

# AI IN THE COLLEGE CLASSROOM: FROM COMMUNICATION TO ANIMATION

FLORIDA COMMUNICATION ASSOCIATION  
ANNUAL CONFERENCE  
(RE)INVENTING COMMUNICATION

OCTOBER 14-15, 2023  
TAMPA, FL

LYNN  
UNIVERSITY



*Dr. Stefanie Powers, Associate Professor of Multimedia Journalism*

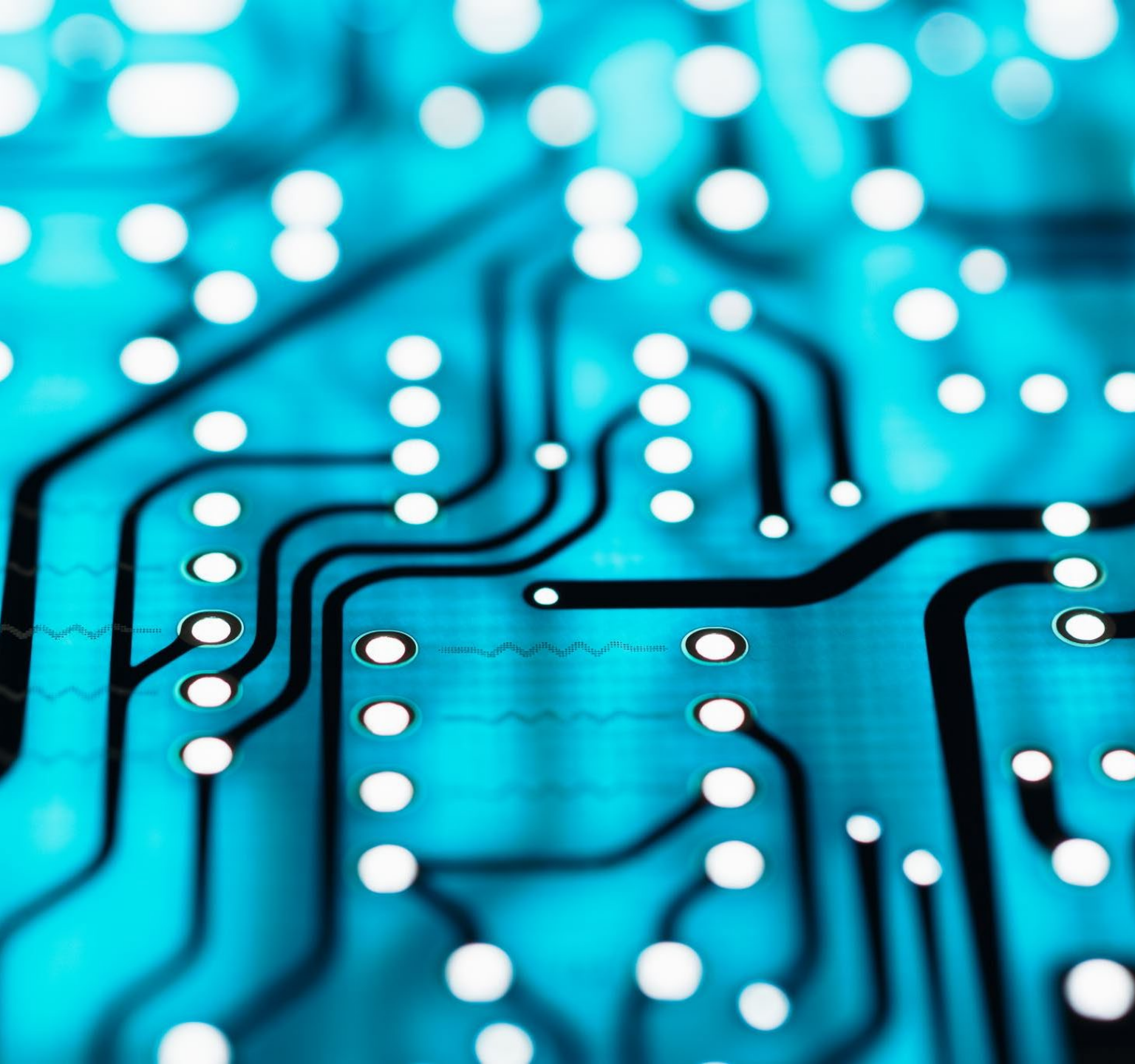
*Dr. Erika Grodzki, Professor of Advertising and PR*

*Prof. Gary Carlin, Associate Professor of Advertising and PR*

*Prof. Kevin Kao, Associate Professor of Animation*







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# INTRODUCTION AND GROWTH

- Artificial Intelligence (AI) seeks to emulate human intelligence and decision-making.
- AI has experienced exponential growth, transforming industries such as healthcare, finance, and transportation and, of course, education.
- AI is reshaping education and communication.

# ARE YOU SMARTER THAN AI?

Create one catchy phrase  
(hashtags, slogans,  
taglines) for your big idea



What's the  
**BIG**  
idea?

- 1) It Matters at Memorial
- 2) Calling Today for a Healthier Tomorrow

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# AI IN THE CLASSROOM



HOW CAN WE  
UTILIZE AI?



EXAMPLES



POLICIES

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## UNESCO survey: Less than 10% of schools and universities have formal guidance on AI



Ground Picture/Shutterstock.com

1 June 2023 - Last update:6 September 2023

A new UNESCO global survey of over 450 schools and universities found that fewer than 10% have developed institutional policies and/or

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# UNESCO SURVEY – MAY 25, 2023

- Results illustrate uncertainties in responding to sudden emergence of powerful AI
- Vacuum of guidance show educational systems working to catch up

## UNESCO survey: Less than 10% of schools and universities have formal guidance on AI



Ground Picture/Shutterstock.com

1 June 2023 - Last update:6 September 2023

A new UNESCO global survey of over 450 schools and universities found that fewer than 10% have developed institutional policies and/or formal guidance on artificial intelligence. The findings



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# AI TASK FORCE FORMED @ LYNN JANUARY 2023

Goal: To embrace and control as we prepare our students for a workplace with AI.

- 9 members
- Faculty from cross disciplines
- Instructional designers
- Librarians

Action item: Meet regularly, make recommendations and offer professional development sessions/idea sharing with faculty

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# RECOMMENDATIONS:

AI Task Force  
Recommendations

## Experiment

- Experiment with AI – understand the benefits and pitfalls

## Prepare

- Prepare students for a workplace with AI

## Re-evaluate

- Course syllabi and assignments – focus on learning outcomes

## Communicate

- Talk about it with your students and establish rules
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# POLICIES: 4 SUGGESTED SYLLABUS STATEMENTS

## **No AI**

This course operates under the assumption that all student work will be generated by the student or as part of a designated group and prohibits the use of content-generating AI such as Chat GPT. Any instance of another individual or AI-generated content being used for a substantive portion of an assignment will be considered academic misconduct.

## **AI permitted – designated assignments.**

This course permits the use of AI tools, including ChatGPT, for designated assignments, provided appropriate attribution is given. It is essential to acknowledge the contributions and ideas of others in all academic work. Each assignment will include specific guidelines for using AI tools, and students must clearly indicate any writing, text, or media generated by AI when submitting their work. Students must also explain how AI tools informed their process and the final product, including how AI-generated citations were verified. Failure to properly acknowledge AI-generated contributions will be regarded as academic misconduct.

## **AI permitted – brainstorm tool**

This course permits the use of AI tools such as Chat GPT for selected instances, such as using them to assist with brainstorming, concept development, or idea iterations in assignments and projects. However, when submitting their work for grading, students must indicate how they used AI tools throughout their process, including verifying AI-generated citations. Students must also take responsibility for the accuracy of any generated content.

## **AI encouraged**

This course strongly encourages the use of AI tools such as Chat GPT by students. However, when submitting their work, students must clearly identify any writing, text, or media generated by AI. They are also responsible for ensuring the accuracy of any generated content. Failure to properly acknowledge the contributions made by AI will be considered academic misconduct.

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# REVISED ACADEMIC INTEGRITY POLICY

Integrity and honesty are essential to Lynn University's mission and community standards. As an academic community, honor, integrity and truthfulness are essential to the pursuit of knowledge and to the establishment of mutual respect and trust among faculty, staff and students. Personal and professional integrity are also essential to our mission to educate students to become responsible and ethical citizens within a global community. Violations of the academic honesty policy undermine the fundamental values and standards of our community, and therefore, faculty, staff and students must accept their responsibility to uphold and abide by the highest standards of integrity and honesty.

## Definitions

Plagiarism: Intentionally or unintentionally representing the words or ideas of another person or Generative Artificial Intelligence (AI) as one's own in any academic exercise, or reusing one's own work in another academic exercise without proper citation. Plagiarism includes, but is not limited to: replacing key words and phrases with synonyms while retaining the meaning of the original source; and using or altering graphic images without attribution.

Generative Artificial Intelligence (AI): Websites, programs, or applications that generate original output such as text, images, or videos. Using syllabus statements, assignment instructions, and/or in-class directions, instructors may allow, regulate, or prohibit the use of Generative AI.

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# AI AS A BRAINSTORM TOOL

- Ask AI for 10 ideas on a particular topic.
- Have students pick best of or original idea and refine
- Results: Often better ideas and more in line with what students will be faced with in workplace





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# AI IN RESEARCH

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# UTILIZING AI FOR RESEARCH PURPOSES

- Recent Study on Fake News
- Use of HeyGen
- Fake/Real New Stories are Reported
- A Studio is not Needed
- Helps to Reduce Variables
- Easy to Use





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# BEST AI TOOLS FOR YOUR RESEARCH

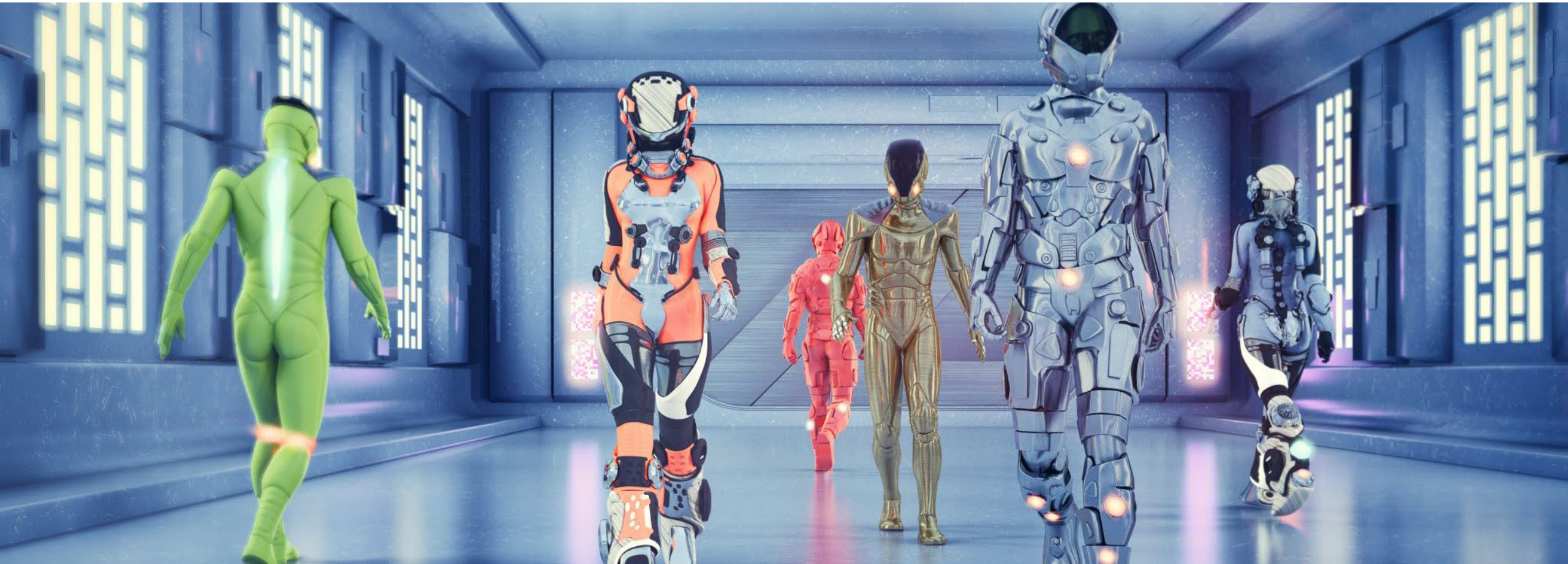
- **Consensus**
- **Bit.ai**
- **Trinka**
- **Scholarcy**
- **Elicit.org**
- **SemanticScholar**
- **Scite.ai**
- **Research Rabbit**
- **ChatPDF**
- **HeyGen**



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# AI IN ANIMATION

- History
- Improvements





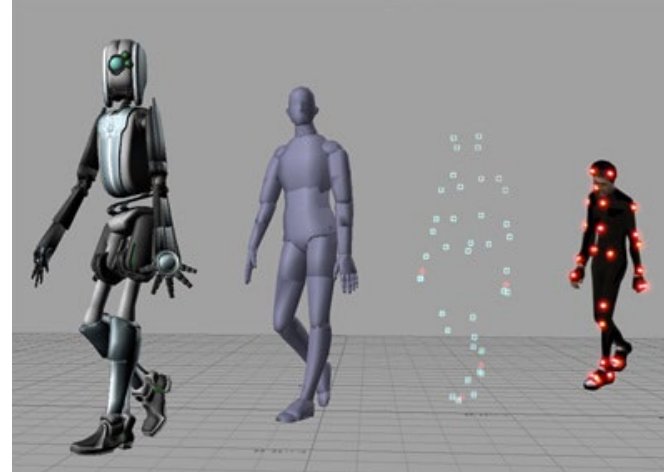
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# HISTORY OF MOTION CAPTURE (AI ANIMATION)

1970s – photogrammetric analysis tool in biomechanics research.

2000-2010 – markers base or magnetic system to capture performer's movement. The data is widely used for Character Animation.

2010-present – Optical system, Video base Motion Capture,



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# HOW AI DATA IMPACT THE ANIMATION WORKFLOW

Toy Story (the very first one):

800000 machine hours and 114,240 frames  
of animation in total.

27 Animators with 400 computer to animate  
the characters.

Woody required 723 motion controls,  
including 212 for his face and 58 for his  
mouth and approximately 300 manpower for  
Woody's animation.



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ARTIFICIAL INTELLIGENCE (AI) MAKES IT POSSIBLE FOR MACHINES TO LEARN FROM EXPERIENCE, ADJUST TO NEW INPUTS AND PERFORM HUMAN-LIKE TASKS.

Both the Marvel Cinematic Universe and Cameron's "Avatar" franchise utilize extensive motion capture technology so that real-world actors can play otherworldly beings.

For Thanos character:

1 Actor with Motion Capture Technology





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# AI WILL CHANGE THE WAY WE ARE USED TO. FOR BETTER OR WORSE

For Animation and Movie VFX, the AI has already changed the entire industry from stop motion to AI motion analysis.

Top right:

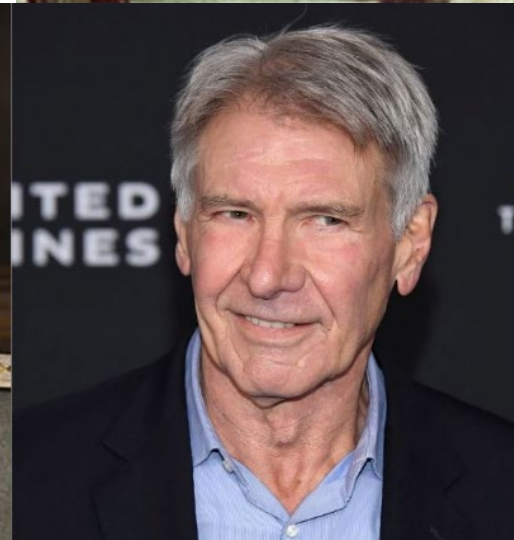
1973 / The Golden Voyage of Sinbad



Bottom left:

2023 / Indiana Jones and the Dial of Destiny

Harrison Ford's de-aged face is actually his real face, as Lucasfilm used artificial intelligence to comb through all of the decades-old footage the studio has of him.

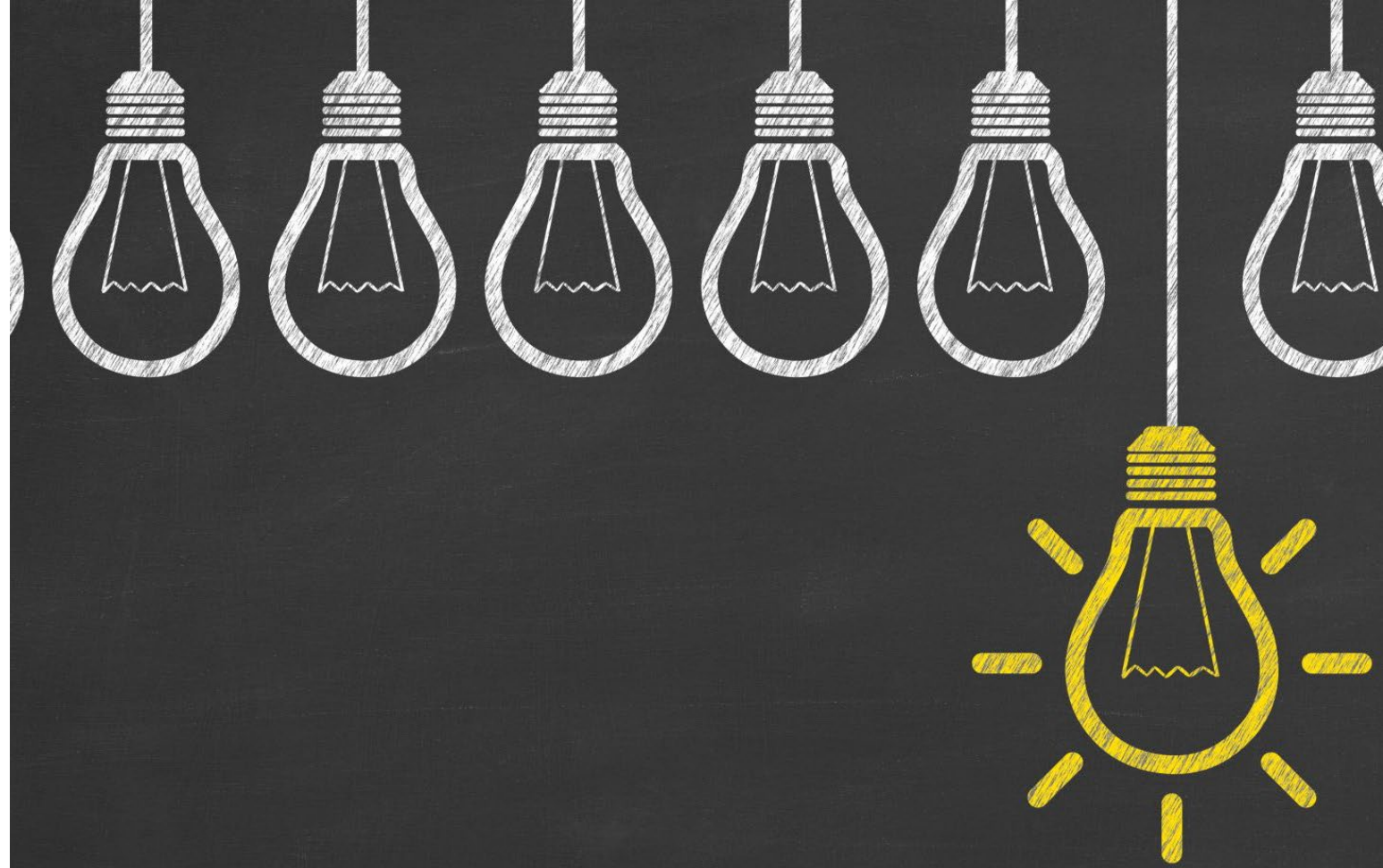




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# CONCLUSION

- ✓ Fostering Innovation
- ✓ Preparing for the Future
- ✓ Enhancing Communication Skills Ethically



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THANK YOU

