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Description automatically generatedafter:hours Centre for Languages, Culture and Communication

**Course Descriptor**

**Course Title:** AI-Enhanced Storytelling Techniques in the Digital Age

**Type of Course:** Adult Education

**Credit:** Not credit bearing

**Weekly Session Titles and Descriptions**

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| Week | Session Title | Description |
| 1 | **Introduction** | * Understand the role of storytelling in effective communication * Explore the possibility of AI tools in enhancing storytelling techniques * Discuss the guiding principles for technology integration in storytelling and communications and frameworks for enhancing the human experience |
| 2 | **Identifying Your Audience and Persona Development** | * Define your target audience for storytelling * Create personas to understand your audience's needs and perceptions * Tailor your communication to resonate with your audience |
| 3 | **Crafting Compelling Context** | * Learn how to set the context for your story effectively * Use AI tools to gather relevant information and create engaging narratives * Practice conveying ideas in a simple and relatable way using storytelling techniques |
| 4 | **Innovative Solutions and Problem-Solving** | * Explore the process of identifying problems and developing innovative solutions * Utilise AI tools to evaluate different options and make informed decisions * Showcase how AI can support critical thinking and enhance problem-solving skills |
| 5 | **Communicating Insights and Key Messages** | * Learn techniques for effectively communicating your insights to the audience * Use AI-generated visuals and engaging elements to enhance your storytelling * Craft key messages that leave a lasting impact on your audience |
| 6 | **Outcome and Impact Evaluation** | * Assess the outcomes of your storytelling efforts * Use AI tools to gather feedback and measure the impact of your communication * Reflect on the effectiveness of your storytelling techniques and make improvements |
| 7 | **Collaboration and Creative Process** | * Explore how AI can streamline the creative process and enhance collaboration * Engage in group activities that promote effective teamwork using AI tools * Discuss the benefits and challenges of collaborative storytelling with AI |
| 8 | **Digital Skills and Future Career Opportunities** | * Explore the importance of digital skills in the age of AI * Learn about the latest technologies and their relevance to storytelling * Discuss future career opportunities in the field of AI-enhanced storytelling |
| 9 | **Ethical Considerations and Responsible AI Use** | * Examine the potential challenges, biases, and dangers associated with AI * Discuss the ethical implications of AI integration in storytelling * Emphasize responsible AI use and the need for continuous improvement |
| 10 | **Presenting to Peers and Stakeholders** | * Present your solution to a problem to peers * Seek feedback and improve your presentation based on the audience's perspective * Emphasise the outcome and showcase the benefits of your solution |

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| Course Overview Whether you are in business, the media, arts, education, politics or any activity where good communication is essential, artificial intelligence (AI) is becoming a powerful and important tool to help you develop effective communications strategies.  This is a practical hands-on course where we will use AI tools such as Anthropic Claude, Open AI (ChatGPT, DALL-E), Character AI, Perplexity AI, Articoolo, Contentful, Wordsmith, Concured and others.  Using these to create and structure content through practical assignments, we will apply AI to storytelling techniques and discuss the successes and failures of these experimental methods.  Throughout the course, students will engage in hands-on activities, with sessions consisting of group discussions and practical assignments that allow students to apply AI tools and storytelling techniques. The overall tone of communication will be informative, collaborative, and forward-thinking, promoting the active participation of students as doers and creators in the AI-enhanced storytelling landscape. Required Previous Experience (if any) No previous experience of philosophy is necessary, but you should have some background in psychotherapy. Required Reading Material or Special Equipment Needed (if any)  * None specified  Learning Outcomes At the end of this course you should be able to   1. Identify and implement storytelling strategies relevant to specific organizational settings and situations 2. Utilise several communication and narrative generative techniques, including new tools and techniques such as AI, as well as potential problems with these 3. Engage in collaborative work and discussion with course peers, and present conclusions derived from those discussions relating to the use of AI and other digital tools in communication strategies.   **Possible Further Study**  Further courses on the after:hours programme might be useful to you. Additional information This course descriptor may be subject to change during the delivery of the course, depending on the specific direction and nature of the learner cohort, and is intended to be responsive to the group dynamics as they emerge during the delivery of the course. |