

# Integrating AI in Student Learning

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## **AI as a Mass Comm Brainstorming Partner**

### **Module Overview**

One of the most important things to recognize and remember about AI technology is this: AI should be a teammate - not the whole team. When humans turn over all responsibility to AI tools and rely on them for 100% of their productivity, what purpose do they serve? As a teammate, however, there is immense potential for AI to make people more efficient and creative. This all starts with bringing AI into the brainstorming process.

This module will cover some of the most effective ways in which different AI platforms can help students while brainstorming. This is applicable to both mass communication students and professionals in the field. As students progress through this module, they will consider the following questions:

- How can AI tools help overcome creative blocks during early-stage brainstorming?
- How can AI help students push past predictable ideas?
- When AI surfaces patterns or trends, how can students decide which ones are meaningful?
- How can AI tools reduce guesswork when searching for evidence - and what should students still watch out for?
- What prompts or strategies can help make AI “think” like different personas or stakeholders in a brainstorming session?

## Topics

This module contains the following topics:

1. AI and the Idea Generation Process
2. Identifying Trends With AI
3. Using AI to Find Evidence and Sources
4. AI to Find Gaps and Other Perspectives
5. Simulating Group Brainstorming With AI

## Learning Outcomes

By the end of this module, students will be able to:

- Evaluate AI-generated ideas by comparing them to human ideas for creativity, usefulness, and ethics.
- analyze trends found by AI and judge how they could affect media messages and audience responses.
- Design a research plan using AI to find reliable sources and evidence for a media story or project.
- Combine AI and human viewpoints to build a story that includes missing or underrepresented perspectives.
- Create a group brainstorming session with AI that brings in different viewpoints and helps generate strong ideas.

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## **AI in Communication Studies**

### **Module Overview**

Generative AI tools (e.g., ChatGPT, perplexity, Gemini, CoPilot, etc.) are gaining popularity because they make life easier. At the same time, AI is imperfect. It can be biased and inaccurate, and can significantly impact learning, critical thinking, and environmental resources. Thus, it is important to consider when and how to use AI in academic work, and after graduation, in professional work.

The Department of Communication Studies teaches students to develop, express, and analyze arguments and to interpret and apply research to their personal, professional, and civic lives. These processes require students to engage with and think critically about the content they're learning. Dr. Becky Kennedy, a clinical psychologist, explains that developing these skills can feel frustrating and uncomfortable; however, that frustration is critical to the learning process. It helps foster growth. When people rely too heavily on AI, it can impede their learning process. Therefore, students are encouraged to use AI ethically and responsibly, and to embrace the learning space.

### **Topics**

This module contains the following topics:

1. Advice for Using AI Ethically and Responsibly
2. AI + Communication Applications
3. AI + Argumentation

## Learning Outcomes

By the end of this module, students will be able to:

- Recognize the benefits and limitations of using AI in your work.  
(Lesson 1)
- Create clear AI prompts that follow the guidelines in this module.  
(Lesson 2)
- Describe different ways AI can be used to achieve communication goals. (Lesson 2)
- Identify ways to use AI in creating, analyzing, and presenting arguments. (Lesson 3)
- Explain how they plan to use AI in their future work. (Lessons 1-3)

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## **AI in Social Work**

### **Module Overview**

AI is changing how humans experience the world. This is no different in Social Work. It affects how Social Work professionals learn, teach, interact with people, advocate, and document.

Knowing that AI is a positive, negative, and neutral force in the world can help Social Work professionals navigate the practice and ethics of using AI. A critical eye is required when determining the best use of AI and when it may not be appropriate. These modules will give students access to AI tools and ways a social worker could use them. Students will determine the ethics behind using the tool with the NASW Code of Ethics.

### **Topics**

This module contains the following topics:

1. Overview: AI in Social Work
2. AI in Social Work Practice
3. AI and Social Work Ethics
4. Take Aways

### **Learning Outcomes**

By the end of this module, students will be able to:

- Identify the benefits and challenges of using AI in Social Work.
- Explain various ethical pitfalls and considerations when using AI.
- Examine key elements of AI in Social Work.

- Discuss ways to use AI responsibly in practice.

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## **Bringing AI into the Classroom - Practical Strategies for Elementary Educators**

### **Module Overview**

Artificial intelligence is transforming elementary education by streamlining lesson planning, personalizing learning experiences, and enhancing student engagement through interactive generative learning tools.

This module explores how AI can support, but not replace, the role of teachers by helping them design and implement effective, inclusive, and engaging learning experiences.

As students move through this module, they should consider the following question: *How can AI be used responsibly to enhance elementary teaching and learning while ensuring it aligns with educational goals and student needs?*

### **Topics**

This module contains the following topics:

1. AI 101: Foundations for Future Teachers
2. AI as Your Teaching Assistant: Smarter. Lesson Planning
3. AI in Assessment: Personalized Learning in Action
4. AI in Action: Making Learning Interactive and Engaging
5. AI for Teacher Efficiency: Work Smarter, Not Harder

### **Learning Outcomes**

By the end of this module, students will be able to:

- Describe AI and identify its potential benefits and challenges in elementary education.
- Apply AI tools to create and adapt effective, inclusive, and engaging elementary lesson plans, assessments, and instructional activities.
- Analyze and reflect on the ethical and professional implications of integrating AI into elementary teaching and learning.

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## **Exploring Mathematics Through AI**

### **Module Overview**

AI is impacting many fields, including mathematics. AI can help math students with research, learning, and real-world problems by solving difficult questions, automating calculations, and making studying easier. However, understanding its limitations, such as producing incorrect answers or introducing biases, is essential to empower students and educators to use AI responsibly. This module explains how AI can help students in math while also addressing these challenges.

### **Topics**

This module contains the following topics:

1. The connection between AI and Math
2. Activities
3. Ethics
4. AI and Math Careers
5. Conclusion

### **Learning Outcomes**

By the end of this module, students will be able to:

- Discover the value of ethical and effective AI use in shaping fair and impactful technological solutions.

- Identify key concepts in mathematics and data visualization, and explain their relevance in fields like science, business, and problem-solving.
- Apply AI techniques to analyze data and solve mathematical problems, enhancing your skills in both math and computing.
- Strengthen abilities through hands-on activities that demonstrate how AI can be used to address real-world math challenges across various domains.

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## **Fashion and AI**

### **Module Overview**

Artificial intelligence is revolutionizing fashion merchandising by transforming traditional processes in design, trend forecasting, inventory management, and customer experience through automated and data-driven decision making. From AI-generated designs and virtual try-ons to predictive analytics for trend forecasting and sustainable supply chain optimization, these technologies are creating new opportunities and challenges for fashion professionals who must now understand both creative and technological aspects of the industry.

This module covers the essential areas where AI intersects with fashion, including ethical considerations and intellectual property rights in AI-generated fashion, the practical applications of AI in image generation and trend forecasting, the use of AI in business planning and analytics, how AI is enhancing customer experiences, and the role of AI in driving sustainability initiatives in the fashion industry.

### **Topics**

This module contains the following topics:

1. Ethics and Intellectual Property in Fashion
2. Creative Applications of AI in Fashion
3. Business Applications of AI in Fashion

## **Learning Outcomes**

By the end of this module, students will be able to:

- Identify key areas where artificial intelligence is transforming the fashion industry, from design to retail.
- Explain fundamental ethical considerations in AI-powered fashion, particularly regarding intellectual property and sustainability.
- Analyze how AI technologies like trend forecasting and image generation are reshaping fashion business decision-making.
- Evaluate the potential impact of AI on customer experience and supply chain management in fashion.

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## **Gen AI and Cybersecurity**

### **Module Overview**

Large Language Models (LLMs) have revolutionized AI by enabling machines to understand and produce text that closely resembles human communication. These models are now integral to sectors such as healthcare, finance, education, and software development. However, as LLMs grow more powerful and versatile, they also introduce new and significant security and privacy risks. This module explores the double-edged nature of LLMs, highlighting both their transformative potential and the emerging threats they pose to digital security.

### **Topics**

This module contains the following topics:

1. What are LLMs and Why is Security Needed?
2. Security Attacks in GenAI
3. Privacy Concerns in GenAI
4. Defense Mechanisms
5. Out-of-Distribution (OOD) Attack Tutorial
6. Future of GenAI in Cybersecurity

### **Learning Outcomes**

By the end of this module, students will be able to:

- Observe the role of generative AI in cybersecurity and its dual-use nature.

- Identify and analyze common attack vectors on LLMs, including adversarial attacks and prompt injections.
- Evaluate privacy challenges in LLMs such as data leakage and membership inference.
- Apply defense mechanisms to secure LLMs using practical tools and techniques.
- Critically assess real-world cases of AI exploitation and implement mitigation strategies.
- Anticipate future developments and challenges in the field of GenAI and cybersecurity.

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## **Interior Design and AI**

### **Module Overview**

Artificial intelligence is transforming the field of interior design by accelerating visualization processes, automating layout generation, and personalizing design solutions. From AI-generated mood boards and room makeovers to real-time space planning and material optimization, these technologies offer powerful tools that are reshaping how designers conceptualize and communicate ideas.

This short, self-directed module introduces essential areas where AI intersects with interior design. It explores the ethical implications of using AI, practical methods for generating and refining design imagery, and how AI is redefining creative workflows and professional responsibilities.

As students move through this module, they should consider the following question: *How is AI reshaping the interior design process, and what opportunities and challenges does it create for design professionals?*

### **Topics**

This module contains the following topics:

1. AI for Rapid Idea Visualization
2. Writing Effective Prompts
3. Understanding and Avoiding AI Hallucinations
4. Enhancing AI-Generated Interior Designs
5. Ethical Considerations and Copyright Issues

## 6. State-of-the-Art AI Tools for Interior Design

### **Learning Outcomes**

By the end of this module, students will be able to:

- Identify how AI is used in interior design for visualization and rapid iteration.
- Construct clear, structured prompts that guide AI-generated content effectively.
- Analyze and resolve common flaws (hallucinations) in AI-generated images.
- Apply ethical and professional standards when using AI in design communication.

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## **Leading with AI: Practical Skills for the Modern Workforce**

### **Module Overview**

AI is no longer optional in today's workplace — it's showing up in every industry, every department, and at every level of leadership. From hiring and communication to data analysis and customer service, AI tools are reshaping how humans work. But the tools are only as effective as the people using them.

That's why leaders need to know how to use AI effectively, securely, and ethically.

The goal of this module is to:

- Introduce students to the tools and mindsets needed to use AI effectively,
- Help students build habits that promote efficiency without compromising integrity,
- Give OWLS faculty a flexible set of modules that can be used individually or in sequence, depending on course goals.

Students should consider the following question throughout the module:

*How can AI be used to support leadership and career development without replacing critical thinking, creativity, or accountability?*

### **Topics**

This module includes the following topics:

1. Start Here: How to Use AI Without Losing Your Voice

2. Write It Smarter: Let AI Help You Say It Better
3. Drowning in Tasks? Use AI to Organize and Prioritize
4. Data Overload? Let AI Find What Matters
5. Say It Clearly: AI Tools for Confident Communication
6. Project Chaos? Use AI to Plan, Track, and Lead
7. Tough Conversations? Practice with AI Before the Real Thing
8. Learn Faster: Use AI to Study, Stay on Track, and Graduate Smarter
9. Better Decisions, Fewer Regrets: How AI Can Help You Think Ahead

## **Learning Outcomes**

By the end of this module, students will be able to:

- Describe how AI is used in leadership and workforce settings.
- Use prompting techniques to guide AI tools effectively.
- Identify appropriate and ethical uses of AI in your academic or professional life.
- Apply AI tools to real-world tasks such as communication, data analysis, and decision-making.
- Demonstrate human oversight, strategic thinking, and leadership judgment when using AI tools.

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## **Mass Communication: Creating Content with AI**

### **Module Overview**

Artificial Intelligence is transforming the ways humans create content, offering powerful tools to generate text, visuals, multimedia, data insights, and even code. This module explores how AI can enhance creativity and productivity across various mediums, from writing compelling articles to designing eye-catching visuals, composing multimedia, analyzing datasets, and developing interactive applications. This module will equip students with the knowledge and hands-on experience to harness these tools effectively.

Throughout the lessons in this module, students will gain practical experience with a range of AI platforms. The module will not only cover AI tools, but also discuss the ethical considerations and best practices for using AI responsibly in content creation.

### **Topics**

This module contains the following topics:

1. Introduction to Creating Content with AI
2. Creating Text with AI
3. Creating Visuals with AI
4. Creating Audio & Video with AI
5. Using AI for Code, Data & Custom Applications

### **Learning Outcomes**

By the end of this module, students will be able to:

- Explain the role of AI in communication applications.
- Compare different AI platforms and their usage.
- Describe ways to create and use custom AI applications.
- Create different types of content using AI.

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## **Navigating AI in Writing and Research (Organization, Workforce, and Leadership Studies)**

### **Module Overview**

As AI technologies reshape academic disciplines, it's important to understand both the possibilities and the responsibilities that come with using such tools in research and writing. This module explores how AI can support the writing process—from *idea generation to final draft*—while maintaining ethical integrity, academic rigor, and personal voice.

Throughout this module, students should consider this central question: *How can AI enhance the writing and research process while preserving academic integrity and authentic student voice?*

### **Topics**

This module contains the following topics:

1. Using AI for Brainstorming and Outlining
2. Purpose Statement Writing and Student Voice
3. Literature Reviews and Finding Themes
4. AI in the Workplace (Extension Optional Activities)

### **Learning Outcomes**

By the end of this module, students will be able to:

- Identify appropriate AI tools for different stages of writing and research.

- Use AI to support brainstorming, outlining, and purpose statement refinement.
- Evaluate the ethical use of AI in academic writing, including concerns around bias, accuracy, and originality.
- Create a short writing product that includes AI support, while preserving academic integrity and personal voice.

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## **Understanding AI in College and Beyond (US1100)**

### **Module Overview**

AI tools are robust and continually evolving, expanding, and improving every day. While the technology has been present in some capacity for decades, recent advances in AI—such as ChatGPT, Copilot, and Gemini—have sparked a new age in technology that impacts not only education, but also the evolving landscape of the workforce for years to come. Therefore, AI will be an inevitable part of the workforce that students will encounter and use, both at Texas State and after graduation.

The courses students take at TXST may cover the impact and use of AI in specific disciplines, and employers will expect alumni to have some degree of AI literacy after graduation (Bowen & Watson, 2024). In US1100, students have a unique opportunity to start learning about AI as a broad topic and build critical thinking skills to navigate AI in school and beyond. This module will cover AI basics, its strengths and weaknesses, how the workforce is being impacted by AI, and how students can navigate AI in college.

Students should consider the following question throughout the module:

*How should students use AI in college?*

### **Topics**

This module contains the following topics:

1. AI Basics to Understand in College
2. AI Strengths and Weaknesses to Consider as a Student

3. The Current (and Future) Workforce and AI

4. Using AI in College

### **Learning Outcomes**

By the end of this module, students will be able to:

- Recognize basic terms of Artificial Intelligence.
- Identify the strengths and weaknesses of generative AI.
- Describe the general impact AI has on the workforce and recent graduates.
- Infer appropriate use of AI in college classes, settings, and assignments.

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