Griffith Credentials quick guide

Griffith Credentials are a suite of digital badges that represent an accomplishment, affiliation or interest that is visual, available online and is embedded with metadata that provides the context, meaning, process and result of an activity.

Badge type: There are 8 core badge types and each has a unique icon.

Shown here is an accomplishment badge.

Component level: Up to five stars may be used to represent completion of components within a badge.

★★★☆☆

Level: Gold, silver and platinum levels can be given to not for credit badges. This level is also shown in the lower third's background colour.

Font: JOTIA LIGHT, UPPERCASE

Institution: Griffith University is written in full in upper case. The logo is not used.

Font: FOUNDRY STERLING MEDIUM, UPPERCASE

Credential level: If the badge is aligned to a particular qualification level, then this is shown in the border's colour. Not for credit badges have a dark charcoal border.

Shown here is AQF level 8.

Badge name: Accomplishment, affiliation or interest.

Font: **JOTIA BOLD, UPPERCASE**

Must be concise: 1–6 words (1–4 words if used in conjunction with not for credit badge levels)

Size: 600 x 600 pixels

Format: Image — .png
Metadata — .json

Date: To be listed as a year in the badge name.

For example, Griffith Award for Academic Excellence 2018.

BADGE NAME
LEVEL
GRIFFITH UNIVERSITY

Levels

Credential level alignment

The badge's border colour aligns with the corresponding qualification level colour.

For credit badges only.

SENIOR CHEMISTRY
GRIFFITH UNIVERSITY

Senior Chemistry badge
This is an example of a for credit badge that aligns with a qualification level.

Not for credit badge levels

The badge level is indicated in both words and the background colour of the lower third where applicable.

GRIFFITH GRADUATE OF INFLUENCE
Gold
GRIFFITH UNIVERSITY

Griffith Graduate of Influence badge
This is an example of a not for credit badge with a gold level, as shown by the level name and gold lower third background colour.

Component levels

The amount of components within a badge are shown by the outlined stars. The filled stars represent the components completed.

EXAMPLE BADGE NAME
★★★☆☆
GRIFFITH UNIVERSITY

Example badge
This is an example of a badge where 3 components out of 5 have been completed.

Badge types

Achievement
Recognises achievement of knowledge and are based on a mark, grade or GPA.

Articulated Award
Recognises achievement of an AQF learning outcome for articulation into an award of the University.

For credit badges only.

Continuing Professional Development
Recognises the learning activities professionals engage in to develop and enhance their abilities.

Open Credentials
Recognises learning outcomes achieved through Griffith MOOCs.

Member
Recognises membership of a Griffith University student club, college or association for which achievement standards are required for membership.

Not for credit badges only.

Mission
Recognises a series of activities (cross-curricular) with the aim of achieving a badge for a mix of skill development and achievement.

Not for credit badges only.

Skills
Recognises achievement of expertise against a number of criteria and standards.

Work Integrated Learning
Recognises a series of requirements with which the student complies or has achieved that makes them work ready.

21st Century Skills sub badge

This badge falls under the 'Skills' badge type and has '21st Century Skills' displayed in place of a not for credit badge level. It has own unique icon. Examples of this badge include communication, ethics, customer focus and innovation.

Griffith Professional digital badges

While these badges follow the template of all digital badges, they require further guidelines around character length due to the use of a theme and course name.

Badge type: Griffith Professional badges are Continuing Professional Development badges.

Course name: Specific course name (e.g. Marketing Foundations).

Font: Jotia Light, title case

Must be concise: 55 characters maximum (including spaces and punctuation).

Note: You must spell out 'and' in full rather than using a symbol such as an ampersand.

Credential level: Griffith Professional badges align with AQF level 7, 8 or 9.

Shown here is AQF level 8.

Theme: Key themes driving our economy (e.g. Business Leadership).

Font: **JOTIA BOLD, UPPERCASE**

Must be concise: 38 characters maximum (including spaces and punctuation).

Note: You must spell out 'and' in full rather than using a symbol such as an ampersand.

Examples

Business Concepts

The badge below is an example of a concise theme and course name.

Enterprise Resilience

The badge below is an example of a maximum length course name.

Working With Diverse Populations

The badge below left is an example of a badge with a long theme name and concise course name. The badge below right shows an example of a long theme name and course name.