3RD YEAR · FOUNDATION TRACK

MEDIA, COMMUNICATION & DESIGN

AI & Digital Productivity Program

AI for Journalism, Design & Digital Storytelling

Learn AI. Create Boldly. Publish Responsibly.

19	120	0
DAYS	HOURS	CODE NEEDED

Media, Communication & Design Stream · 120-Hour Training Program · 19 Days

SECTION 1

Program Overview

This program is designed for Media, Communication & Design students who want practical digital skills and confident use of Artificial Intelligence in their studies and future careers. Every stream learns the same core AI and productivity toolkit; the classroom activities, home assignments and final projects are built around real Media, Communication & Design tasks.

HOW THIS TRACK WORKS

The Foundation Track is **tool-centred**: each day introduces a tool family, shows how it works, and lets students practise it on a Media, Communication & Design task. Every classroom activity has a **Stretch Goal** so fast or curious students always have a harder challenge.

Academic year mapping. For two-year programmes (e.g. M.Sc., M.Com., MBA, B.Ed.), run the Foundation Track in Year 1 and the Advanced Track in Year 2.

TARGET AUDIENCE

Journalism, Mass Communication, Visual Communication, Graphic Design, Fine Arts, Animation and related programmes

ENTRY REQUIREMENTS

No programming or technical background required.

Learning Objectives

01 Understand AI and use AI assistants effectively and safely.

02 Research and verify Media, Communication & Design information from credible sources.

03 Analyse long documents and manage PDFs with AI tools.

04 Write professional Media, Communication & Design documents with AI assistance.

05 Create and deliver effective presentations.

06 Design visuals and generate AI images responsibly.

07 Organise information in spreadsheets.

08 Collect original data with Google Forms and visualise it.

09 Map ideas and processes visually.

10 Create short videos with AI voice and music.

11 Manage studies with productivity tools and use AI as a tutor.

12 Build a resume, LinkedIn profile and portfolio, and complete a Media, Communication & Design project.

SECTION 2

Program Structure

Phase	Days	Daily Load	Hours
Classroom Training	Days 1–15	4 hrs/day	**60**
Home Assignments	Days 1–15	2 hrs/day	**30**
Independent Project Development	Days 16–18	8 hrs/day	**24**
Final Project Exhibition	Day 19	6 hrs	**6**
Total	19 Days		**120 Hours**

Learning Journey

1	MODULE 1 **AI Fundamentals & Research Skills**	Days 1–3
2	MODULE 2 **Digital Writing, Presentation & Design**	Days 4–6
3	MODULE 3 **Data Handling & Information Management**	Days 7–9
4	MODULE 4 **Creative Content, Productivity & Career**	Days 10–15
5	PROJECT **Independent Project & Exhibition**	Days 16–19

DAILY FORMAT
4 hours classroom training + 2 hours home assignment, Days 1–15.

STRETCH GOAL
An extra challenge in every activity for students who finish early or already know the basics.

EXPECTED OUTPUT
Every day ends with a concrete deliverable that feeds the final portfolio.

RESPONSIBLE AI RULES FOR MEDIA, COMMUNICATION & DESIGN

- Clearly label AI-generated images, video, voice and music. Never pass them off as real footage.
- No real person's face or voice without consent.
- Verify every news claim before publishing, using primary sources and fact-checkers.
- Respect copyright and licences for music, fonts, footage and images.

DAY
01

MODULE 1 · AI FUNDAMENTALS & RESEARCH SKILLS

Introduction to AI, Prompting & Digital Safety

4 HRS CLASSROOM · 2 HRS HOME

LEARNING OBJECTIVE Introduce AI assistants, effective prompting and essential digital safety through Media, Communication & Design examples.

HOUR 1

Understanding Artificial Intelligence

- What AI, Machine Learning and Generative AI are, at a basic level.
- How AI is changing study and work in Media, Communication & Design.
- What AI can and cannot do well; hallucinations.

HOUR 2

AI Assistants & Prompting

- ChatGPT, Gemini and Claude: chat interfaces, context and follow-ups.
- Prompt structure: role, context, task and output format.
- Improving weak prompts through iteration.

HOUR 3

Digital Safety Essentials

- Strong passwords, password managers and 2-Step Verification.
- Spotting phishing links, fake apps and fake 'free AI' sites.
- Never upload Aadhaar, passwords or confidential records to AI.

HOUR 4 · PRACTICAL ACTIVITY

Headline & Caption Battle

- Write headlines and captions with basic vs improved prompts.
- Compare three assistants for tone and accuracy.
- Spot clickbait and bias.

STRETCH GOAL

Ask AI to rewrite a headline for three different audiences without changing facts.

TOOLS

ChatGPT, Gemini, Claude, Google Password Manager

HOME ASSIGNMENT · 2 HOURS

- Create a prompt notebook: 10 media prompts plus an account-security checklist for social handles.

EXPECTED OUTPUT

Media Prompt & Safety Handbook

DAY 02

MODULE 1 · AI FUNDAMENTALS & RESEARCH SKILLS

AI-Powered Research & Verification

4 HRS CLASSROOM · 2 HRS HOME

LEARNING OBJECTIVE Find, evaluate and verify Media, Communication & Design information using search engines, academic platforms and AI research tools.

HOUR 1

Fundamentals of Digital Research

- General searching vs structured research.
- Keywords, research questions and Google search operators.
- Primary vs secondary sources.

HOUR 2

Academic & Official Sources

- Finding papers and reports on Google Scholar.
- Trusted sources for Media, Communication & Design: PIB, official websites, fact-checkers (PIB Fact Check, Alt News, BOOM), Google Trends, Reuters Institute reports.
- Reading abstracts, authors and dates.

HOUR 3

AI-Assisted Research

- Researching with Perplexity, ChatGPT and Gemini, with citations.
- Hallucinations and fake citations: how to catch them.
- Google Lens: copy text from printed pages and check OCR errors.

HOUR 4 · PRACTICAL ACTIVITY

Fact-Check a Viral Story

- Investigate a viral post or image.
- Use Google Lens, PIB Fact Check and Perplexity.
- Publish a verdict with evidence.

STRETCH GOAL

Trace an image to its original source and date.

TOOLS

Google Search, Google Scholar, Perplexity, ChatGPT, Gemini, Google Lens

HOME ASSIGNMENT · 2 HOURS

- Write a verified fact-check article with five sources.

EXPECTED OUTPUT

Fact-Check Article

DAY 03

MODULE 1 · AI FUNDAMENTALS & RESEARCH SKILLS

Document Intelligence & PDF Toolkit

4 HRS CLASSROOM · 2 HRS HOME

LEARNING OBJECTIVE Use AI and PDF tools to organise, understand and compare news reports, press releases, scripts and creative briefs.

HOUR 1

Understanding Long Documents

- Structure of news reports, press releases, scripts and creative briefs.
- Finding key information quickly in lengthy material.
- Tables, figures, references and appendices.

HOUR 2

Introduction to NotebookLM

- Creating a workspace and uploading sources.
- Source-grounded questions, summaries and comparisons.
- Checking every answer against the original.

HOUR 3

PDF Toolkit

- LightPDF / iLovePDF: merge, split, compress and convert PDFWord.
- OCR for scanned pages and spotting OCR errors.
- Organising documents in Google Drive folders.

HOUR 4 · PRACTICAL ACTIVITY

Talk to a Media Report

- Upload a media industry report to NotebookLM.
- Extract key trends and numbers.
- Check every figure.

STRETCH GOAL

Compare two reports for conflicting numbers.

TOOLS

NotebookLM, LightPDF, iLovePDF, Google Drive

HOME ASSIGNMENT · 2 HOURS

- Create a trend brief with 10 Q&As.

EXPECTED OUTPUT

Media Trend Brief

DAY 04

MODULE 2 · DIGITAL WRITING, PRESENTATION & DESIGN

AI-Assisted Writing & Documentation

4 HRS CLASSROOM · 2 HRS HOME

LEARNING OBJECTIVE Create structured, professional Media, Communication & Design documents using AI and digital writing tools.

HOUR 1

Professional Writing Fundamentals

- Formal vs informal writing; reports, notes and emails.
- Structure of a well-written Media, Communication & Design document.
- Writing clearly for different readers.

HOUR 2

Google Docs & MS Word

- Headings, tables, headers, footers and page numbers (quick recap).
- Voice typing in English, Hindi and regional languages.
- Sharing, comments and collaboration.

HOUR 3

AI-Assisted Writing

- Outlines and drafts with AI; Grammarly for grammar, clarity and tone.
- Rewriting for different audiences while keeping your own voice.
- Plagiarism, citations and responsible AI use.

HOUR 4 · PRACTICAL ACTIVITY

Newsroom Writing

- Turn messy notes into a news report and a press release.
- Polish with Grammarly.
- Check facts and names.

STRETCH GOAL

Rewrite the story for print, web and social.

TOOLS

ChatGPT, Gemini, Google Docs (voice typing), MS Word, Grammarly

HOME ASSIGNMENT · 2 HOURS

- Write a news feature and a press release.

EXPECTED OUTPUT

News Feature + Press Release

DAY 05

MODULE 2 · DIGITAL WRITING, PRESENTATION & DESIGN

Presentation Mastery & Delivery

4 HRS CLASSROOM · 2 HRS HOME

LEARNING OBJECTIVE Plan, design and deliver clear presentations on Media, Communication & Design topics using AI-powered tools.

HOUR 1

What Makes a Good Presentation

- Knowing the audience; one message per slide.
- Storytelling and information hierarchy.
- Choosing visuals, charts and images.

HOUR 2

AI Planning & Presentation Tools

- Generating outlines and slide text with AI.
- Canva, Gamma, Google Slides and PowerPoint.
- Editing and fact-checking generated slides.

HOUR 3

Delivery Basics

- Voice, pace and eye contact.
- Timing a talk and using speaker notes.
- Handling questions confidently.

HOUR 4 · PRACTICAL ACTIVITY

Campaign Pitch Deck

- Pitch a five-slide campaign idea.
- Design in Canva or Gamma.
- Pitch in 3 minutes.

STRETCH GOAL
Pitch to a 'client' who keeps changing the brief.

TOOLS
Canva, Gamma, Google Slides, PowerPoint, ChatGPT

HOME ASSIGNMENT · 2 HOURS
- Create a 7–10 slide campaign or story pitch deck.

EXPECTED OUTPUT
Campaign Pitch Deck

DAY 06

MODULE 2 · DIGITAL WRITING, PRESENTATION & DESIGN

Creative Design & AI Image Generation

4 HRS CLASSROOM · 2 HRS HOME

LEARNING OBJECTIVE Apply design principles and AI image tools to create clear, attractive Media, Communication & Design visuals.

HOUR 1

Design Basics

- Colour, typography, alignment and contrast.
- Composition and visual hierarchy.
- Brand consistency across a set of designs.

HOUR 2

Working in Canva

- Templates, elements, text and layers.
- Free background removal with remove.bg.
- Free images from Unsplash, Pexels and Pixabay; exporting formats.

HOUR 3

AI Image Generation

- Text-to-image prompting: style, composition, lighting, aspect ratio.
- Canva AI, Gemini image generation and Ideogram (text in images).
- Labelling AI images; copyright and attribution.

HOUR 4 · PRACTICAL ACTIVITY

Visual Concept Lab

- Generate visual concepts with Canva AI, Gemini and Ideogram.
- Build a moodboard and brand kit.
- Label AI visuals.

STRETCH GOAL

Create a three-poster series with a consistent visual identity.

TOOLS

Canva (incl. Canva AI), Gemini, Ideogram, remove.bg, Unsplash / Pexels / Pixabay

HOME ASSIGNMENT · 2 HOURS

- Design a brand identity kit and campaign visuals.

EXPECTED OUTPUT

Brand & Campaign Visual Kit

DAY 07

MODULE 3 · DATA HANDLING & INFORMATION MANAGEMENT

Spreadsheet Fundamentals

4 HRS CLASSROOM · 2 HRS HOME

LEARNING OBJECTIVE Use spreadsheets to organise, calculate and manage Media, Communication & Design information.

HOUR 1

Understanding Spreadsheets

- Rows, columns, cells and data types.
- Entering data and building structured tables.
- Formatting numbers, dates and units.

HOUR 2

Essential Functions

- SUM, AVERAGE, MIN, MAX, COUNT and COUNTA.
- IF and COUNTIF.
- Cell references, all without programming.

HOUR 3

Managing Information

- Sorting, filtering and removing duplicates.
- Data validation and drop-downs.
- Asking AI to explain a formula, then checking it yourself.

HOUR 4 · PRACTICAL ACTIVITY

Content Calendar Sheet

- Build a one-month content calendar in Sheets.
- Track platform, format and status.
- Count posts by type.

STRETCH GOAL

Add conditional formatting for overdue posts.

TOOLS

Microsoft Excel, Google Sheets, ChatGPT

HOME ASSIGNMENT · 2 HOURS

- Build a content calendar for a real cause or brand.

EXPECTED OUTPUT

Content Calendar

DAY 08

MODULE 3 · DATA HANDLING & INFORMATION MANAGEMENT

Digital Data Collection with Google Forms

4 HRS CLASSROOM · 2 HRS HOME

LEARNING OBJECTIVE Design digital questionnaires, collect original data responsibly and prepare it for analysis.

HOUR 1

Survey Design

- Survey objectives and target respondents.
- Open and closed questions; rating scales.
- Avoiding biased, leading and confusing questions.

HOUR 2

Building in Google Forms

- Multiple-choice, checkbox, short and long answers.
- Sections, required questions and validation.
- Form design and response settings.

HOUR 3

Responses & Responsible Collection

- Linking Forms to Google Sheets.
- Consent and anonymity.
- Collect only what you need; keep data safe.

HOUR 4 · PRACTICAL ACTIVITY

Audience Survey

- Design a media-consumption survey.
- Pilot and fix bias.
- Link responses to Google Sheets.

STRETCH GOAL

Add a question on trust in news sources.

TOOLS

Google Forms, Google Sheets, ChatGPT

HOME ASSIGNMENT · 2 HOURS

- Collect 15 consented responses for Day 9.

EXPECTED OUTPUT

Audience Survey Dataset

DAY 09

MODULE 3 · DATA HANDLING & INFORMATION MANAGEMENT

Data Visualisation & Insights

4 HRS CLASSROOM · 2 HRS HOME

LEARNING OBJECTIVE Turn the data collected on Day 8 into charts and clear, evidence-based observations.

HOUR 1

Understanding Data

- Qualitative and quantitative data.
- Mean, median, mode and percentages.
- Spotting patterns and outliers.

HOUR 2

Choosing the Right Chart

- Bar, line, pie charts and histograms.
- Matching the chart to the question.
- Recognising misleading charts.

HOUR 3

Building Visual Reports

- Creating and formatting charts in Sheets and Excel.
- An introduction to pivot tables.
- Using AI to interpret results while checking the maths yourself.

HOUR 4 · PRACTICAL ACTIVITY

Audience Insights

- Chart platform use and trust levels.
- Compare two groups of respondents.
- Write three insights for a content strategy.

STRETCH GOAL

Use a pivot table by age group.

TOOLS

Google Sheets, Excel, ChatGPT, Gemini

HOME ASSIGNMENT · 2 HOURS

- Prepare a one-page audience insight report.

EXPECTED OUTPUT

Audience Insight Report

DAY 10

MODULE 4 · CREATIVE CONTENT, PRODUCTIVITY & CAREER

Visual Thinking & Process Mapping

4 HRS CLASSROOM · 2 HRS HOME

LEARNING OBJECTIVE Organise and communicate Media, Communication & Design ideas and processes visually.

HOUR 1

Visual Thinking

- Why visuals help understanding.
- Mind maps and concept maps.
- Brainstorming and grouping ideas.

HOUR 2

Timelines & Flowcharts

- Flowcharts and decision trees in diagrams.net.
- Timelines and step-by-step processes.
- Symbols, arrows and clear labels.

HOUR 3

Diagrams with Canva, Miro & AI

- Canva and Miro diagram templates.
- Asking AI to draft a diagram outline.
- Checking and correcting AI-generated steps.

HOUR 4 · PRACTICAL ACTIVITY

Storyboard & Content Workflow

- Storyboard a short video.
- Map the content workflow in diagrams.net.
- Add a concept map.

STRETCH GOAL

Ask AI for a shot list and improve it.

TOOLS

diagrams.net, Canva, Miro (optional), ChatGPT

HOME ASSIGNMENT · 2 HOURS

- Create a storyboard and production workflow.

EXPECTED OUTPUT

Storyboard + Workflow Map

DAY 11

MODULE 4 · CREATIVE CONTENT, PRODUCTIVITY & CAREER

AI Content Creation: Video, Voice & Music

4 HRS CLASSROOM · 2 HRS HOME

LEARNING OBJECTIVE Produce short educational Media, Communication & Design content using AI-assisted scripting, video, voice and music tools.

HOUR 1

Content Planning

- Audience and purpose of digital content.
- Scripts and storyboards with AI.
- Titles, captions and hooks.

HOUR 2

Video Creation & Editing

- Canva Video, Clipchamp and CapCut: trim, text, transitions, captions.
- Short AI clips with Google Flow or Kling AI (free tier).
- Combining stock footage and your own clips.

HOUR 3

AI Voice & Music

- ElevenLabs voiceover or self-recorded narration.
- Suno for jingles and background music.
- Usage rights, free-plan limits and labelling AI content.

HOUR 4 · PRACTICAL ACTIVITY

Short-Form Story Production

- Script, shoot and edit a 60-second reel.
- Add AI clips, voiceover and original Suno music, all disclosed.
- Add accurate captions.

STRETCH GOAL

Produce vertical and horizontal versions.

TOOLS

Canva Video, Clipchamp, CapCut, Google Flow / Kling AI, ElevenLabs, Suno, ChatGPT

HOME ASSIGNMENT · 2 HOURS

- Create a 60–90 second social video for a cause.

EXPECTED OUTPUT

Short-Form Video

DAY 12

MODULE 4 · CREATIVE CONTENT, PRODUCTIVITY & CAREER

Personal Productivity & Digital Organisation

4 HRS CLASSROOM · 2 HRS HOME

LEARNING OBJECTIVE Manage studies, tasks and resources with digital productivity tools.

HOUR 1

Personal Productivity

- Time management, goals and priorities.
- Daily, weekly and monthly planning.
- Breaking big tasks into steps.

HOUR 2

Notion & Trello

- Notion pages, databases and planners.
- Trello boards, cards and deadlines.
- Choosing the right tool for the job.

HOUR 3

Google Workspace Organisation

- Google Drive folders, naming and sharing.
- Google Calendar reminders.
- Google Keep for quick notes and checklists.

HOUR 4 · PRACTICAL ACTIVITY

Creator Workspace

- Build a Notion content hub and Trello production board.
- Organise assets in Drive.
- Plan one real week.

STRETCH GOAL

Use a Notion database with status and platform views.

TOOLS

Notion, Trello, Google Drive, Google Calendar, Google Keep, ChatGPT

HOME ASSIGNMENT · 2 HOURS

- Set up your workspace and run one week.

EXPECTED OUTPUT

Creator Workspace

DAY 13

MODULE 4 · CREATIVE CONTENT, PRODUCTIVITY & CAREER

AI as a Personal Learning & Language Assistant

4 HRS CLASSROOM · 2 HRS HOME

LEARNING OBJECTIVE Use AI to learn difficult Media, Communication & Design concepts, practise and communicate in multiple languages.

HOUR 1

AI as a Tutor

- Explanations at different difficulty levels.
- Examples, analogies and follow-up questions.
- Checking AI explanations against textbooks.

HOUR 2

Learning Through Practice

- Quizzes, practice questions and mock tests.
- Flashcards with Quizlet or NotebookLM.
- Revision schedules.

HOUR 3

Language Assistance

- Grammar, vocabulary and spoken practice.
- Google Translate and Bhashini for Indian languages.
- Checking translations, especially technical terms.

HOUR 4 · PRACTICAL ACTIVITY

Learn a Media Concept

- Pick a concept (agenda setting, semiotics, media law).
- Learn with AI and verify.
- Create 15 practice questions with answers.

STRETCH GOAL

Ask AI to debate you on the concept.

TOOLS

ChatGPT, Gemini, NotebookLM, Google Translate, Bhashini, Quizlet (optional)

HOME ASSIGNMENT · 2 HOURS

- Prepare a study kit with flashcards.

EXPECTED OUTPUT

Media Learning Toolkit

DAY 14

MODULE 4 · CREATIVE CONTENT, PRODUCTIVITY & CAREER

Career Readiness & Professional Identity

4 HRS CLASSROOM · 2 HRS HOME

LEARNING OBJECTIVE Use AI and digital tools for career planning, applications and a professional online presence.

HOUR 1

Career Opportunities

- Careers for Media, Communication & Design students: journalism, content creation, social media, design, video editing, PR.
- Identifying strengths and skill gaps.
- Reading real job descriptions.

HOUR 2

Resume & LinkedIn

- ATS-friendly resume structure; improving content with AI.
- Creating and improving a LinkedIn profile.
- Writing a short professional biography.

HOUR 3

Professional Communication & Portfolio

- Professional email in Gmail: subject, attachments, signature.
- Cover letters.
- A simple portfolio in Google Sites or Canva.

HOUR 4 · PRACTICAL ACTIVITY

Portfolio Review

- Analyse a real job posting for a journalist or designer.
- Mock interview with portfolio walk-through.
- Collect peer feedback and improve.

STRETCH GOAL

Tailor your resume to two postings.

TOOLS

ChatGPT, Gemini, Canva, Google Docs, Gmail, LinkedIn, Google Sites

HOME ASSIGNMENT · 2 HOURS

- Prepare a resume, LinkedIn and a Google Sites portfolio.

EXPECTED OUTPUT

Media Career Kit

DAY 15

MODULE 4 · CREATIVE CONTENT, PRODUCTIVITY & CAREER

Innovation Challenge & Final Project Planning

4 HRS CLASSROOM · 2 HRS HOME

LEARNING OBJECTIVE Identify a real Media, Communication & Design problem and plan a digital solution using the tools learned.

HOUR 1

Identifying Real Problems

- Observing problems in Media, Communication & Design and the community.
- Understanding the target audience.
- Choosing a problem worth solving.

HOUR 2

Idea Generation

- Brainstorming solutions with AI.
- Evaluating ideas for impact and effort.
- Defining objectives and users.

HOUR 3

Project Planning

- Choosing tools and deliverables.
- A realistic three-day plan.
- Project documentation and AI-use disclosure.

HOUR 4 · PRACTICAL ACTIVITY

Media Project Pitch

- Pitch a campaign or story project.
- Solution, audience and tools.
- Get instructor approval before Day 16.

STRETCH GOAL

Ask AI to find ethical risks in your plan.

TOOLS

ChatGPT, Gemini, Canva, Google Docs, Google Sheets, Notion

HOME ASSIGNMENT · 2 HOURS

- Write the project proposal with a three-day plan.

EXPECTED OUTPUT

Approved Project Blueprint

DAYS 16–18

Independent Project Development

Students work independently for three full days, applying everything learned to the project approved on Day 15.

DAY 16

8 HOURS · INDEPENDENT

Research & Project Foundation

Build the research foundation and prepare everything the project needs.

- Define the problem clearly and who benefits.
- Research with AI and credible Media, Communication & Design sources.
- Collect and verify information and references.
- Prepare the content structure and resources.
- Organise materials in Drive.

DELIVERABLES

- Research document
- Verified references
- Content outline
- Resource folder
- Updated plan

DAY 17

8 HOURS · INDEPENDENT

Project Creation & Development

Build the actual project with the AI and digital tools learned.

- Prepare the main content, documents and reports.
- Create graphics, posters or infographics.
- Prepare spreadsheets, charts or survey summaries.
- Create videos or presentations as needed.
- Combine components into one solution.

DELIVERABLES

- Main project output
- Supporting materials
- Visual resources
- Preliminary presentation

DAY 18

8 HOURS · INDEPENDENT

Testing, Refinement & Final Preparation

Improve the quality, accuracy and presentation of the project.

- Review content and verify every fact and figure.
- Fix spelling, grammar and formatting.
- Improve design; check all links and media.
- Complete documentation and AI-use disclosure.
- Rehearse the final presentation.

DELIVERABLES

- Completed project
- Documentation
- Final presentation
- Demonstration plan

DAY 19 · 6 HOURS

Final Project Exhibition & Presentation

30 min	Welcome, registration and project setup
30 min	Project exhibition and gallery walk
3 hr 30 min	Individual presentations, demonstrations and Q&A
45 min	Evaluation and feedback
45 min	Recognition, certificates and closing ceremony

PRESENTATION FORMAT

Each student: 5 minutes explanation, 3 minutes demonstration, 2 minutes questions. For larger batches, run parallel evaluation panels.

Each Student Demonstrates

01 Problem statement and why it matters	**02** Research and verification	**03** Live demonstration
04 Tools used and why	**05** Responsible AI practices	**06** Learning outcomes

SECTION 3

Suggested Final Projects

Students select one Media, Communication & Design project. The flagship project is recommended; alternatives suit different interests.

PROJECT 01

AI-Assisted Digital Media Campaign

Flagship: strategy, visuals, script, video and jingle.

Deliverables: Strategy, creatives, video, infographics, music

PROJECT 02

Social Cause Awareness Campaign

A campaign for a social issue.

Deliverables: Posters, reels, content calendar

PROJECT 03

College Event Promotion Kit

Promote a college event.

Deliverables: Posters, teaser video, social posts

PROJECT 04

Fact-Checking Explainer Series

Explain how to verify viral content.

Deliverables: Three videos, guide, infographic

PROJECT 05

Local Business Brand Identity

A brand identity for a local business.

Deliverables: Logo concepts, brand kit, posters

PROJECT 06

Documentary Teaser

A teaser for a short documentary.

Deliverables: Script, storyboard, 90-second teaser

PROJECT 07

Podcast Pilot

A pilot episode on a local theme.

Deliverables: Episode, show notes, cover art

YOUR OWN IDEA

Propose Your Own

Students may propose an original project, subject to instructor approval on Day 15.

SECTION 4

Assessment & Evaluation

Classroom participation & practical activities	15%
Daily home assignments	20%
Project planning & development	15%
Final project quality & usefulness	35%
Final presentation & communication	15%
Total	**100%**

Final Project Evaluation Criteria

Relevance of the selected problem	Quality of research and verification	Effective use of AI tools	Effective use of general digital tools
Accuracy of facts and figures	Creativity and originality	Presentation and communication	

Tools Covered

Category	Tools	Category	Tools
AI Assistants	ChatGPT, Gemini, Claude	**Surveys**	Google Forms
Research	Google Search, Google Scholar, Perplexity, Google Lens	**Visual Thinking**	diagrams.net, Canva, Miro
Documents & PDF	NotebookLM, LightPDF, iLovePDF, Google Drive	**Video**	Canva Video, Clipchamp, CapCut, Google Flow / Kling AI
Writing	Google Docs (voice typing), MS Word, Grammarly	**Voice & Music**	ElevenLabs, Suno
Presentation	Canva, Gamma, Google Slides, PowerPoint	**Productivity**	Notion, Trello, Drive, Calendar, Keep
Design & AI Images	Canva AI, Gemini, Ideogram, remove.bg	**Language**	Google Translate, Bhashini, Quizlet
Free Images	Unsplash, Pexels, Pixabay	**Career**	LinkedIn, Gmail, Google Sites
Spreadsheets	Excel, Google Sheets	**Digital Safety**	Google Password Manager, 2-Step Verification

Tool selection can be adjusted for free-plan availability, institutional access and internet connectivity. No paid subscription should be compulsory for students.

SECTION 5

Expected Program Outcomes

After completing the 120-hour Foundation Track, students should be able to:

1	Use AI assistants confidently, responsibly and safely.
2	Find and verify Media, Communication & Design information independently.
3	Read and analyse long documents and manage PDFs.
4	Produce professional reports and presentations.
5	Design visuals and AI images with proper attribution.
6	Collect survey data and turn it into charts and insights.
7	Create short videos with AI voice and music.
8	Organise studies with productivity tools.
9	Prepare a professional resume, LinkedIn profile and portfolio.
10	Build a useful digital solution for a Media, Communication & Design problem.

Students who complete this Foundation Track continue to the **4th Year Advanced Track**, which builds on these tools with real Media, Communication & Design briefs, custom AI assistants, final-year project support and team projects for real clients.

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Learn AI. Create Boldly. Publish Responsibly.

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