

Academic Integrity and GenAI use

Although copyright, permissions, and licensing form part of the module's learning outcomes, these concepts are primarily assessed through tasks in Parts II and III of the portfolios. Within these components, learners are required either to produce their own imagery or to source assets from approved free-stock websites that explicitly permit legal modification and reuse. Learners must also present all editing layers within Adobe Photoshop in order to demonstrate the authenticity of their work and their adherence to ethical creative practices. Because the portfolio emphasises individual creative production supported by transparent asset sourcing, the risks associated with academic integrity breaches or inappropriate use of generative AI within this formative assessment are minimal.

The ACP examination is delivered through Certiport's secure online platform and is completed within a controlled Virtual Learning Environment (VLE). During the examination, learners are supervised by a live remote proctor who verifies candidate identity and monitors examination activity throughout the session. These procedures ensure that the certification process maintains high standards of validity, reliability, fairness, transparency, and authenticity.

In alignment with my teaching philosophy, this module has recently been updated to incorporate explicit statements and regulations regarding the appropriate use of artificial intelligence and academic integrity.

AI and assets use policy

Learners may use AI tools embedded within the Adobe Photoshop application. AI-generated images, legally sourced, pre-generated or stock assets are permitted if properly credited. All layout design, and overall design work must be created by the learner using Adobe Photoshop.

Model releases are required for images featuring identifiable individuals, and location releases are required for photography taken on private property.

This policy supports academic integrity, ensures authenticity of student work, and reflects industry-standard practice for developing original design skills.

Academic Integrity Statement

Learners are expected to act with honesty, responsibility, and professionalism throughout the programme. All submitted work must be original. Misuse of AI tools, unauthorised licensed assets, plagiarism, or misrepresentation of work is considered a

breach of academic integrity and may result in disciplinary action in line with institutional policies.

Learners are also expected to engage respectfully with peers, instructors, coordinators and administrators, reflecting the ethical standards of professional practice within the digital industry.