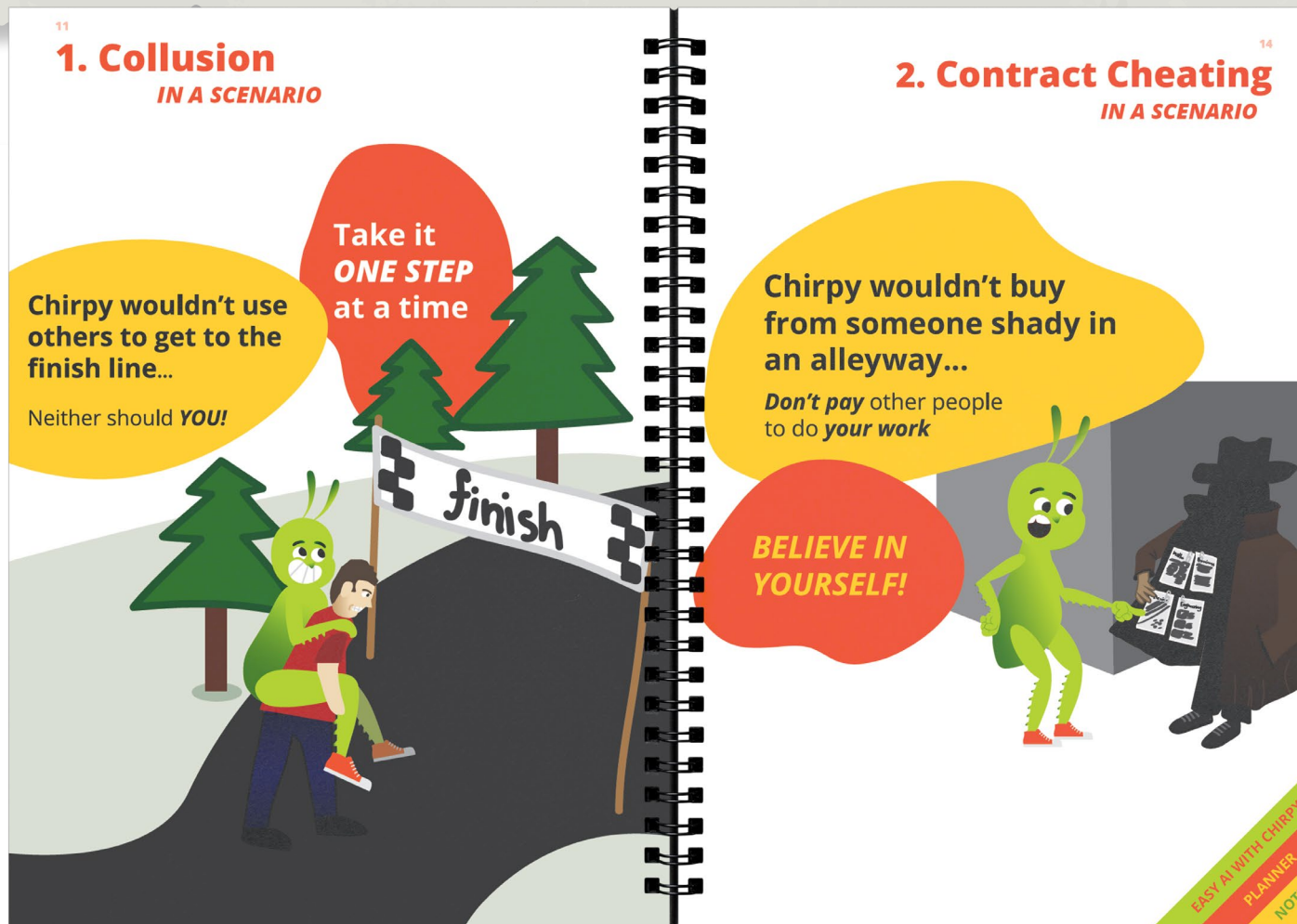
### 4. Cheating in Exams

Cheating in exams is fairly self explanatory and includes **helping** or **receiving help** from another student in completing an exam. Make sure when you're doing an exam you **do not** receive external help!

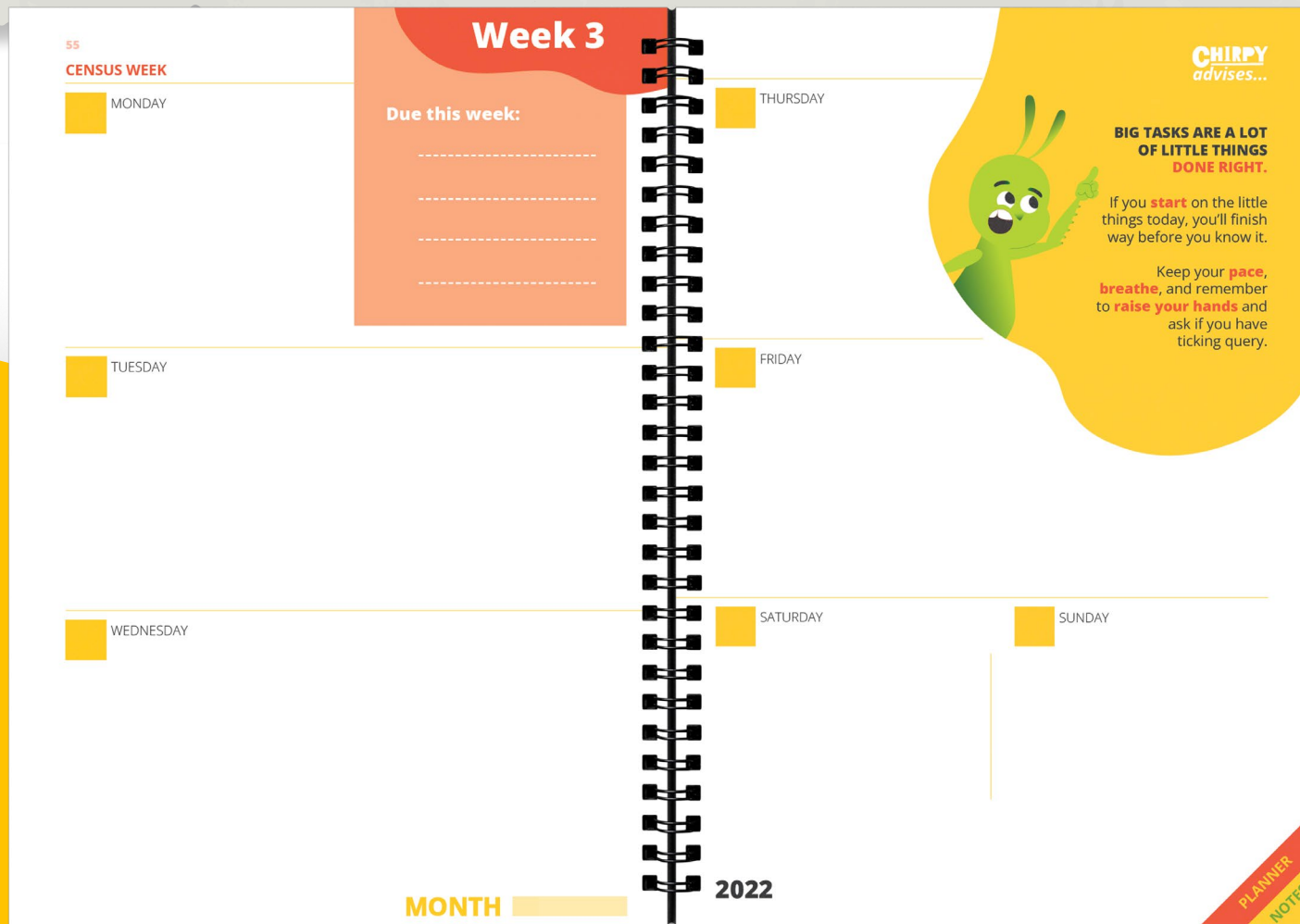
EASY AI WITH CHIRPY  
PLANNER  
NOTES



***That break down the AI fundamentals,  
in a language that resonates with students.***

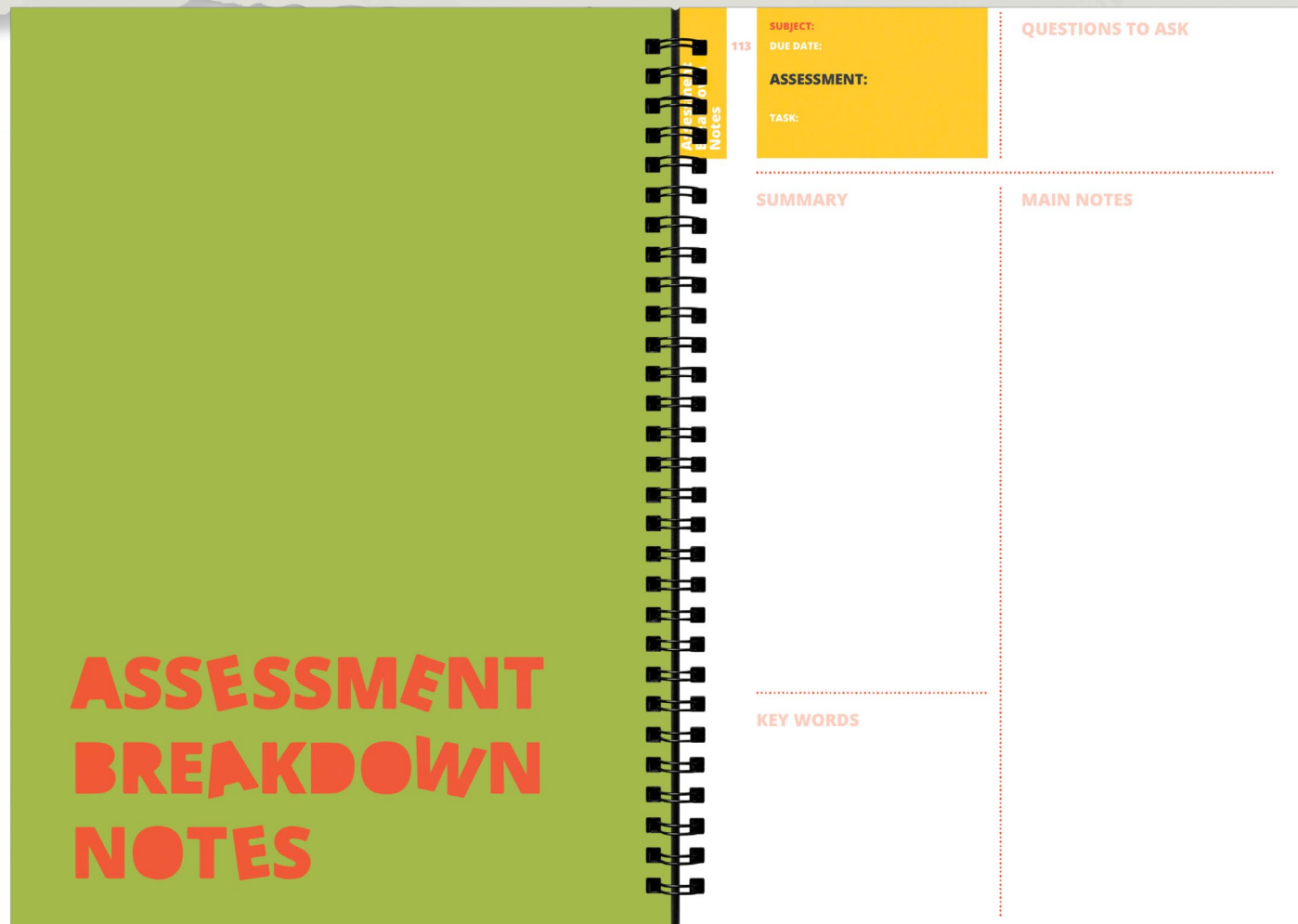


Supporting students throughout their studies,  
*With the support of a success buddy, every step of the way.*





Preparing students and keeping them on track  
*Through a thought out planner, with a structured schedule.*



Being able to take a break,  
*Through engaging & educational page breaks that  
give students a breather in a productive way...*

29



**Find-A-Word!**

Can you do Chirpy a favour and find the missing words? It's been bugging Chirpy!

Find the following words in the puzzle.  
Words are hidden → ↓ and ↘ .

ACADEMIC  
BREACH  
CHIRPY  
COLLUSION  
CONTRACT CHEATING  
HONEST  
MENTORS  
MISCONDUCT  
PLAGIARISM  
PLANNER  
REFERENCING  
RESPECTFUL  
STUDY  
SUCCESS COACHES

X	Z	M	R	E	F	E	R	E	N	C	I	N	G	R	G	Z	Q
N	S	C	H	R	T	R	N	F	U	N	G	P	M	Q	D	D	P
G	W	C	O	L	L	U	S	I	O	N	S	T	U	D	Y	I	R
P	V	S	U	C	C	E	S	S	C	O	A	C	H	E	S	H	Z
C	A	X	H	A	C	A	D	E	M	I	C	W	R	W	G	H	M
R	C	O	N	T	R	A	C	T	C	H	E	A	T	I	N	G	H
R	H	M	E	N	T	O	R	S	P	L	A	N	N	E	R	J	O
B	I	Q	K	L	B	R	E	A	C	H	G	B	T	U	T	S	N
A	R	R	E	S	P	E	C	T	F	U	L	R	U	E	E	I	E
L	P	R	L	U	V	C	P	L	A	G	I	A	R	I	S	M	S
P	Y	W	H	V	E	K	V	N	S	B	N	K	A	W	N	F	T
M	I	S	C	O	N	D	U	C	T	Q	Y	O	M	Z	O	Y	H

**... To help your creative juices restore!**



... Or to just have a laugh!

59

**Copying** off your friends hard-work,  
It's is a **real chirp shot...**

You wanna know  
what bugs me!!



89

**#StopThePlag-ue-iarism**

Copying from a  
document is some-  
thing you can't A4'd  
to do!



THE LATEST

**PLAG-UE-IARISM**

**SWEEPING THE NATION**

Accommodating to all Torrens, Think & CATC students, as well as their learning types.

*Interactive PDF version  
also **compatible with:***

*Interactive PDF runs with a  
trimester calender.*



**Computer**



**Phone**



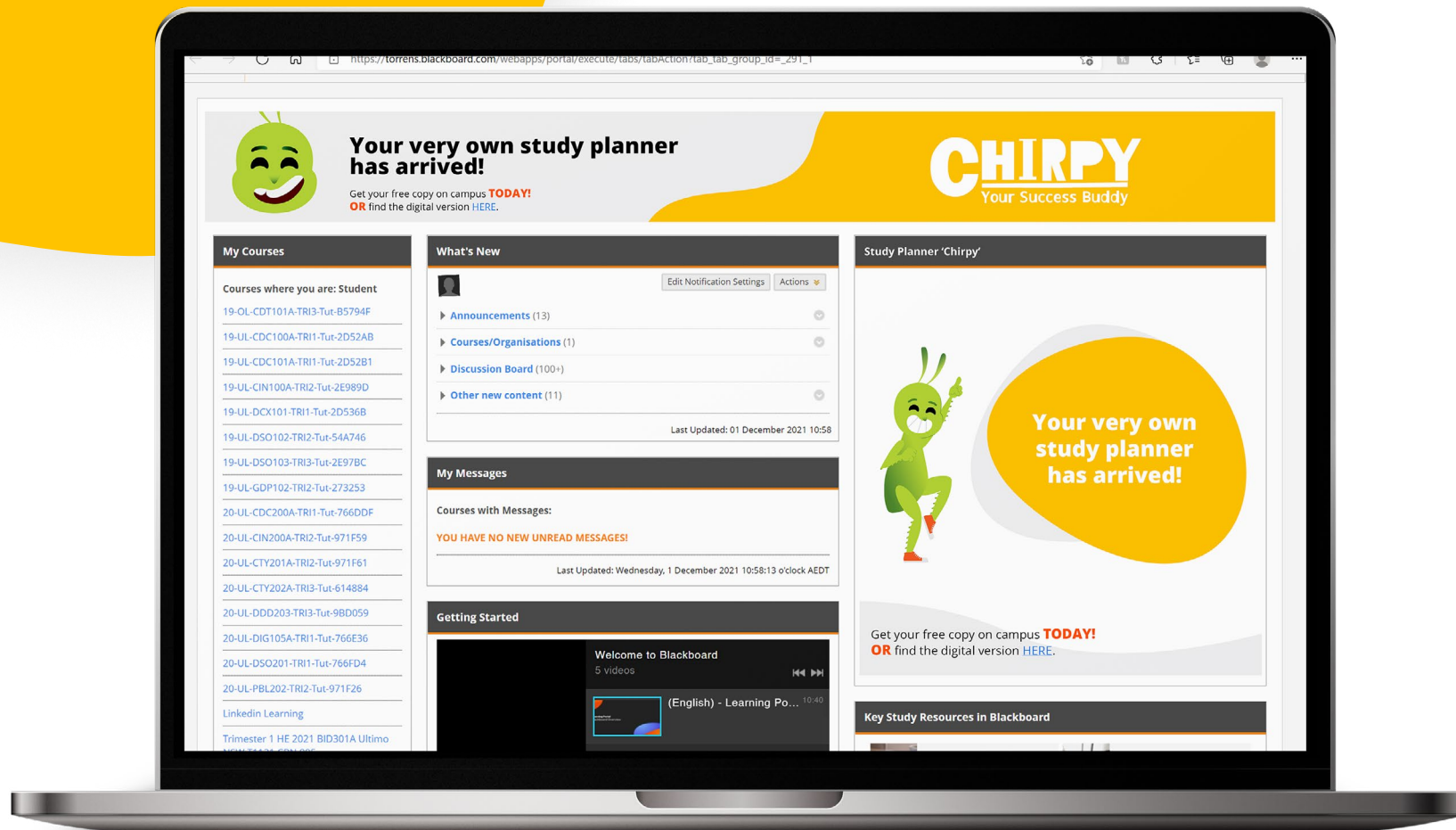
**Tablet**



# Distribution

Interactive PDF

Chirpy Interactive will be **advertised on Blackboard throughout the first 2 weeks of each trimester**. Students will also be able to get their copy under **Academic Integrity section** or by emailing student services at their campus.





# ***Distribution***

*Physical Copy Program & Post it notes*

TO DO LIST:

Priority:

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

Other:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

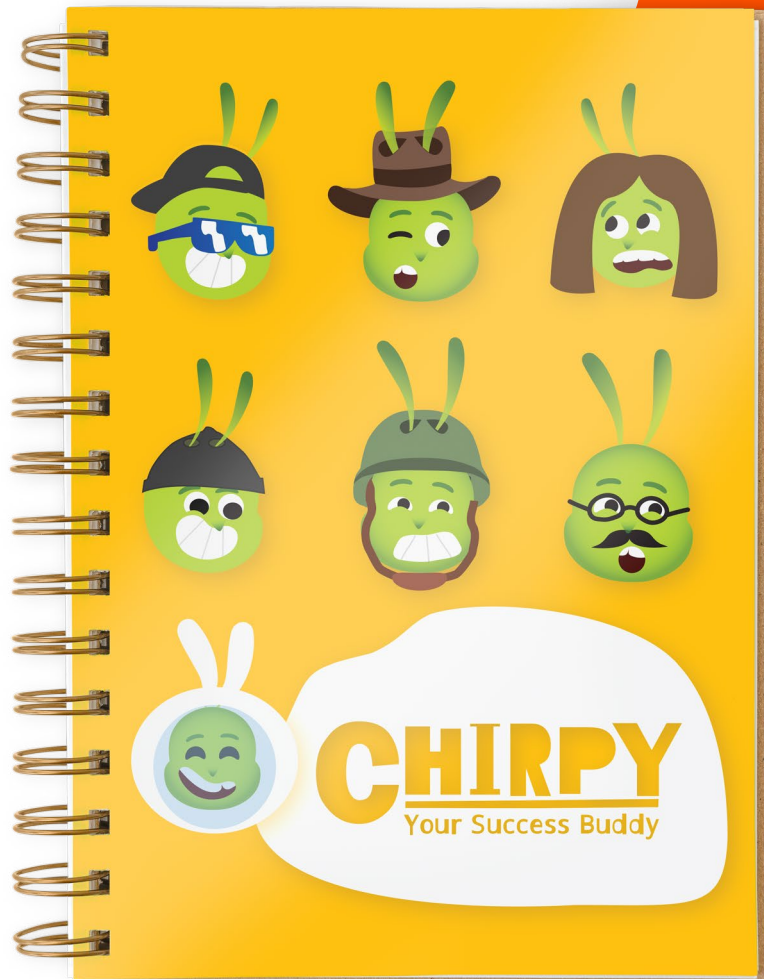
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

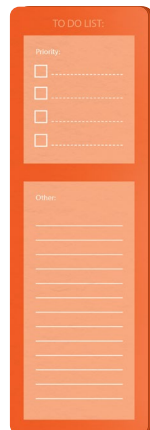
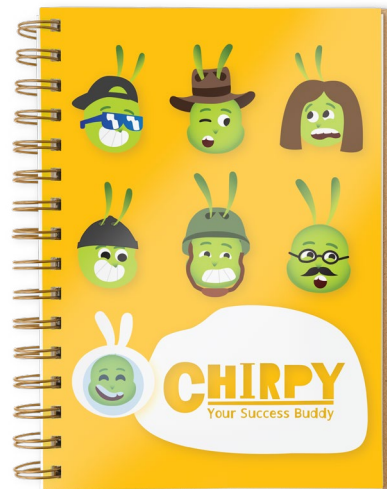
\_\_\_\_\_





# Orientation Day

*When new students commence their studies, Chirpy will be included in the orientation day tote bags. Ensuring students start right!*



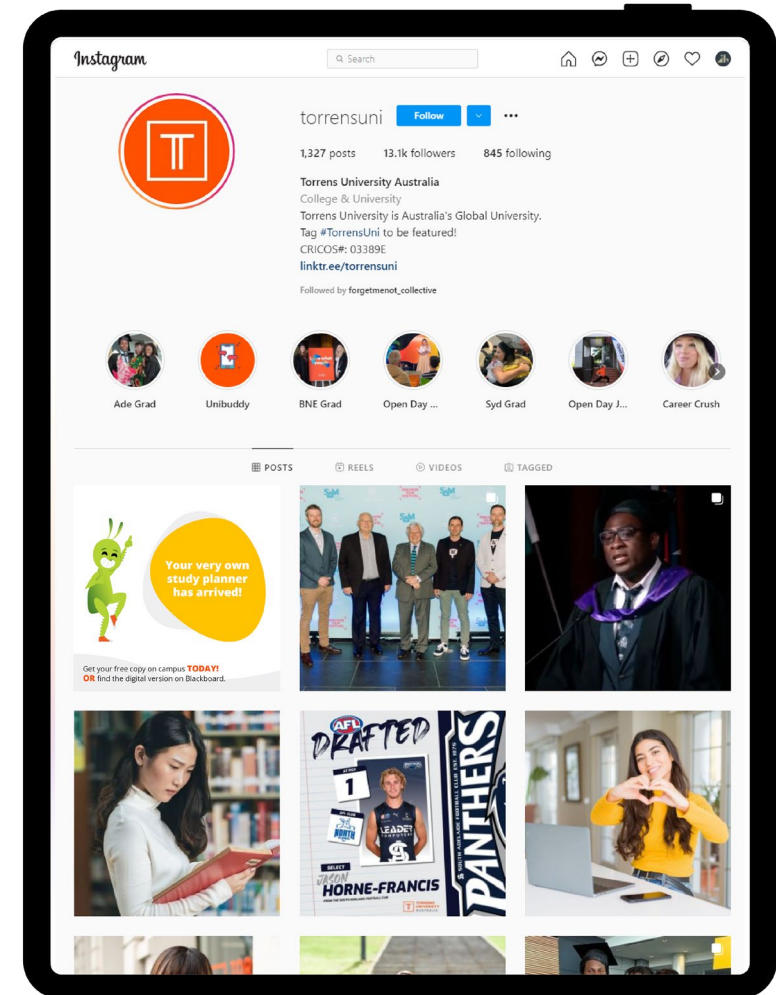
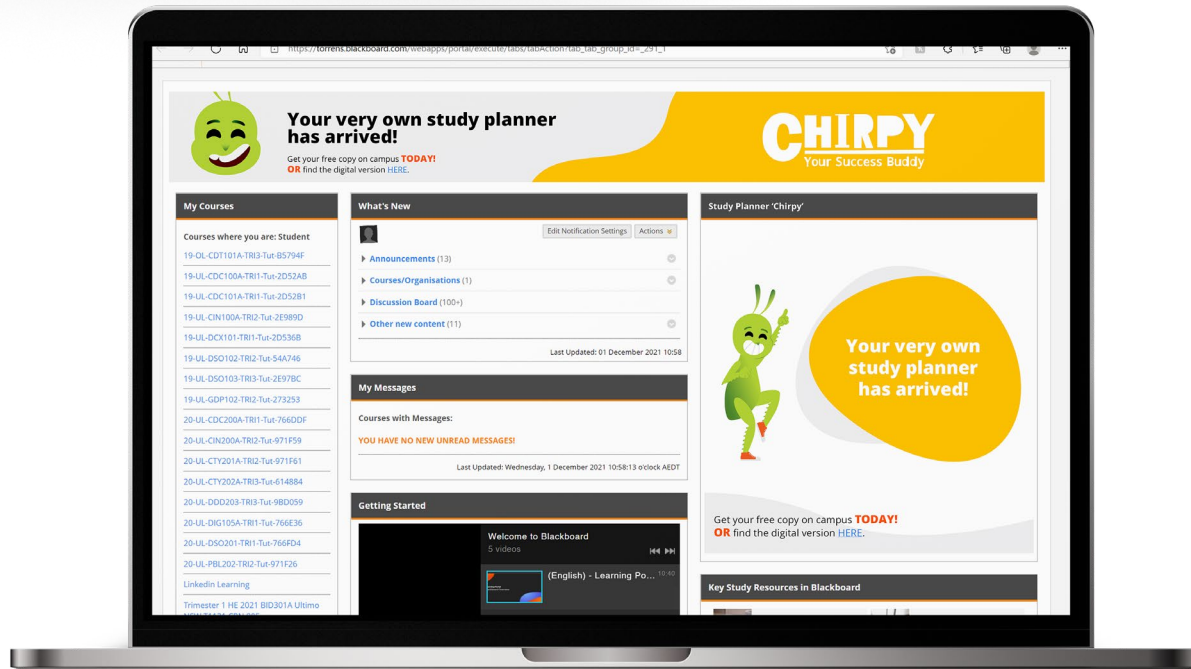
# Beginning of term

Although Chirpy (physical copy) has **an annual calendar**, students will be able to grab a copy at the **beginning of each term** to make sure no one misses out of the valuable resource.



# Promotional

Chirpy will be advertised to students in a variety of ways. These include through **social media posts**, **blackboard**, posters around the campus and from the lectures themselves.





# ***Future Merchandise***

*Given the success of Chirpy, potential merchandising of the brand will be available for purchase or rewarded to those promoting and creating hard honest work.*

