TEACHING AI THROUGH DIGITAL CREATION

The goal of this program is to introduce students to the fundamental concepts of artificial intelligence (AI) and generative AI, with a focus on practical use in creating digital content. All elements are drawn from the forum of the French MOOC "Artificial intelligence for and by teachers" – visited on 01/07/2025.

TOOLS THAT CAN BE USED

- ChatGPT Use: Create textual content, generate ideas for product sheets, create dialogues for marketing campaigns.
- DALL·E Use: Generate images from text for visual supports such as product sheets, advertisements, etc.
- WordPress with AI Use: Build a website while integrating AI-generated elements (texts, images).
- Canva Use: Create visuals for websites, marketing materials, and product sheets.

LEARNING OBJECTIVES

- Learn to use AI to create textual and visual content suitable for professional projects.
- Acquire an understanding of the ethical issues related to AI use in commerce and communication.
- Develop practical skills in digital content creation, especially for building a functional website with WordPress.

IMPLEMENTATION

Pedagogical situation	Resource	Activity
Introduction to AI and generative AI	Article on the environmental impact of digital technology	- Introduction to AI basics, especially generative AI (ChatGPT and DALL·E) - Discussion on ethics and responsibility in professional AI use
Creating texts and visuals with AI	ChatGPT, DALL·E, Canva	- Students learn to write product sheets using ChatGPT and generate visuals via DALL·E

Pedagogical situation	Resource	Activity
		- Discussion: Which types of content are most effective in marketing campaigns? How can AI help produce content quickly and effectively? - Introduction to Canva for editing visuals and integrating AI-generated elements
Website creation	WordPress, ChatGPT, DALL·E, Canva	- Students create a website with WordPress, integrating ChatGPT texts, DALL·E images, and Canva visuals - Discussion: Best practices for integrating AI in website creation; making content attractive and professional - Training in AI tools to improve website ergonomics and accessibility
Conclusion and project presentation	Websites created by students	- Students present their websites, product sheets, and AI-generated visuals - Final discussion: How AI facilitated their work, challenges faced, and how they perceive AI in future professional careers