



HUMANITIES
AND ARTS



TECHNION
Israel Institute
of Technology



Inter - Mediterranean Peace & Collaboratio



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HELLENIC MEDITERRANEAN UNIVERSITY &
TECHNION - ISRAEL INSTITUTE OF TECHNOLOGY
Department of Humanities & Arts

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Course Syllabus – **AI Innovation in Digital Communication** – course #03250029
Spring 2025

Registration link: <https://form.smartsuite.com/swg5io8f/w5Tj9uNkkV>

Credit points: 3

Instructor (Technion): Dr. Elena Mizrahi

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Instructor (HMU): Prof. Konstantinos Petridis

Email: c.petridischania@gmail.com

Office Hours: by Zoom or by appointment

Please email your instructor to inform us of any special circumstances you are dealing with. This will help us support you.

Course Description: This joint international course will equip you with a comprehensive set of 21st century skills to navigate the modern workplace confidently and competently. We will dive into AI's technical, cultural, and ethical aspects, learn about the application of different AI tools, project management, and event planning, culminating in a student-organized online (blended) conference. The course is conducted in English on ZOOM every **Wednesday, and students from around the world join from 16:00-18:00 (Israeli and Greek time), 15:00-17:00 CET, and 9:00-11:00 New York time.**

Material: All materials will be posted on the class **MOODLE** site.

The poster features a blue and white color scheme. At the top left, it displays the IMPACT logo, the European Union flag, and the logos of Hellenic Mediterranean University, Humanities and Arts, and Technion. The main title 'AI innovation in digital communication' is prominently displayed in blue and black text. Below the title, the course dates and times are listed: 'APRIL 2 - JULY 9 | WEDNESDAY 15:00-17:00 CET | 9:00-11:00 NY USA TIME'. A dark blue button with white text says 'REGISTER NOW & IMPROVE YOUR:'. Below this, a list of skills is provided: 'Presentation skills for online events', 'Application and use of AI tools', 'Project Management skills', and 'Intercultural Communication'. At the bottom left, there is a cursor icon pointing to a button that says 'Enroll Now!'. The right side of the poster shows a photograph of a woman and a man working together at a desk with a laptop.

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**AI innovation
in digital
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- Presentation skills for online events
- Application and use of AI tools
- Project Management skills
- Intercultural Communication

Enroll Now!



Objectives: By the end of this course, you will understand the key applications of AI, apply AI tools in your academic and professional context, develop skills in organizing international virtual events, engage in hands-on project management, and effectively collaborate and deliver a presentation in a digital environment.

Learning outcomes: in this course, you will

- Develop your Soft Skills (teamwork and collaboration, problem solving and critical thinking, time management and more).
- Master the art of impactful presentations – in particular for online or hybrid conference presentations – you will create and deliver a presentation on a personal AI use case.
- Collaborate effectively in an international, virtual team environment.
- Critically evaluate AI use cases presented by your peers.
- Develop your intercultural communication through collaboration with international peers.
- Explore the revolutionary world of AI for employment and academic purposes.
- Understand the applications of different AI tools in various fields. Analyze and discuss the impact of AI in various fields.
- Utilize project management tools effectively for event organization.
- Design and organize an online conference.
- Improve your digital literacy while navigating the latest technological tools.
- Reflect on the learning process and articulate your personal and professional growth.

Requirements:

1. 80% Attendance is compulsory. A student who misses more than 4 meetings during the semester will not be allowed to complete the course. Attendance and active participation are crucial. All assignments should be submitted on time, and academic integrity must be upheld.
2. During our Zoom lessons, video cameras must be ON during the entire lesson; otherwise, the student will be considered absent. If there are specific issues with turning the camera on, please speak to the teacher about it in advance. Respectful and professional online conduct is expected at all times.
3. If you have to miss a lesson / lessons please inform your teacher!
4. Since there is no final exam, all assignments will be considered an integral part of the course grade.

Course structure:

Date	Topic
March	Activities before the beginning of the semester at the Technion
2 April	Beginning of the semester at the Technion - Course Opening and Orientation Ethics and AI Use; Human-led AI Research <i>Generative AI Capabilities and Applications. Personalizing AI chat profiles</i>
9 April	Project Management Basics in Virtual Settings. How to design and organize an online conference? <i>SmartSuite</i> for Planning and Organizing a Student Virtual Event
16 April	Passover break for Israeli participants
23 April	Preparing for the Student-Led Conference: Choose your presentation topic and compare different LLMs and AI tools while creating your presentation AI Tools for Crafting Engaging Digital Presentations: Prezi and GammaAI , Brisk Chrome Extension for AI-generated Google Slides Planning and Organizing a Student Virtual Event: Registration Forms and CRM - <i>SmartSuite</i> and <i>WIX</i> ; Event Program and Website



30 April	Memorial day - no studies for Israeli participants
7 May	Graded Assignment: <ul style="list-style-type: none"> Digital Content Creation with AI: Exploring AI Tools for Graphic Design, Websites, and Image Generation
14 May	Student-Led Conference: Registration Launch & SMM (dissemination)
21 May	Public Speaking Skills Student Conference: Rehearsal and Peer Feedback
28 May	Evaluating AI Use Cases in Different Fields Student-Led Conference: Fine-tuning
4 June	Student Conference: Presentations and Discussions <i>Hybrid: F2F in HMU, Chania + online via Zoom</i>
11 June	Student Conference project: Reflection and Feedback. <i>Exploring AI Tools for Video Creation and Editing</i>
18 June	Building and Practicing with Custom AI chatbots with <i>Mizou</i> and <i>Poe</i> based on various LLMs: ChatGPT, Gemini, Copilot, Claude
25 June	Graded Assignment: <ul style="list-style-type: none"> eCornell - Keynotes about AI
2 July	AI for Employability: enhance your CV and more with the latest AI tools <i>How to build your interview skills with AI (as an applicant)</i>
9 July	<i>Last day of the semester at the Technion</i> Possible topics for the conference presentation: <ul style="list-style-type: none"> The Future of Higher Education in the Age of AI Soft Skills Necessary in the Age of AI AI Tools to Improve Your Writing and Speaking in English How to research with AI? Exploring AI Tools for Research AI for Innovation and Creativity AI tools for Mind Maps and Timelines: <i>MyMap.ai</i>, <i>MyLens.ai</i> Exploring AI Tools for Video Creation and Editing AI tool: <i>Blockadelabs.com</i> AI 360 vs. 360 Google street view How to build your interview skills with AI (as an applicant) Exploring AI Tools for Brainstorming and Mathematics Effective Online Collaboration Techniques and Platforms: FigJam AI, Miro, and Mural Additional course session topics: <ul style="list-style-type: none"> Diplomatic Language for Effective International Communication Intercultural Communication Skills

Please note the following: The above topics may be subject to changes.

***Invited guest speakers: Sarah Gibson, Prof. Charlena Miller, Dr. Erez Firt*

Assignments and Assessments:

Throughout the course, there will be various assignments including project planning tasks, collaborative discussions and assignments, and the development of a mini-presentation for the student conference. Your final assessment will be based on your participation and contribution to the online conference, along with a follow-up reflective essay.



Grade composition:

Class assignments and homework* <ul style="list-style-type: none"> Weekly student presentations of AI tools' applications Moodle/SmartSuite Glossary of AI tools Moodle quizzes and assignments <p>*Turn in the homework <u>ON TIME</u> (late homework will only be accepted under special circumstances.)</p>	30%
Group Work and International Collaboration <ul style="list-style-type: none"> Participation in project management – assignments and tasks related to organizing an online student conference (with the help of SmartSuite) 	30%
Project – An International Online Event (student conference) - includes a Student Presentation (5-7 minutes) <ul style="list-style-type: none"> Presentation slides and notes Presentation – spoken (presenting an AI tool) Follow up assignments including reports and reflection after the event 	40% Rubrics (grading criteria) are described in detail on Moodle

Passing Grade:

Course passing grade is 60.

UNESCO Guidance for generative AI in education and research:

<https://unesdoc.unesco.org/ark:/48223/pf0000386693>

Let's embark on this exciting journey together, exploring and innovating in the world of AI and international communication!

We wish you all a productive and enjoyable class!

BIP extended program

June 2-6, 2025

In-person Workshops in Chania, HMU:

- How to do bibliographic research*
- How to read scientific documents*
- How to write a scientific document (report, article)*
- How to review scientific articles*
- The impact of AI in scientific writing*