



ACADEMIC INTEGRITY AWARENESS CAMPAIGN

GUIDE TO THE USE OF COMMUNICATION MATERIALS AVAILABLE TO COLLEGES

**Réseau REPTIC
REBICQ
Fédération des cégeps**

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Introduction

The joint REBICQ and Réseau REPTIC communities of practice team working on plagiarism prevention is providing French and English colleges with customizable communication materials to raise awareness of intellectual integrity among the student population.

The project received support from the commission des affaires pédagogiques (CAP) of the Fédération des cégeps in fall 2020, and the campaign is launched in January 2022.

The visuals are adapted from an existing campaign by the Cégep de Baie-Comeau (campagne zéro plagiat), which agreed to collaborate with the Fédération des cégeps' communities of practice. The translation of the texts and slogans from French to English was done by Wilma Brown (EDU-PRO) and was funded by the Réseau REPTIC. The adaptation of the campaign to new media was done by DJazz Communications, the agency that produced the original campaign. This work was also funded by the Réseau REPTIC. The project was supported by the Direction des Communications of the Fédération des cégeps.

Members of the Plagiarism and Academic Integrity Team:

2020-2021

- René-Pierre Custeau (Sherbrooke)
- Alexandre Joly-Lavoie (Granby)
- David Laplante (Sherbrooke)
- Alexandra Lavallée (Limoilou)
- Isabelle Lavoie (Mérici)
- Jean Perron (Lanaudière)

2021-2022

- Daniel Cardin (Baie-Comeau)
- René-Pierre Custeau (Sherbrooke)
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- Alexandra Lavallée (Limoilou)
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- Amanda Robinson (Heritage)

Animation

- Lucie Delhomme (REBICQ, Fédération des cégeps)

Presentation of the campaign

Communication materials

The campaign offers 4 different types of media, in English and French versions:

- Posters
- Web banners
- E-mail signatures
- Animations

Each type of media is declined according to three different visuals, corresponding to distinct themes:

- The cat, on the theme of ignorance of the rules related to plagiarism
- The dog, on the theme of lack of confidence in one's own abilities
- The rabbit, on the theme of time management

The materials are provided as files. It is the responsibility of each college to print them if necessary and distribute them.

Launch, deployment and duration

The launch corresponds to the date on which the files are made available to all colleges: Wednesday, January 26, 2022.

The choice of materials used, the implementation of the campaign in the college, and the duration of the campaign are open. Colleges that wish to use the campaign are responsible for obtaining the materials and using them where and when they wish. There is no set start or end date.

How to use the campaign

Terms of use

Each college has permission to place their logo and a link to the online resource of their choice on the posters, banners and email signatures, using the .PSD files provided. Other elements may not be modified without the agreement of the Cégep de Baie-Comeau.

Generic versions of posters, email signatures and web banners are also available. They can be used as provided.

Videos are not customizable. They must be used as provided.

Colleges may freely distribute materials that comply with these terms.

Where to get the files

Each college wishing to use the files must download them, so that they have a copy in their own documents. Changes to the files must then be made locally.

The files are available in the shared storage spaces of the following communities of practice:

- Réseau REPTIC : https://fedcegeps.sharepoint.com/:f:/r/sites/DAE-REPTIC/Documents%20partages/%C3%89changes/Comp%C3%A9tences%20num%C3%A9riques%20des%20%C3%A9tudiants/Integrit%C3%A9%20intellectuelle/2022-01_Campagne_Integrite?csf=1&web=1&e=DmQKug
- REBICQ : https://fedcegeps.sharepoint.com/:f:/r/sites/DAE-REBICQ/Documents%20partages/Partages/INTEGRITE%20INTELLECTUELLE/2022-01_Campagne_Integrite?csf=1&web=1&e=Tc53YS
- Carrefour de la réussite : https://fedcegeps.sharepoint.com/:f:/r/sites/DAE-Carrefour_Reussite/Documents%20partages/General/Plagiat%20et%20int%C3%A9grit%C3%A9%20intellectuelle/2022-01_Campagne_Integrite?csf=1&web=1&e=gumSkF

The files are also available in the shared space of the comité des Communications of the Fédération des cégeps.

Colleges must therefore go through a person with the rights to access one of these spaces in order to obtain the files.

Customization of communication materials

Posters, web banners and email signatures can be customized (logo + link).

The files can be modified using Adobe Photoshop.

The parts that can be modified for the customization of the media are on unlocked layers. Items on locked layers should not be modified.

The files must then be exported in the desired format for distribution (PDF, JPG or other).

Inserting the logo

The logo of the college must be inserted in the space provided, preferably in black with a transparent background.

Inserting a link

The phrase "Find out more" that appear on some materials are an invitation to redirect to an online resource specific to each college. It is therefore advisable to insert a link on these materials, for example to the page dedicated to plagiarism on the library's website.

- On the posters: the URL of the resource should be written directly on the poster using Adobe Photoshop software, using the space provided in the .PSD file. Tip: don't hesitate to use a short URL for better readability.
- On banners and email signatures: the link to the resource must be inserted in the image when it is put online (banner) or inserted in a signature (email).

No link to use

It is advisable to remove the "Find out more" phrase if there is no link to a complementary resource associated with the visual.

Use of generic materials

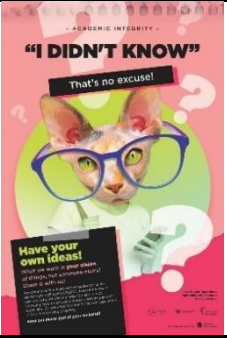


Generic materials can be used as provided.

Banners and email signatures can be linked to an online resource, in which case versions of the visuals with the " Find out more " phrase are preferred.




If there is no link to a complementary resource associated with the visual, it is advisable to use the generic versions that do not include the phrase " Find out more " .

List of all files provided

Posters

Visual	Name	Format	Access path
	Integrity-Poster-Cat_Ignorance	PSD (editable)	Materials_in_English\Posters\Editable_Posters
		PDF	Materials_in_English\Posters\Generic_Posters
		JPG	Materials_in_English\Posters\Generic_Posters
	Integrity-Poster-Dog_Confidence	PSD (editable)	Materials_in_English\Posters\Editable_Posters
		PDF	Materials_in_English\Posters\Generic_Posters
		JPG	Materials_in_English\Posters\Generic_Posters
	Integrity-Poster-Rabbit_Time	PSD (editable)	Materials_in_English\Posters\Editable_Posters
		PDF	Materials_in_English\Posters\Generic_Posters
		JPG	Materials_in_English\Posters\Generic_Posters




Web Banners

Visual	Name	Format	Access path
	Integrity-Banner-Cat_Ignorance	PSD (editable)	Materials_in_English\Web_banners\Editable_Banners
	Integrity-Banner-Cat_Ignorance-Link	JPG	Materials_in_English\Web_banners\Generic_Banners
	Integrity-Banner-Cat_Ignorance-No_Link	JPG	Materials_in_English\Web_banners\Generic_Banners
	Integrity-Banner-Dog_Confidence	PSD (editable)	Materials_in_English\Web_banners\Editable_Banners
	Integrity-Banner-Dog_Confidence-Link	JPG	Materials_in_English\Web_banners\Generic_Banners
	Integrity-Banner-Dog_Confidence-No_Link	JPG	Materials_in_English\Web_banners\Generic_Banners
	Integrity-Banner-Rabbit_Time	PSD (editable)	Materials_in_English\Web_banners\Editable_Banners
	Integrity-Banner-Rabbit_Time-Link	JPG	Materials_in_English\Web_banners\Generic_Banners
	Integrity-Banner-Rabbit_Time-No_Link	JPG	Materials_in_English\Web_banners\Generic_Banners

E-mail Signatures

Visual	Name	Format	Access path
 <p>ACADEMIC INTEGRITY - "I DIDN'T KNOW" That's no excuse! Have your own ideas! What we want is your vision of things, not someone else's! Share it with us! Find out more</p>	Integrity-Signature-Cat_Ignorance	PSD (editable)	Materials_in_English\Email_signatures\Editable_Signatures
	Integrity-Signature-Cat_Ignorance-Link	JPG	Materials_in_English\Email_signatures\Generic_Signatures
	Integrity-Signature-Cat_Ignorance-No_Link	JPG	Materials_in_English\Email_signatures\Generic_Signatures
 <p>ACADEMIC INTEGRITY - "I'M A LOSER" That's not true! Get out of your bubble! Have your own ideas! What we want is your vision of things, not someone else's! Share it with us! Find out more</p>	Integrite-Signature-Chien_Confiance	PSD (editable)	Materials_in_English\Email_signatures\Editable_Signatures
	Integrity-Signature-Dog_Confidence-Link	JPG	Materials_in_English\Email_signatures\Generic_Signatures
	Integrity-Signature-Dog_Confidence-No_Link	JPG	Materials_in_English\Email_signatures\Generic_Signatures
 <p>ACADEMIC INTEGRITY - "I DON'T HAVE TIME" Don't be negligent! Have your own ideas! What we want is your vision of things, not someone else's! Share it with us! Find out more</p>	Integrity-Signature-Rabbit_Time	PSD (editable)	Materials_in_English\Email_signatures\Editable_Signatures
	Integrity-Signature-Rabbit_Time-Link	JPG	Materials_in_English\Email_signatures\Generic_Signatures
	Integrity-Signature-Rabbit_Time-No_Link	JPG	Materials_in_English\Email_signatures\Generic_Signatures

Animations

Visual	Name	Format	Access path
	Integrity-Video-Cat_Ignorance	MOV	Materials_in_English\Videos
		Integrity-Video-Dog_Confidence	
	Integrity-Video-Rabbit_Time		