

MKT561 Content Creation and Storytelling with Generative AIs

Level: 5

Credit Units: 2.5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

MKT561 Content Creation and Storytelling with Generative AIs aims to provide a comprehensive understanding on the emerging field of generative AIs (e.g. ChatGPT, MidJourney, and etc). Students will learn the role of visual storytelling in communicating complex ideas and its applications for the purpose of rolling out digital marketing initiatives. It will be an exploration on the principles of design, visual storytelling, and the use of generative AIs. It aims to develop skills in creating dynamic visual narratives using these tools to engage, inform and inspire the targeted audience. The students will also gain knowledge and understanding of cutting-edge tools for creating compelling narratives and a range of visual designs, including animations, videos, graphics, and interactive media.

Upon completion of the module, students will be equipped with the skills and knowledge to apply generative AI tools in creating impactful visual designs and stories for the purpose of running digital marketing campaigns. The module will also cover the ethical and social implications of AI-generated content and its impact on the digital marketing industry.

Topics:

- Principles of design: color, shape, composition, balance, and hierarchy
- Visual storytelling: elements, structure, and narrative
- Customer journey for UIUX and User Story Mapping
- Introducing theoretical frameworks for AIs and Human-Computer Interaction in design context
- Basic principles of generative AIs and their applications in design and storytelling
- Examples of generative AI tools and platforms for visual design and storytelling
- Combining design principles and generative AI tools to create engaging visual narratives
- Techniques for incorporating interactivity and user feedback into generative AI designs
- Analysing real-world examples of generative AI tools and designs in visual storytelling
- Developing and presenting a project that incorporates generative AI tools into visual design and storytelling
- Issues surrounding ownership and authorship of generative AI-generated designs
- The impact of generative AI tools on the creative process and professional practice

Learning Outcome:

- Understand the principles of design and visual storytelling and the basics of generative AIs.
- Evaluate the effectiveness of different generative AI tools for visual storytelling
- Create dynamic visual narratives using generative AIs
- Appraise how visual storytelling and persuasive communication can be applied effectively in the world of digital marketing by developing a complete digital marketing campaign using AI tools
- Improve written and oral communication skills
- Apply storytelling techniques and customer journey designing such as narrative structure, character development, and user story mapping.

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-CLASS QUIZ 1	10
	GROUP BASED ASSIGNMENT 1	25
	PARTICIPATION 1	15
Overall Examinable Components	ECA	50
Total		100

*The information listed is subject to review and change.