

# Using AI to Generate Engaging Course Content

Exploring Educational Content, Creative  
Ideation, and Image Description



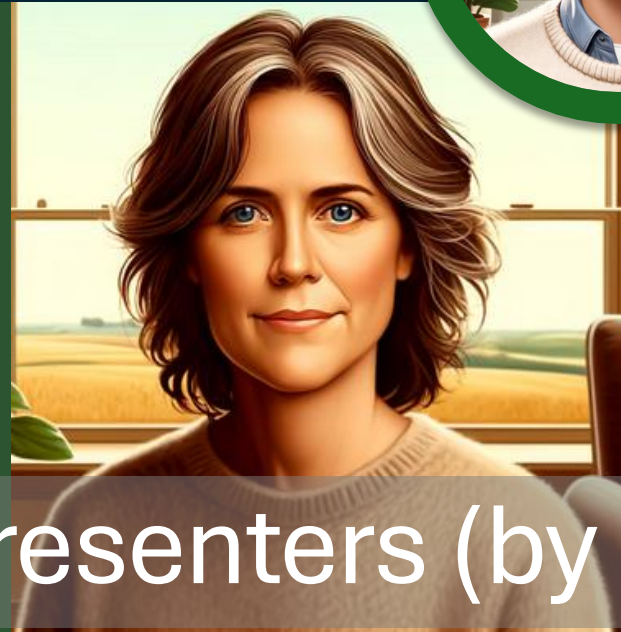




Lisa Byrnes



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Your Presenters (by Chatty G)

# Creating a Scenario with Custom GPTs

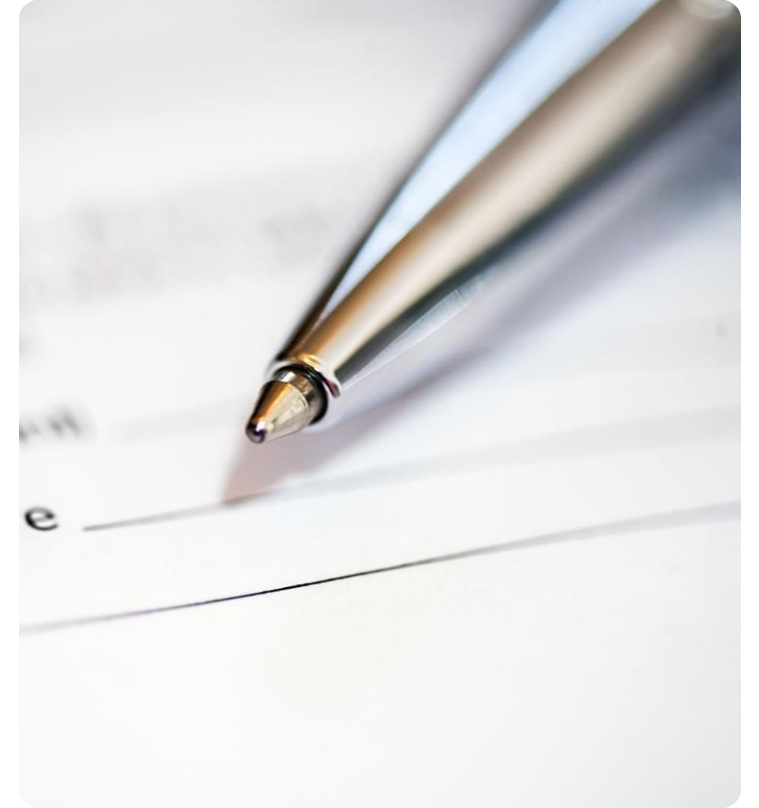
Leveraging AI to Enhance  
Learning and Engagement





# Goal

- **Starter Story (*Chat GPT4*)**
  - Fictitious company
  - Characters
- **Scenario with New Topic (*Custom GPT*)**
  - Storyline continued each week
  - Same Characters
  - Assignments
  - Rubrics

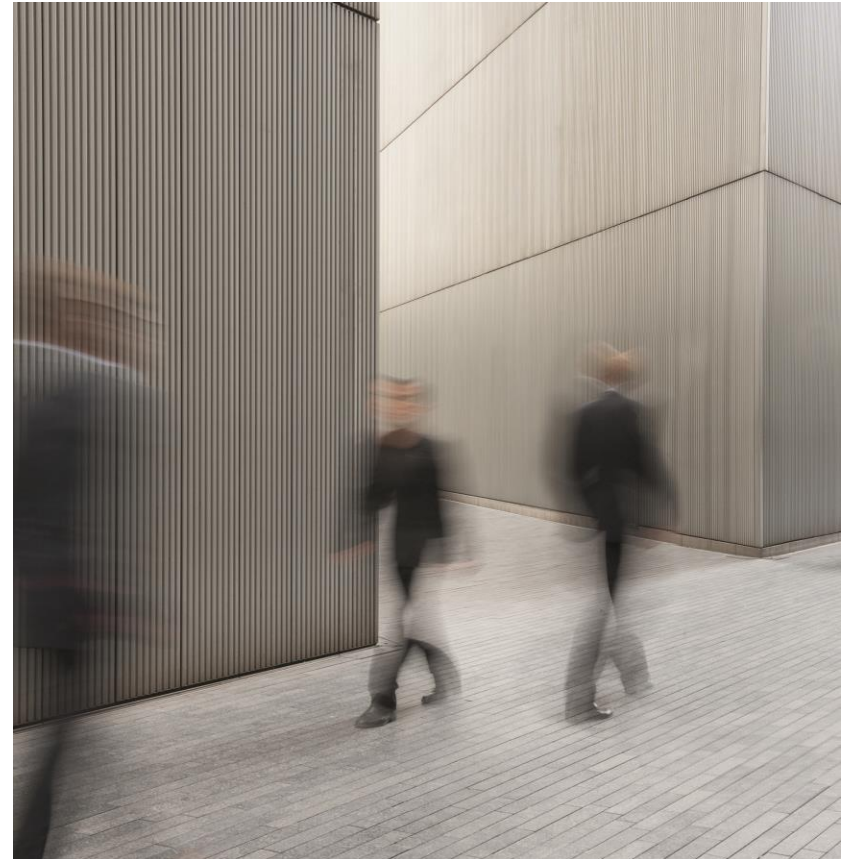


# First Steps

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Fictional Company

Characters representing  
union and management



# Company: TechTronic

## Original



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

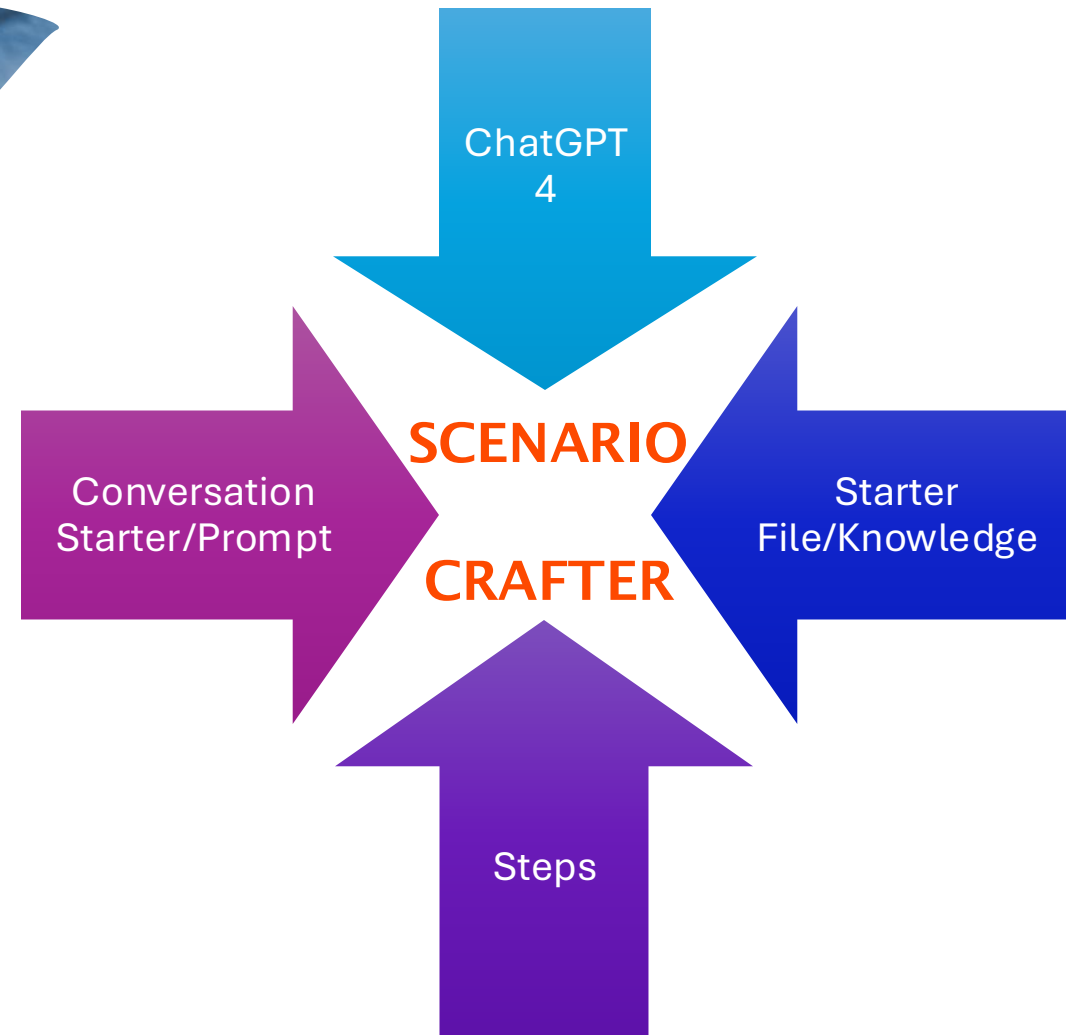
### Diverse Names & Nationalities:

- 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

Course is currently  
in session

Authentic  
assignment  
prepares students  
for real world.

Updates and  
enhancements  
post-course  
review.



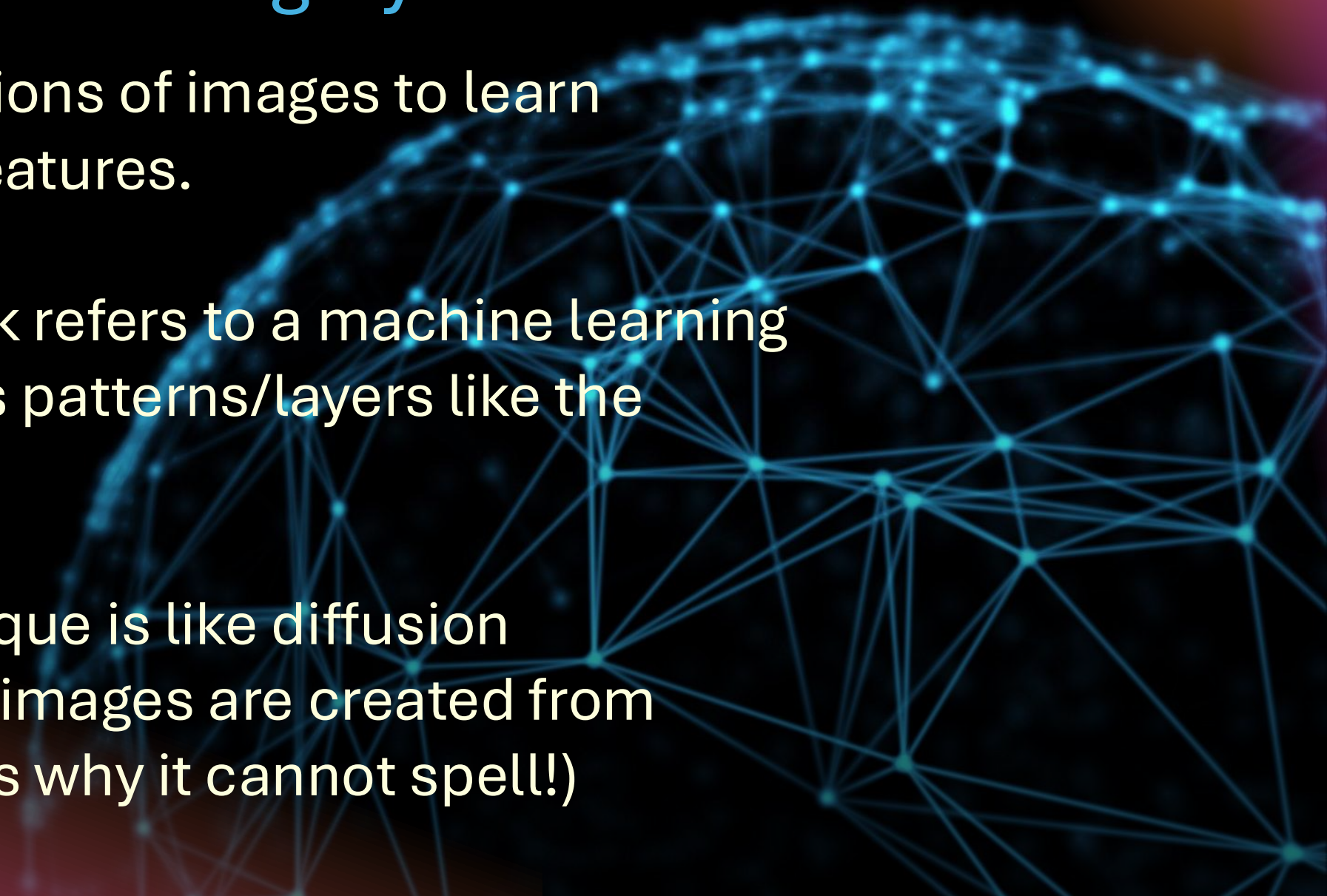
# Impact of AI

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



# 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*

# DALLE 3

Copilot | Designer

OpenAI

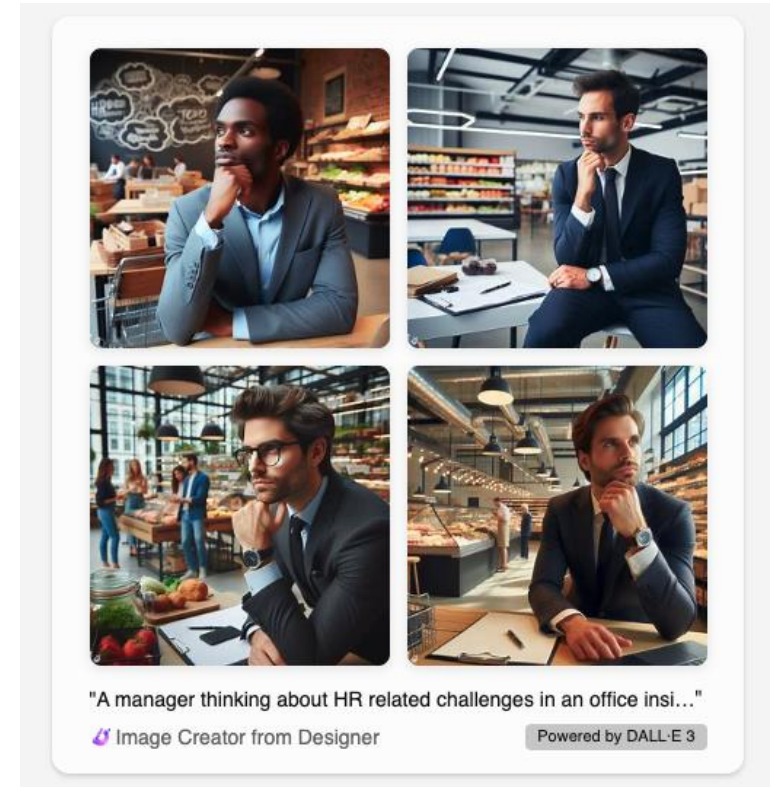


DALLE-3  
(ChatGPT4)

# 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.

#### HR Department Expertise



Happy Foods Market is a thriving local boutique grocery that emphasizes cleanliness, quality, taste, and customer service. It prioritizes selling locally farmed and produced products.

As the HR manager, Marcus Jackson makes daily decisions that support the company's CEO.

Below are some items that Marcus addresses as part of his managerial duties. Which departments do you think can help him with each situation? Drag and drop the correct department to the corresponding dilemma. You can check your knowledge at the end, and attempt as many times as you wish by selecting Retry.



Marcus Jackson, HR Manager  
Hired 2021  
Enjoys gardening, cooking,  
and experimenting with flavors

## Sometimes, it's the details

- Simple Addition
- Timesaver



# Creative Ideation Using AI



ORIGINAL



GENDER



EXPRESSION

## Sexual Harassment Scenario





**Final Product**



Create a logo for a company called "Global Robot"

# Supplemental graphics (details)

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

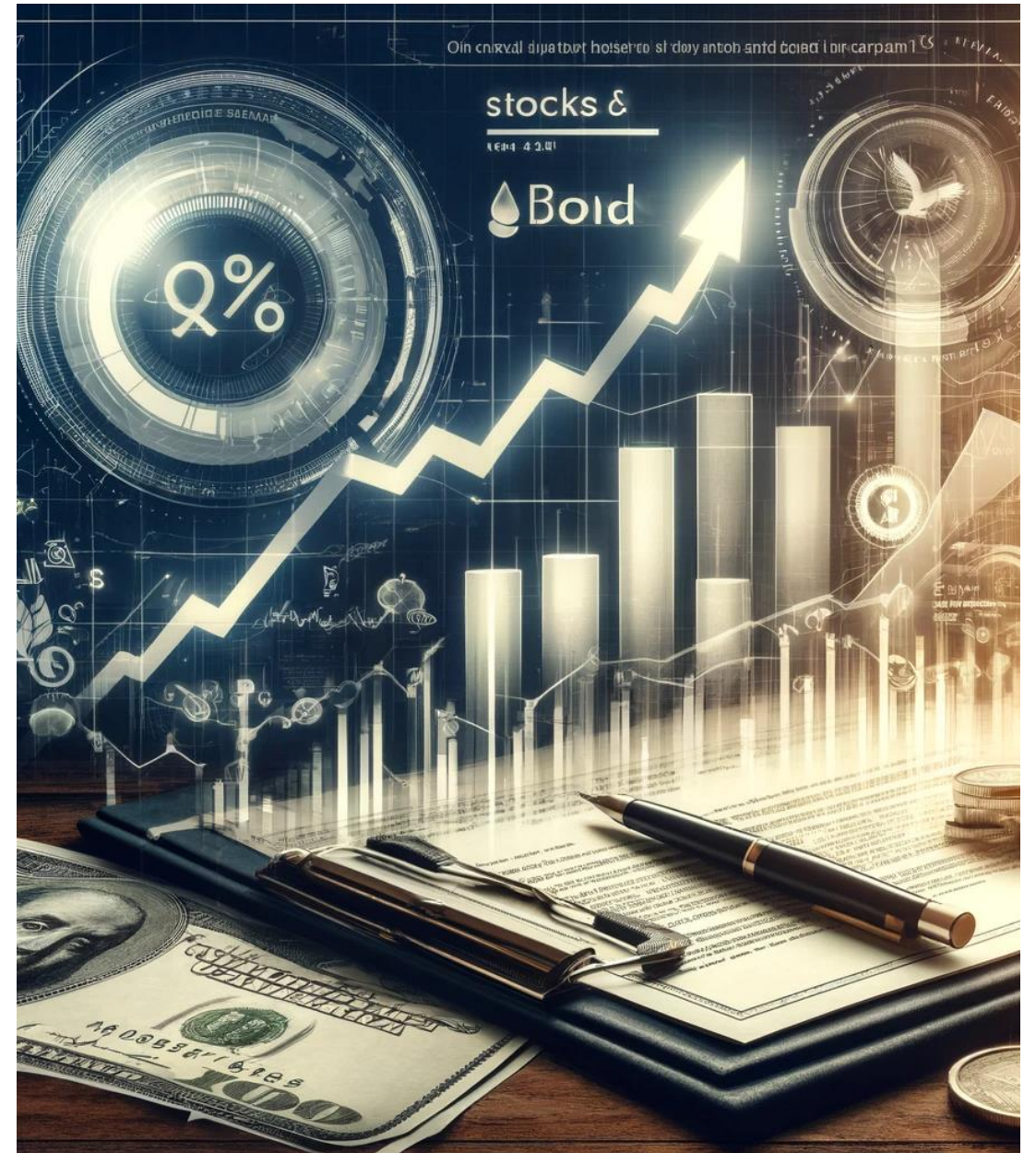




# EXHIBIT A

PROMPT:

"Create an image to represent investments in securities."





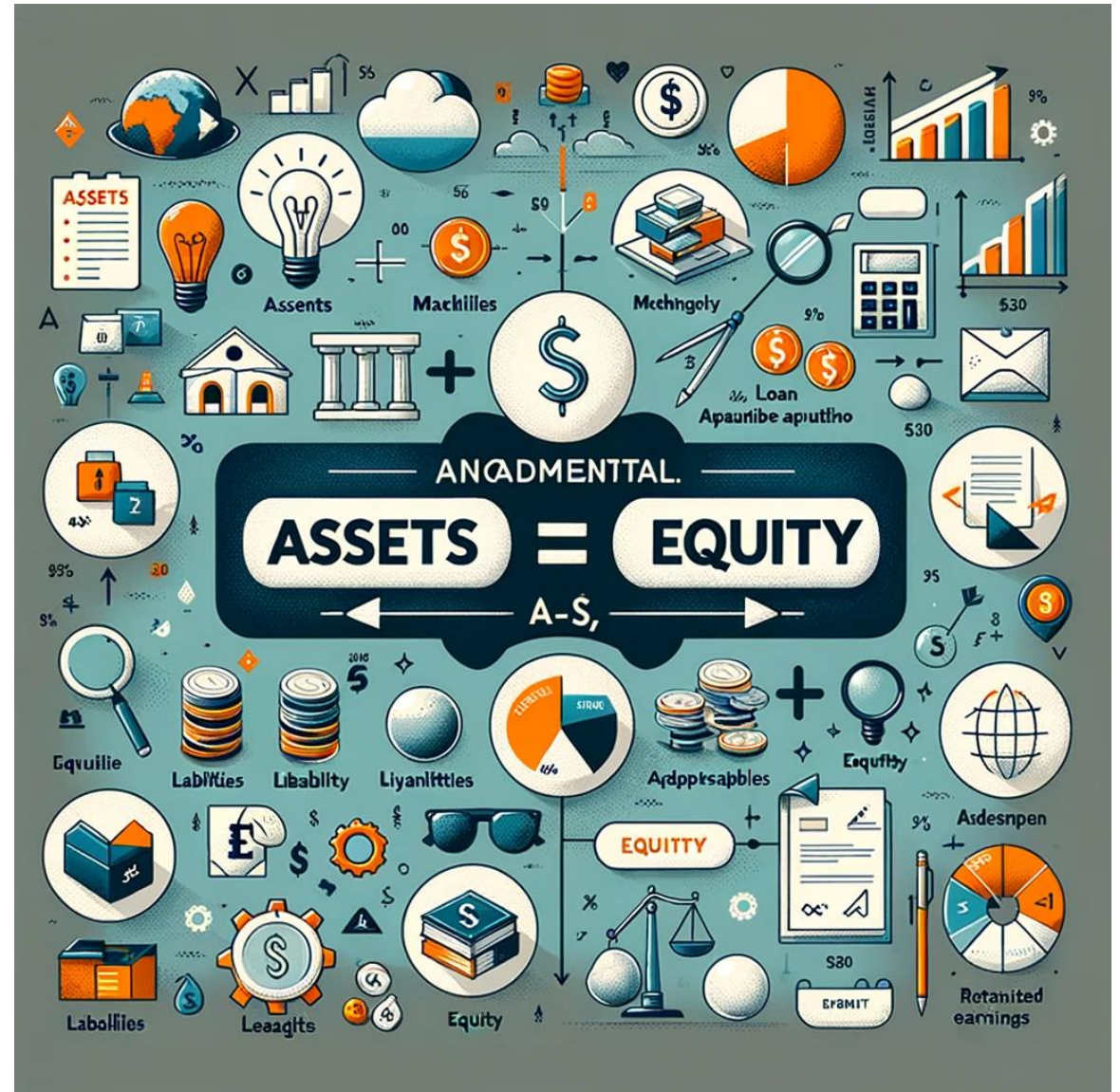
# EXHIBIT B

## 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





**You**

Can you create infographics



**ChatGPT**

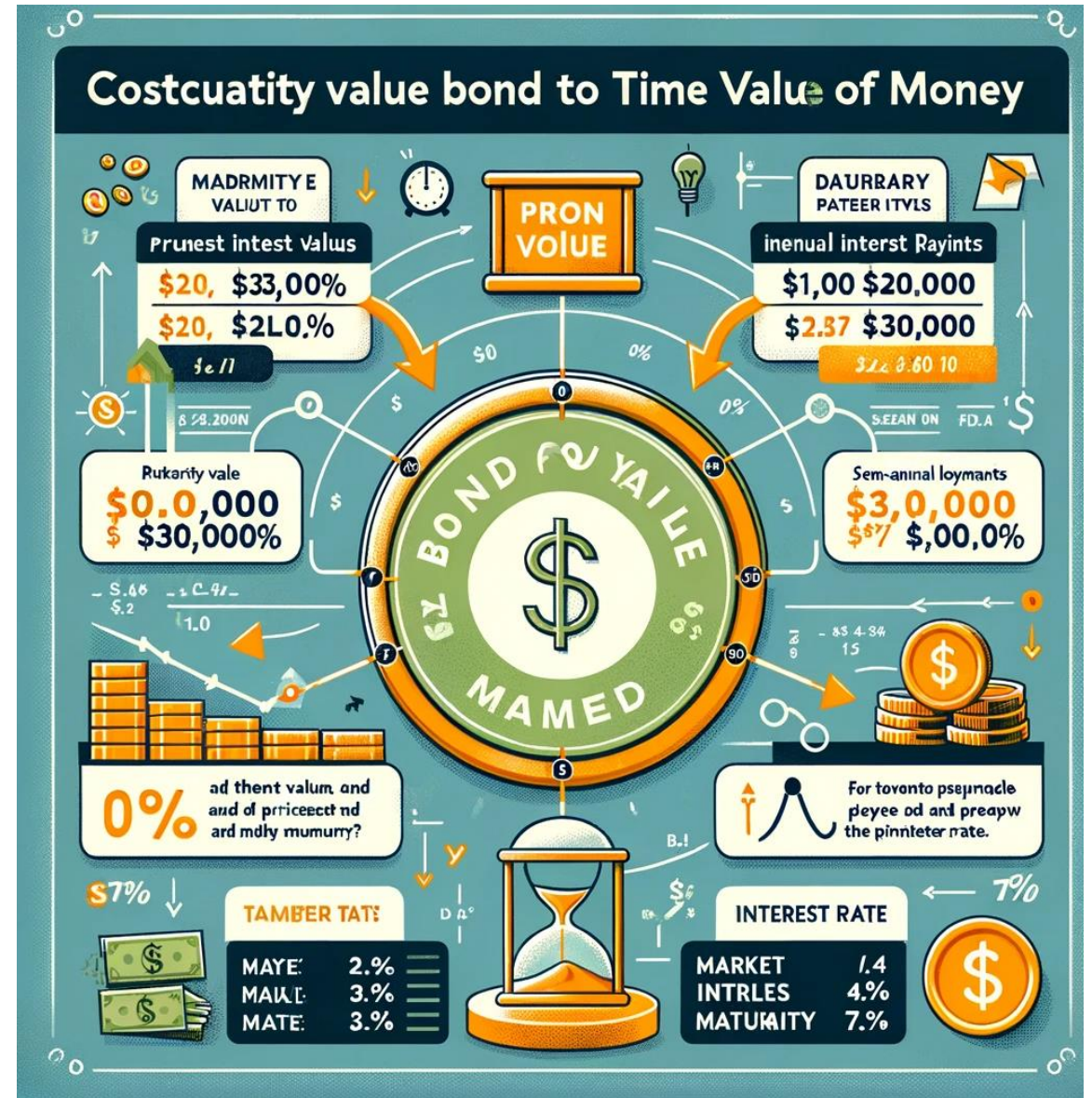
Yes, I can create infographics based on the information or data you provide. Just let me know what topic, data points, or concepts you'd like the infographic to cover, along with any specific design preferences or elements you'd like included, and I can create a visual representation for you.



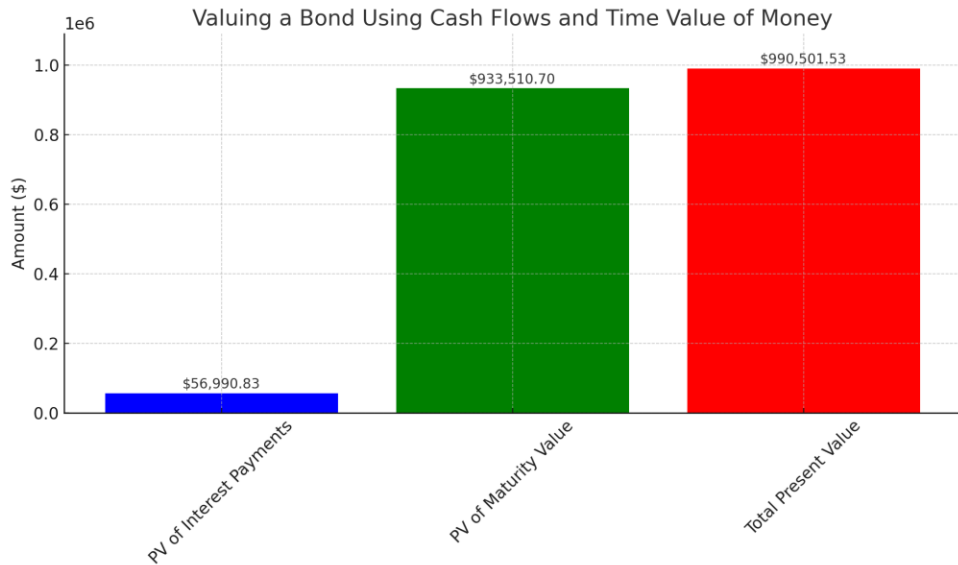
# EXHIBIT C

## PROMPT:

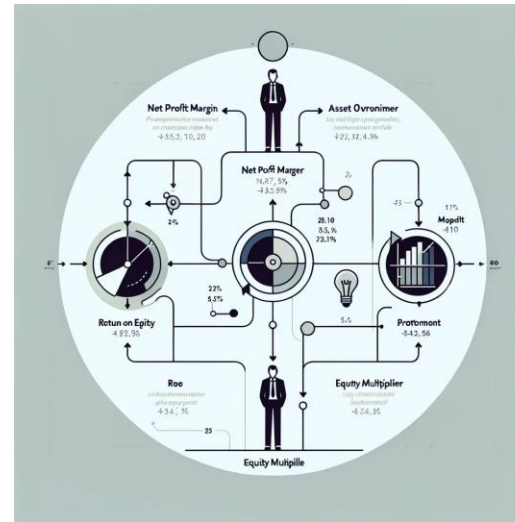
"Create an infographic about valuing bonds payable using cash flows and the time value of money: maturity value is \$1 million, interest is \$30,000 as of June 30 and December 31, and a market interest rate of 7%.



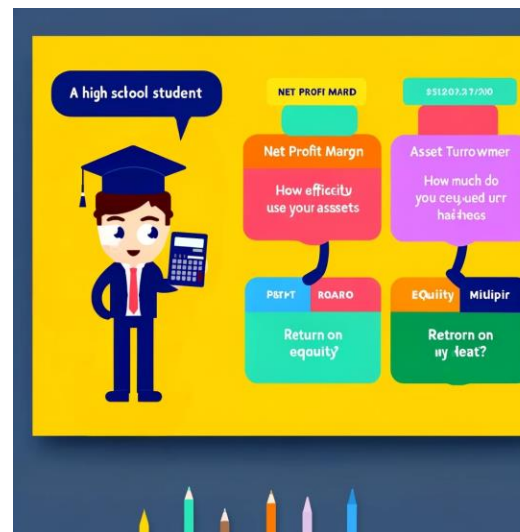
# SO WE KEPT TRYING...AND ASKING QUESTIONS.



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
- Good descriptors are used

\*~~May~~ ***Will require editing***

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
- 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>

