



# 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	<ul style="list-style-type: none"><li>• Introduction to AI basics, especially generative AI (ChatGPT and DALL·E)</li><li>• Discussion on ethics and responsibility in professional AI use</li></ul>
Creating texts and visuals with AI	ChatGPT, DALL·E, Canva	<ul style="list-style-type: none"><li>• Students learn to write product sheets using ChatGPT and generate visuals via DALL·E</li></ul>



Pedagogical situation	Resource	Activity
		<ul style="list-style-type: none"><li>• Discussion: Which types of content are most effective in marketing campaigns? How can AI help produce content quickly and effectively?</li><li>• Introduction to Canva for editing visuals and integrating AI-generated elements</li></ul>
Website creation	WordPress, ChatGPT, DALL·E, Canva	<ul style="list-style-type: none"><li>• Students create a website with WordPress, integrating ChatGPT texts, DALL·E images, and Canva visuals</li><li>• Discussion: Best practices for integrating AI in website creation; making content attractive and professional</li><li>• Training in AI tools to improve website ergonomics and accessibility</li></ul>
Conclusion and project presentation	Websites created by students	<ul style="list-style-type: none"><li>• Students present their websites, product sheets, and AI-generated visuals</li><li>• Final discussion: How AI facilitated their work, challenges faced, and how they perceive AI in future professional careers</li></ul>