Using AI to Generate Engaging Course Content

Exploring Educational Content, Creative Ideation, and Image Description

Your Presenters (by Chatty G)

Creating a Scenario with Custom GPTs

Leveraging AI to Enhance Learning and Engagement

Goal

- Starter Story
  - Fictious company
  - Characters
- New Topic Each week
  - Scenario
  - Assignments
  - Rubrics

First Steps

Fictional Company

Characters representing union and management

Company: TechTronic

Original

- Diverse cutting-edge technology company
- Dedicated workforce
- Automate processes

SME/ID Update

- Software company
- Diverse workforce
- Compensation structure, adopting new technologies and automating processes

Scenario Characters

ChatGPT Suggestions

Common Names & Nationalities:

- Marianne, Elliot, Grace, Alexander, Sophia

Vague profiles

- Years with company
- Current Position

SME/ID Updates

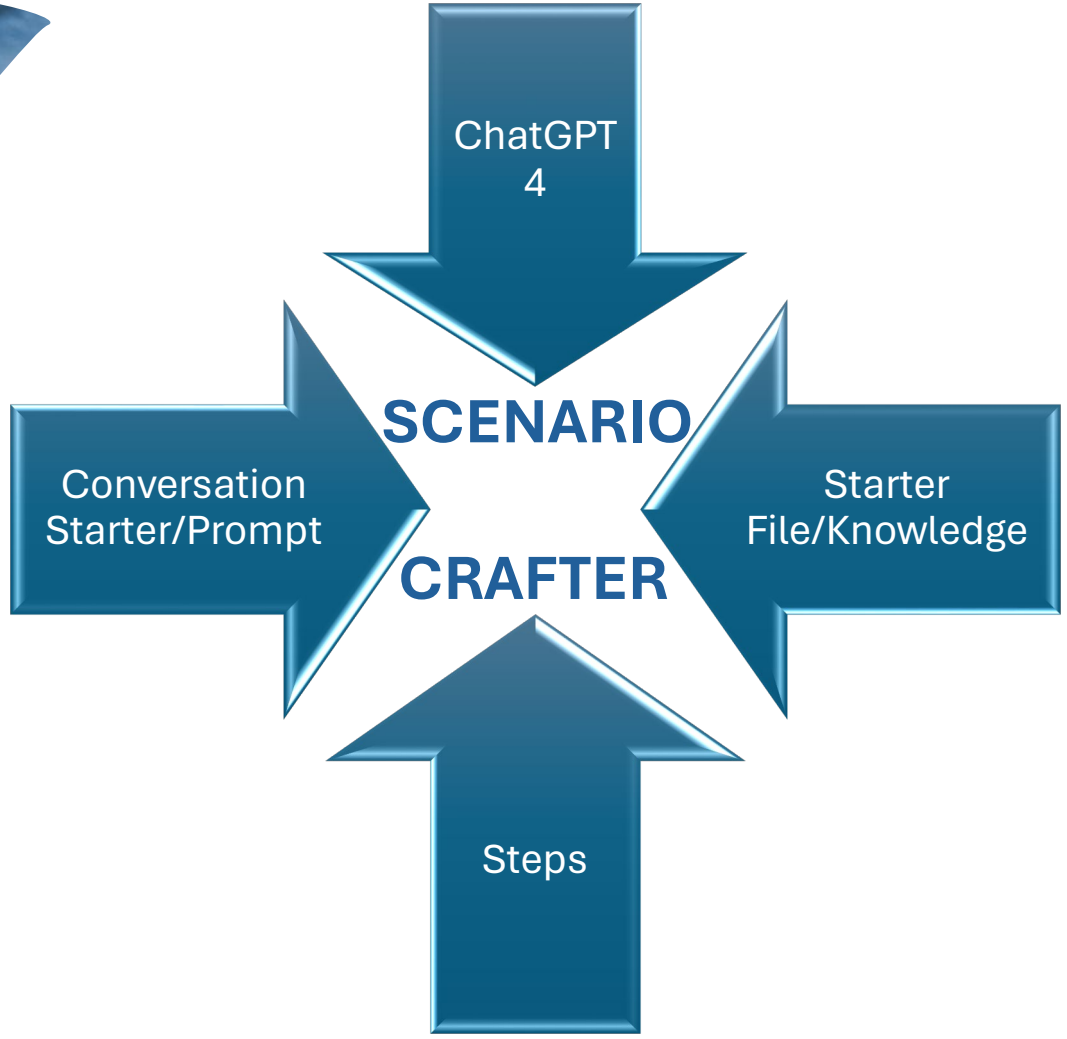
Diverse Names & Nationalities:

- Lola, Malik, Aisha, Aki, Kyda

In Depth Profiles

- Years with company
- Job Title
- Educational Background
- Professional Experience
- Area of Expertise
- Major Achievements

Designing the Custom GPT



Custom GPT Demo

Faculty Insights and Adjustments

Initial run of the course set for this fall.

Authentic assignment prepare students for real world.

Potential adjustments and enhancements post-course review.

Impact AI

- Foundation to Start Creating
- Story evolved throughout the semester
- Improved Efficiency
  - Suggested Assignments
  - Rubric

Introduction to AI Imagery

- Trained on millions of images to learn patterns and features.
- Neural Network refers to a machine learning that recognizes patterns/layers like the human brain.
- Training technique is like diffusion where random images are created from 'noise' (which is why it cannot spell!)

PROMPT:

Create an image of a visual learner

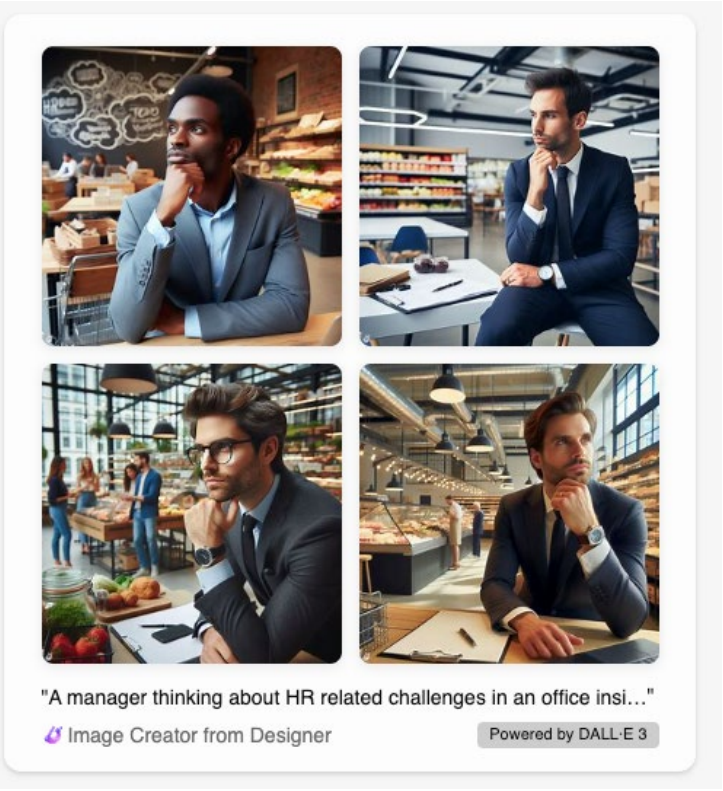
DALL·E 3

Copilot | Designer

OpenAI

First attempt with Adobe Stock Photos:

We couldn't find any search results for *diverse hr manager in a grocery store*

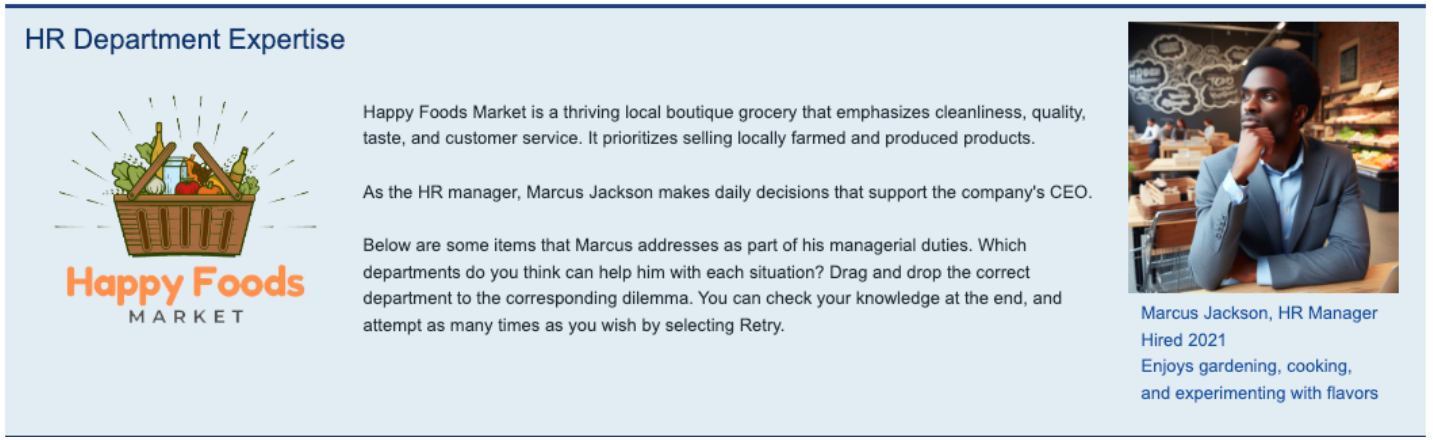


PROMPT: *Create an image of a diverse HR manager in an upscale grocery store contemplating decisions*

CoPilot and Chat GPT delivered

Winner

Used for banner over interactive exercise.



Sometimes, it’s the details

- Simple Addition
- Timesaver

Creative Ideation Using AI

ORIGINAL → GENDER → EXPRESSION

Sexual Harassment Scenario

Final Product

Supplemental graphics (details)

Create a logo for a company called "Global Robot"

Create a "thought prompt" icon

Create a corporate umbrella

Working with SME/Faculty/Client

- Conversation starter for Economics for Business
  - Double Entry Bookkeeping
  - Fundamental Accounting Model
  - Valuing Bonds Payable
- Images = busy, confusing, spelling errors
- Asked AI
- Answer: charts, metaphors, infographics

EXHIBIT A

PROMPT:

"Create an image to represent investments in securities."

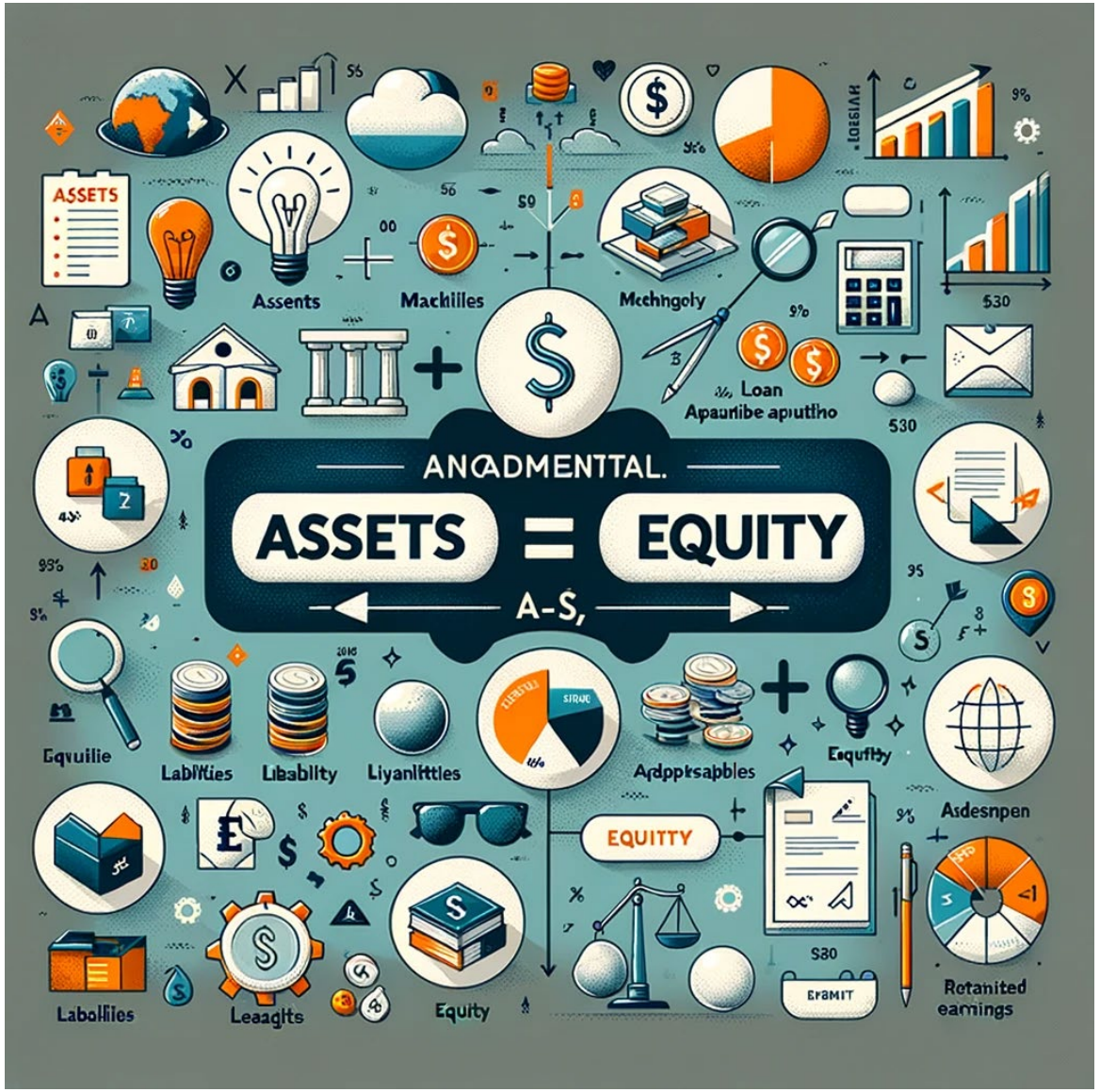
EXHIBIT B

PROMPT:

1. Describe the fundamental accounting model as if I were a new student in accounting

...

2. can you create an image to complement the information you provided



KJ

You

Can you create infographics

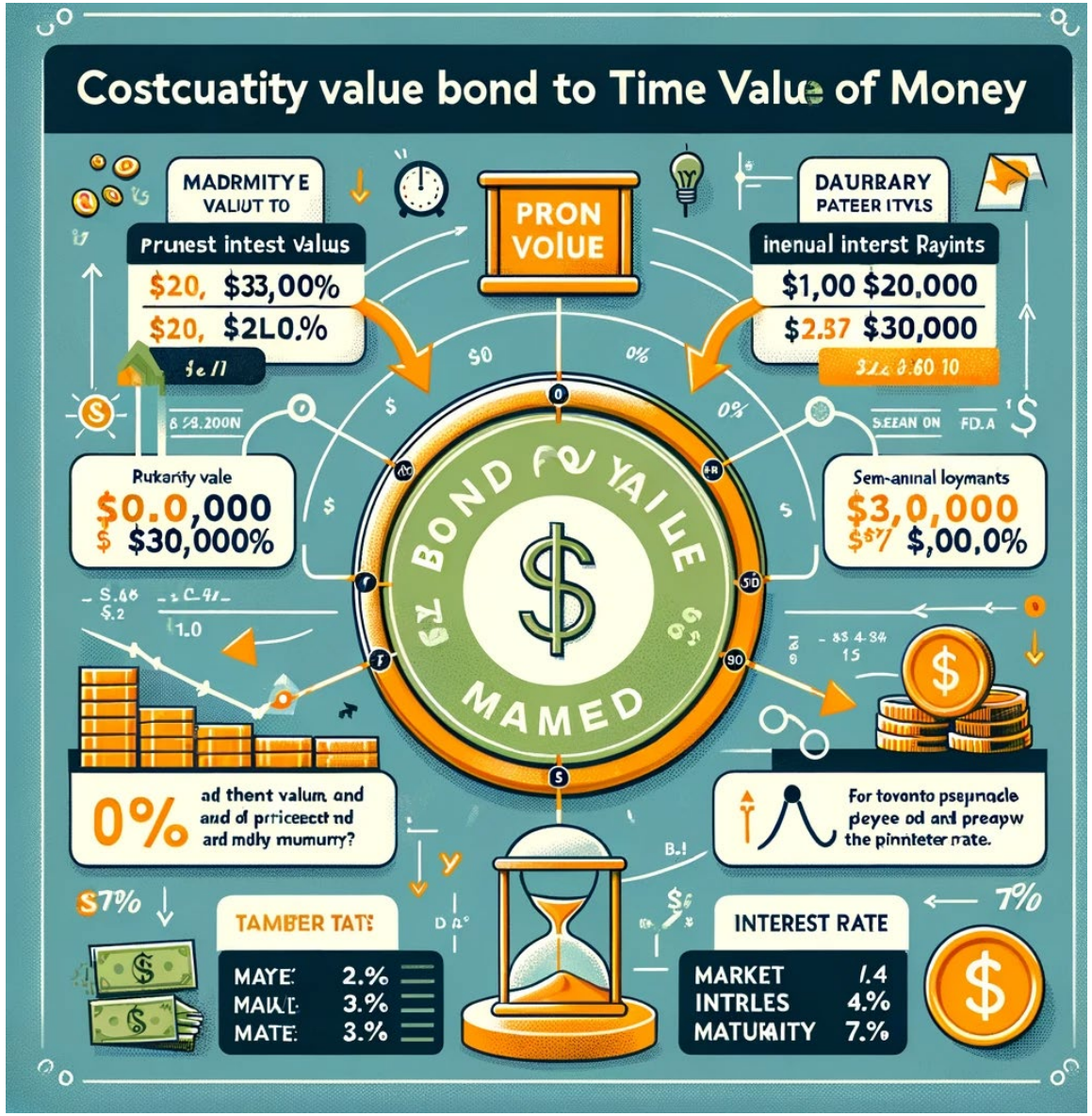
ChatGPT

Yes, I can create infographics based on the information or data you provide. Just let me know what topic, data points, or concepts you'd like the infographic to cover, along with any specific design preferences or elements you'd like included, and I can create a visual representation for you.

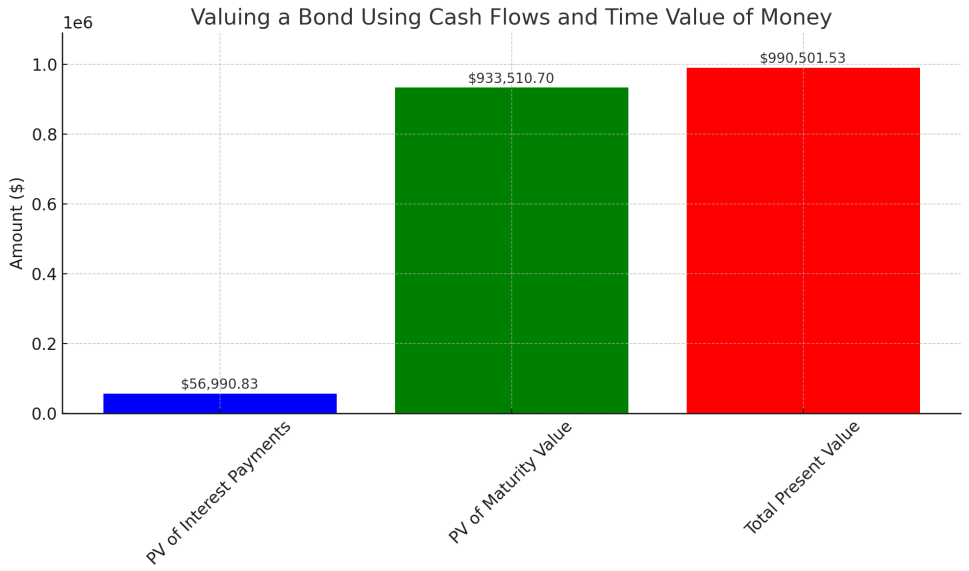
EXHIBIT C

PROMPT:

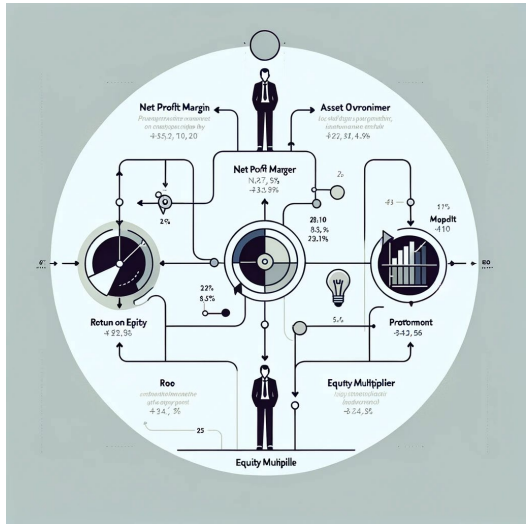
"Create an infographic about valuing bonds payable using cash flows and the time value of money: maturity value is $1 million, interest is $30,000 as of June 30 and December 31, and a market interest rate of 7%.



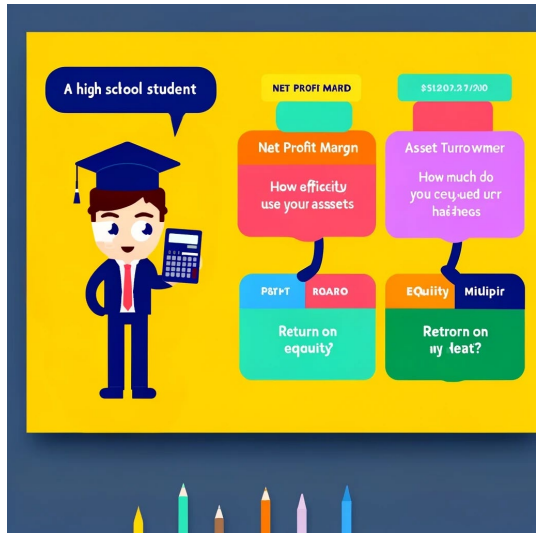
SO WE KEPT TRYING....AND ASKING QUESTIONS.



Create a chart about valuing bonds payable using cash flows and the time value of money: maturity value is $1 million, interest is $30,000 as of June 30 and December 31, and a market interest rate of 7%.



Graphic of the Dupont Model



Graphic of the Dupont Model that a high school student would understand.

Additional Benefits

- AI creates alt text
- ~~May~~ Will require editing
- Good descriptors are used

ALT: DuPont Analysis Model focusing on the three key components: Net Profit Margin, Asset Turnover, and Equity Multiplier, and their collective influence on Return on Equity (ROE).

AI imagery is transforming education, creative industries, and digital management:

- more realistic AI-generated images
- ethical AI use
- development of AI systems that can interpret emotional cues in images.

*Major updates are happening every couple of months (according to AI).

Let’s Play!
A simple prompt: subject --> action-->outcome

- AI walks into a bar….

Future Applications of AI

Exploring further integration of AI into diverse educational fields.

Potential for scaling up the custom GPT approach across other disciplines.

Continuous improvement based on technological advancements and feedback.

Questions

Lisa Byrnes

Kate Morgan

Penny
Ralston-Berg

SCAN ME

https://bit.ly/psuai

What were we trying to achieve?

Labor Relations course

Objective: To integrate a custom GPT to create weekly assignments on diverse topics.