



Poke the Bear

AI & CREATIVITY: EMBRACING AI IN THE CREATIVE CLASSROOM
GLOBAL EDUCATOR SUMMIT '23

Hello!



TOM ESLINGER
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LARRY MINSKY
PROFESSOR,
GRADUATE DIRECTOR



PEG MURPHY
ASSOCIATE PROFESSOR,
INCOMING CHAIR





“ARTIFICIAL INTELLIGENCE WON’T REPLACE WRITERS, BUT WRITERS WHO USE AI WILL REPLACE WRITERS WHO DON’T.”

PAUL ROETZER, FOUNDER & CEO, MARKETING AI INSTITUTE



**THE SAME GOES FOR ADS & DESIGNERS
(AND COMMUNICATION STRATEGISTS).**



GNASHING OF TEETH...FOR SOME

AI is Disrupting Higher Education — Will Traditional Colleges Survive?

These Schools and Colleges Have Banned Chat GPT and Similar AI Tools

Schools look to ban ChatGPT, students use it anyway

Suspicion, Cheating and Bans: A.I. Hits America's Schools
 The Daily
 Daily News

AI is coming to schools, and if we're not careful, so will its biases

Really Bad AI Anxiety - College Freshman

ChatGPT sends shockwaves across college campuses





THE ACADEMY & A.I.

Artificial intelligence: the creative edge

RSA
ROYAL SOCIETY OF ARTS

California professors test out AI in the classroom, even as cheating debate continues

CAL MATTERS

TECHNOLOGY

ChatGPT and AI Text Generators: Should Academia Adapt or Resist?

Harvard
Business
Publishing
Education

AI Writing Detection: A Losing Battle Worth Fighting

INSIDE
HIGHER ED

Professors Propose Innovative Course That Utilizes Artificial Intelligence to Overcome Common Barriers to Creativity

LEHIGH
UNIVERSITY

An Art Professor Says A.I. Is the Future. It's the Students Who Need Convincing.

The New York Times



THE INDUSTRY'S CONCERNS AND ETHICS

GENERATIVE AI—HOW TO CREATE DIVERSE, INCLUSIVE AND LEGAL CONTENT

Generic language input often leads to output that doesn't accurately depict modern society

AGENCIES USING AI SHOULD GET ADVERTISERS' PERMISSION, ANA SAYS

Marketers have shown concern over AI in the face of a lack of regulation

AI WILL REPLACE OVER 30,000 AD AGENCY JOBS, REPORT SAYS—HERE ARE THE ROLES MOST AT RISK

New data from Forrester Research predicts smaller yet more productive agencies

By [Asa Hiken](#). Published on June 16, 2023.

ADVERTISERS HUNGRY FOR AI MAY BE TO BLAME FOR ITS INCREASED RISKS

As agencies rush to launch AI products, the potential for legal and social ramifications is only growing

AI AND AD BIAS—HOW BRANDS CAN DEVELOP ETHICAL FRAMEWORKS

9 ways to address accountability, transparency and fairness



INDUSTRY BREAKTHROUGH?

AI MAKES ME HOPEFUL, NOT FEARFUL, BECAUSE IT DOESN'T
GIVE ME THE ANSWER.

IT DOES, HOWEVER, HELP ME AND MY TEAM ARRIVE FASTER
AT PROVOCATIONS WE CAN THEN INTERROGATE AND
EXPLORE TO GET AT OUR ANSWER—IT FREES OUR MINDS TO
DO THE REAL CREATIVE WORK.

AI IS THE BREAKTHROUGH OF OUR TIME, IF NOT OF ALL TIME,
AND WE'D BE BAD PARTNERS IF WE DEPRIVED CLIENTS OF ITS
PROMISE.

FURA JOHANNESDOTTIR
GLOBAL CCO, HUGE @ CANNES LIONS 2023 & D&AD 2023





**SO WE GAVE THEM
A SIMPLE PROMPT.**



Join SoFi  in changing the face of finance.

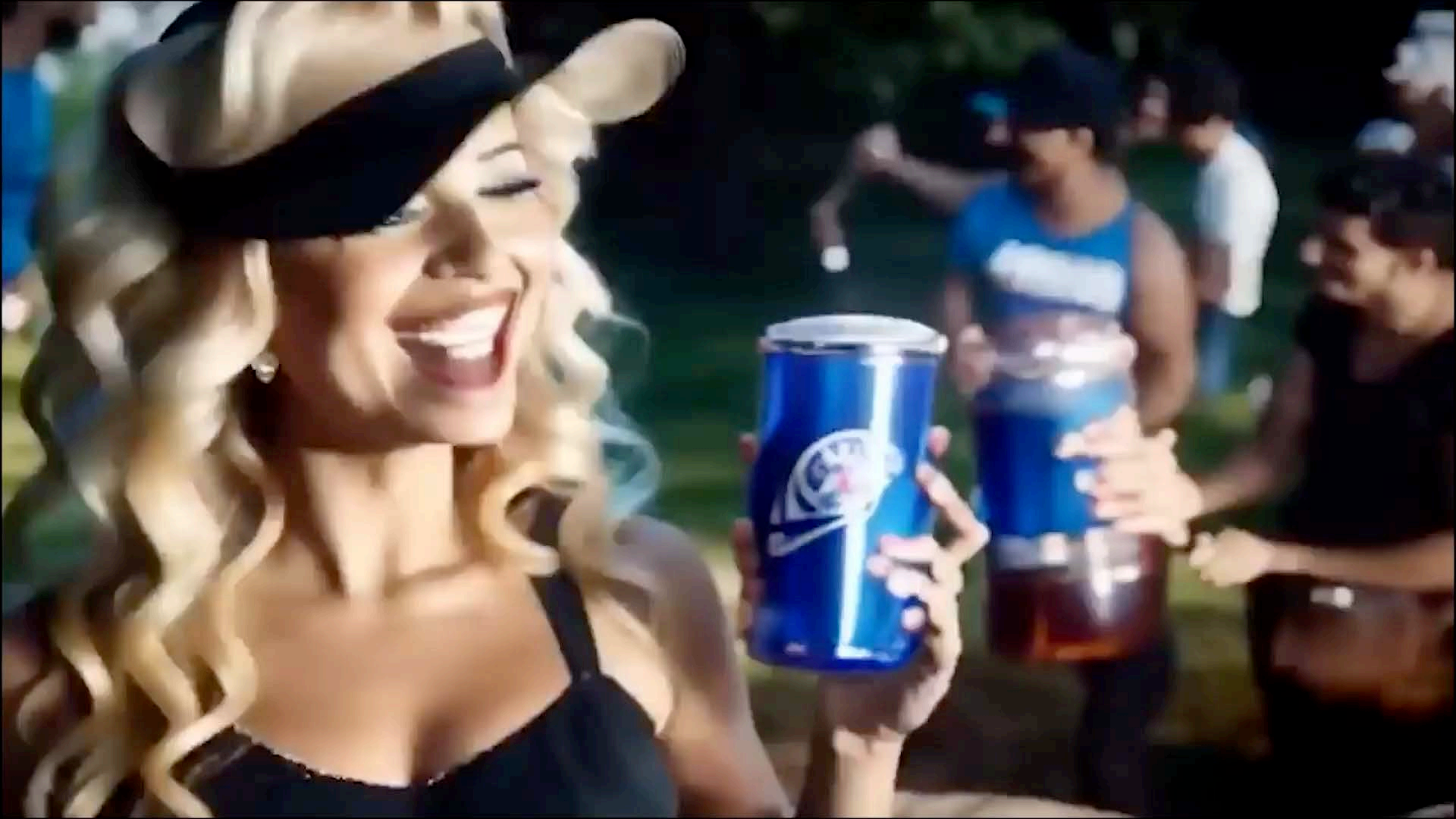


CAPTURE

003
003
ACTIVE
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A

AI LAB
Virgin
ACTIVE
VOYAGES



Cheese
Pepperoni
Vegetable
Secret
Things







FUTURE PARTNER?

“MY BIGGEST CALL IS FOR PEOPLE TO EXPERIMENT AND FOR PEOPLE TO SHARE THEIR LEARNINGS, THE GOOD AND BAD LEARNINGS, SO THAT OVER THE NEXT FEW YEARS WE CAN ALL START TO DEVELOP THIS NEW CREATIVE MUSCLE WITH THIS NEW CREATIVE.”

WILL.I.AM @ CANNES 2023




“YOU’VE GOT TO LOOK AT IT AS A WAY IN WHICH YOU CAN AGGREGATE INFORMATION, CREATE AN IDEA, AND THEN HOW DO YOU GET A CREATIVE CATALYST THERE TO TAKE YOU TO A PLACE.”

TROY RUHANEN, TBWA\WORLDWIDE
PRESIDENT-CEO @ CANNES 2023



“WE SEE THE SAME POTENTIAL FOR AI TO HELP US CONNECT, BE MORE PRODUCTIVE AND LIBERATE OUR IMAGINATIONS. AND WE’RE EXCITED ABOUT HOW IT WILL INTERPLAY WITH HUMAN CREATIVITY — NOT REPLACING IT, BUT ENHANCING, ENABLING, AND LIBERATING IT.”

—JAMES MANYIKA, SVP-RESEARCH,
TECHNOLOGY &
SOCIETY, GOOGLE @ CANNES 2023



LAUREN

INDOVINA

→ What We Did on Our Summer Vacation

**INTERDISCIPLINARY ACADEMICS AND
INDUSTRY PROFESSIONALS**

→ Who's Involved

ADVERTISING

**ENVIRONMENTAL
AND SUSTAINABILITY**

FASHION DESIGN

FILM AND TELEVISION

GRAPHIC DESIGN

MARKETING

PHOTOGRAPHY

PROGRAMMING

**SOCIAL MEDIA AND
DIGITAL STRATEGY**

**USER EXPERIENCE AND
INTERACTION DESIGN**

→ What We're Making

THREE MODULES


1. WHAT IS A.I.?
2. CONSIDERATIONS (ETHICS, LEGAL)
3. ART OF THE PROMPT (CREATIVE STUFF)



SO, WHERE DO WE START POKING THE BEAR?


The Art of the Prompt





**“AI MODELS ARE NOT SELF IMPROVING
AND DO NOT EVOLVE WITH TIME.”**

~ BRANDON WOODRUFF, FOUNDER GOCHARLIE



“THE PROGRESSIVE LEARNING WE NOTICE IS NOT ON THE PART OF THE AI MODELS; IT’S ACTUALLY ON THE SIDE OF THE PEOPLE WHO USE THEM.”

~ BRANDON WOODRUFF, FOUNDER GOCHARLIE



In other words,
it's all about the prompts





Bard's Tips for Generating Effective AI Prompts

BE SPECIFIC. THE MORE SPECIFIC YOUR PROMPT IS, THE MORE LIKELY THE AI WILL UNDERSTAND WHAT YOU WANT IT TO DO.

Use clear and concise language. Avoid jargon or technical terms that the AI may not understand.

BREAK DOWN COMPLEX TASKS INTO SMALLER, MORE MANAGEABLE STEPS.

This will make it easier for the AI to understand and complete the task.

USE EXAMPLES. IF POSSIBLE, PROVIDE THE AI WITH EXAMPLES OF WHAT YOU WANT IT TO DO.

This will help it learn from your examples and improve its performance over time.

BE PATIENT. It may take some time for the AI to learn how to perform the task you have specified. Just provide the AI with feedback as it learns.





Let's Play

AI-ENHANCED CREATIVE BRAINSTORMING



Assignment

15 Speed Brainstorm

ATTRACT MORE ATTENDEES TO THE ONE CLUB EDUCATORS SUMMIT 2024



RECOMMENDED PROMPT “FORMULA”

[Audience]
[examples]

[Tone/voice]
[examples]

[Product Attribute/Benefit]
[examples]

Creative
Committed
Boundary Pushing
Winners
Student focused
Highly Educated
Stretched-Thin



Fun
Unique
Informed/Current
Competitive
Irreverent Professional
Friendly
Approachable
Serious
Lighthearted
Snippy



Industry focused
Creatively driven
Challenging
Best of the best
Practical
Innovative
New Approaches
Inspiring

THE ASK: Attract more attendees to the One Club Educators Summit 2024

A PLACE TO START...

MU

Write 15 headlines for an advertising educator event that is for creative advertising professors who are fun, witty, easily bored, love great work and artistic inspiration and are desperately seeking an academic conference that focuses on what is happening now in the advertising industry versus dry, dull, arcane, and irrelevant academic research topics.

“Industry” prompt



1. "Ignite Your Creativity: Join the Ultimate Educator Event for Witty & Fun Advertising Professors!"
2. "Calling All Boredom-Busters: Unleash Your Creative Genius at our Advertising Educator Extravaganza!"
3. "Seeking Inspiration? Join the Most Dynamic Advertising Educator Conference of the Year!"
4. "The Art of Advertising: Embrace the Now at our Exhilarating Educator Event!"
5. "From Bored to Brilliance: Join Top Creative Professors at our Cutting-Edge Educator Symposium!"
6. "Academic Research Redefined: Dive into the Pulse of the Advertising Industry at our Event!"
7. "No More Dull Lectures: Experience the Future of Advertising Education LIVE!"
8. "Unveiling the Magic: Discover Real-World Advertising Insights at our Educator Gala!"
9. "Energize Your Teaching: Attend the Thrilling Advertising Educator Showdown!"
10. "Beyond the Books: Unlock Your Creative Potential at our Vibrant Educator Gathering!"
11. "Fun, Wit, and Inspiration: Join the Unconventional Advertising Educator Fiesta!"
12. "From Dry to Dynamic: Elevate Your Teaching with Today's Advertising Innovations!"
13. "Beyond the Classroom: Unravel the Secrets of Engaging Advertising Education!"
14. "Calling All Creative Mavericks: Join the Trailblazing Advertising Educator Summit!"
15. "Step into the Present: Our Advertising Educator Event Puts Industry Brilliance Center Stage!"

A PLACE TO START...

MU

Write 10 more headlines focusing on the same academic event for creative advertising professors focusing more on connecting with industry leaders -- creative experts, award winning professionals, exciting up and comers.

Industry-focused prompt



1. "Unite with Industry Titans: Our Educator Event Bridges the Gap between Academia and Creative Advertising Pros!"
2. "Rub Shoulders with Legends: Join the Exclusive Advertising Educator Conference for Industry Gurus!"
3. "Collaborate with the Best: Connect with Award-Winning Pros at our Creative Educator Symposium!"
4. "Empower Your Teaching: Network with Top-notch Creative Advertising Professionals!"
5. "From Classroom to Boardroom: Forge Powerful Partnerships at our Educator-Industry Mixer!"
6. "Industry Insights Unleashed: Engage with Up-and-Coming Stars in Advertising at our Educator Showcase!"
7. "Meet the Visionaries: Elevate Your Teaching by Learning from Creative Experts!"
8. "Future-Proof Your Curriculum: Gain Inspiration from Advertising's Brightest Minds at our Educator Summit!"
9. "Academia Meets Excellence: Embrace Innovation by Collaborating with Creative Advertising Stalwarts!"

A PLACE TO START...

MU

Write 15 headlines for the same academic conference, focusing on the innovative new directions happening in advertising that are not in students' textbooks -- NFTs, metaverse, A/R, V/R, artificial intelligence, new unexpected partnerships in branded entertainment, product development and more. Write these 15 headlines to promote that this advertising academic event will explore new directions and boundary pushing that is actually happening now in the creative advertising work world...well beyond whatever was published in dated textbooks.

Try a different
attribute:
Challenging



1. "Breaking Boundaries: Unleash the Future of Advertising at Our Innovator's Academic Conference!"
2. "Beyond Textbooks: Explore NFTs, Metaverse, and More at Our Cutting-Edge Advertising Event!"
3. "Dive into the Future: Discover A/R, V/R, and AI in Advertising at Our Academic Symposium!"
4. "Charting New Territories: Join the Revolution of Creative Advertising at Our Event!"
5. "Next-Gen Advertising Unveiled: Embrace the Power of NFTs and the Metaverse!"
6. "Step into the Unknown: Experience A/R, V/R, and AI in Advertising Like Never Before!"
7. "Unlock the Secrets: New Unexpected Partnerships in Branded Entertainment Revealed!"
8. "From Concept to Reality: Explore the Pioneering World of Product Development in Advertising!"
9. "Academic Meets Avant-Garde: Pushing the Boundaries of Creative Advertising!"
10. "Reimagining the Industry: Join the Vanguard of Advertising's New Directions!"
11. "Beyond the Books: Discover What's Happening Now in the Dynamic World of Advertising!"
12. "Unconventional Alliances: Our Event Uncovers the Future of Branded Entertainment!"



15 Speed Brainstorm

1. Quickly get into groups of 5 (meet someone new: don't just work with colleagues from your school).
2. Write a prompt using inputs on the following slide (and other points you know about the conference).
3. Put the prompt through ChatGPT, Google Bard, Copy AI, Jasper or other conversational AI chatbot.
4. Review the output and find any answers that offers a promising direction for a promotional message.
5. Take one of the directions that feels promising and write a new prompt to dig deeper about the content.
6. Repeat steps 4 and 5 again to dig even deeper and then craft the most powerful answers into headlines/ideas/territories.
7. Email your three best headlines/ideas/territories and best prompt to teslinger@colum.edu in 15 mins!



teslenger@colum.edu



RECOMMENDED PROMPT “FORMULA”

[Audience]
[examples]

[Tone/voice]
[examples]

[Product Attribute/Benefit]
[examples]

Creative
Committed
Boundary Pushing
Winners
Student focused
Highly Educated
Stretched-Thin



Fun
Unique
Informed/Current
Competitive
Irreverent Professional
Friendly
Approachable
Serious
Lighthearted
Snippy



Industry focused
Creatively driven
Challenging
Best of the best
Practical
Innovative
New Approaches
Inspiring

THE ASK: Attract more attendees to the One Club Educators Summit 2024



THE BEAR IS WIDE-AWAKE. NOW WHAT?

Implications for Education

A GREATER NEED TO HELP DEVELOP HIGHER-ORDER THINKING SKILLS



THE RESULTING DEMAND FOR A EXPANDED SKILL SET

- ▶ Students will now need to become more than just skilled copywriters, art directors, and strategists.
- ▶ They'll also need a deeper, expanded range of higher-order thinking skills.
- ▶ The market place will have a new mix which students will have to break into: experienced creative professionals that quickly adopt working with A.I. tools



THE MARKETPLACE HAS ALREADY SHIFTED

- ▶ Students will break into a job market which will quickly fill with experienced creative pros with in-market A.I. chops
- ▶ Agency networks are already acquiring specialized agencies and providers
- ▶ Media networks that are incorporating A.I. tools and processes into their products will be driving agencies and clients, accelerating the need for upskilling professional

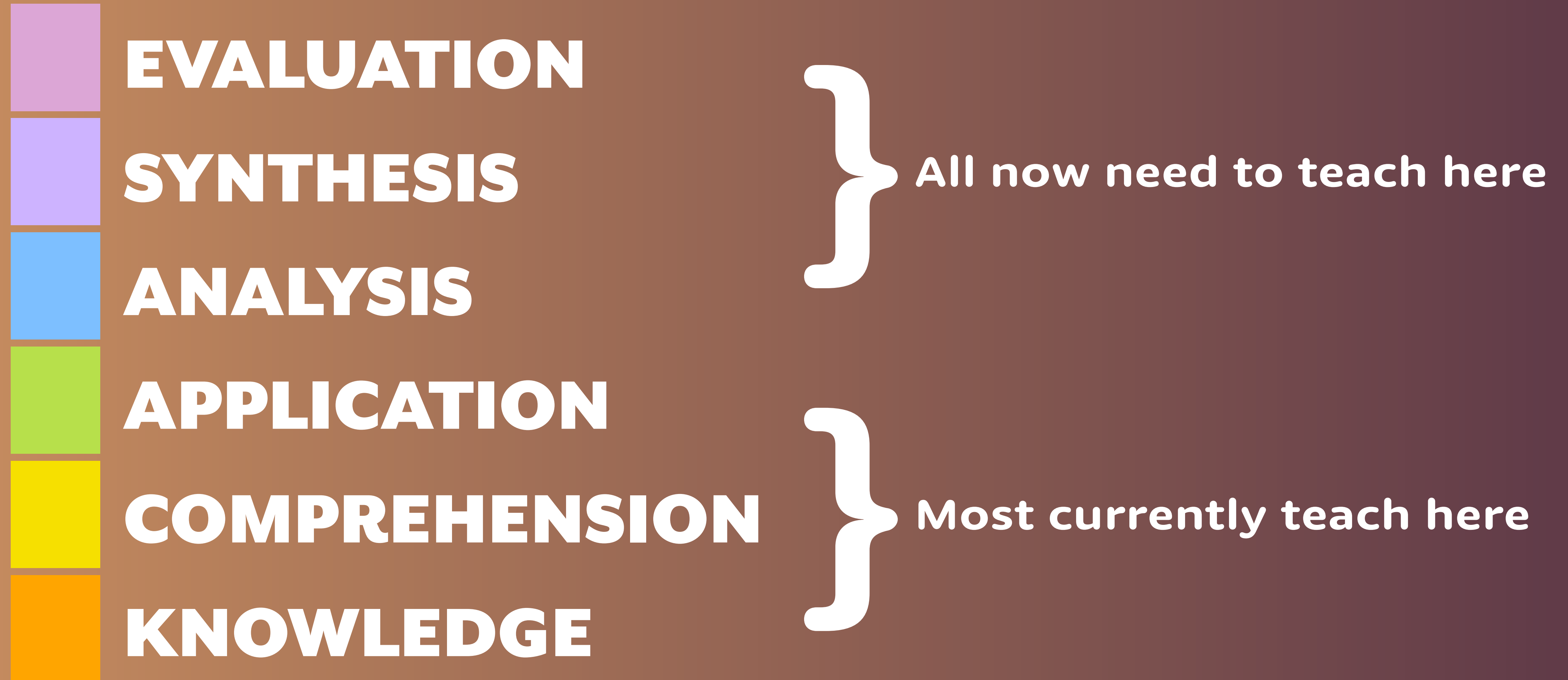


SO WHAT'S THE OPPORTUNITY FOR EDUCATORS?

- ▶ Focus on the skills that will round-out the students already high-level understanding of operating in a fully wired, social-media world
- ▶ Critical thinking (analyzing prompts)
- ▶ Research and understanding topics (knowing what to ask)
- ▶ Creatively zigging and zagging (adding the weirdness to prompts)
- ▶ Problem solving (applying strategic thought to the combined results of a.i. output and human effort)
- ▶ Communicating effectively (being able to craft and iterate prompts)



BLOOM'S TAXONOMY





**“We are called to be
architects of the future,
not its victims.”**

**BUCKMINSTER FULLER
(1895-1988)**



Thank You!
Questions & Discussion