

Generative AI Image

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Communication

PROCMN 510 Digital Media Skills

Graduate professional program

Learning Outcomes

- Apply visual communication principles to creating an image
- Practice using a generative AI software tool
- Analyze professional, ethical and aesthetic norms around using generative AI in public communication

Context

This assignment is designed for a cohort of early- to midcareer professionals in an online master's program. It takes place in Week 8 of the quarter, and students have one week to complete the activity.

In Week 3, students read about principles of high-quality visual communication, provide examples to a discussion board and practice using Photoshop to create and edit their own images.

To prepare for this AI assignment, students read about the business uses and ethical implications of generative AI, discuss any guidelines their workplaces have around AI usage, and propose their own guidelines.

This assignment allows students to compare what they can create with the help of generative AI with what they produced on their own. The students assess the quality of their AI creation and discuss what guardrails or guidelines might exist around using such an image in their workplace.

Students are instructed to use a program such as DALL-E 3, available through Bing or ChatGPT Plus; Adobe Firefly, accessible through Adobe Photoshop; or Midjourney.

Here's a synopsis of the instructions for the final project where this image can be used:

As a team, you will produce an event or campaign plan aimed at an external audience and record a presentation about your plan. You'll be evaluated based on the overall execution of the project and your individual contributions.

What you'll do:

Create a 4- to 5-page written document explaining your event or campaign goal and key performance indicators, target audience, an event description with suggested speakers and/or activities, and media plan. See details below.

Create and edit a social media post that incorporates a short video.

Submit a copy of your slides to D2L before your presentation.

Record a 15-minute presentation about your event plan and submit the recording to D2L.

Submit individual evaluations on your team's collaboration to D2L.

Activity

Instructions for students:

Use a generative AI program to create an image related to the theme of your final project. **This is an individual assignment; each group member will submit their own image.**

I recommend using one of the following programs:

- DALL-E 3, accessible through [Bing](#) (free) or [ChatGPT Plus](#) (paid)
- Adobe Firefly, accessible through Adobe Photoshop (included with course tuition)
- [Midjourney](#) (free)

Submit your assignment to D2L as an image file.

In the description box in D2L Submissions, include a response of 100-200 words addressing the following questions:

- How does your image relate to your final project?
- What prompts did you use? List them exactly. You will want to try refining your initial prompt by giving the software feedback on its outputs.
- What did you learn from this process?
- What did you like about this process? What did you not like about it?

Rubric for instructors:

Generative AI Image

Criteria	Excellent	Proficient	Developing	Needs Attention	Criterion Score
Clarity of Concept	20 points Demonstrates a clear, innovative, and well-defined concept that aligns with the goals of the final project.	16 points The image has a clear concept, with minor elements of innovation. It generally relates to the final project.	14 points The concept is somewhat vague or generic. It may lack an obvious connection to the final project.	12 points The image does not convey a coherent message or idea.	/ 20
Technical Proficiency	20 points The image shows careful use of the AI tool, such as refining through multiple prompts. The image is of high quality with no artifacts (such as incorrect hands).	16 points You used the AI tool effectively. There may be minor artifacts or imperfections in the image.	14 points You relied on basic features of the AI tool. There may be noticeable artifacts in the image.	12 points You showed limited use of the AI tool capabilities. The image may have significant artifacts or quality issues.	/ 20
Documentation & Reflection	10 points You provide thorough documentation detailing the AI process, choices made and thoughtful reflection.	8 points You provide good documentation with some reflection on the process and choices.	7 points You provide basic documentation. You offer limited reflection on the AI process or outcomes.	6 points You provide minimal or no documentation. There is no reflection on the process or understanding of the results.	/ 10

Total

/ 50

Reflection

- Students in this professional master's program are experimenting with generative AI as individuals and at work, but most said they have few official rules at their workplaces about how to use the software. The assignment is designed to help them consider the potential and limitations of generative AI, and to provide their own recommendations for what boundaries their employers should set.
- As a group, students enjoyed seeing how their output improved as they refined their prompts. Several students produced many iterations to tailor the image exactly to their preferences. The quality of the images produced was similar to or higher than the images they created through Photoshop, in part because the generative AI software implicitly incorporates recommended visual-design principles.
- Most students incorporated their generative AI images into their final group projects, rather than creating their own images. However, some noted that it was unclear about whether their employers would allow the use of such images for advertising or public relations.
- One student was concerned about needing to create an account with any of the available image-creation programs, citing privacy reasons. The student resolved the problem by finding a comparable browser-based tool that did not require a

login. As generative AI tools are further incorporated into software that people use daily for work, this may become less of an issue.