

ENG 205 English for Digital Creativity and AI Communication

Course Syllabus

This syllabus develops students' English communication, digital creativity, prompt-writing competence, and ethical judgment through films, television episodes, guided readings, collaborative workshops, and a group digital storytelling project. Each three-hour session moves from critical viewing or reading to hands-on prompt practice, evaluation, reflection, and production.

Course Information

Course element	Description
Course code and title	ENG 205 English for Digital Creativity and AI Communication
Duration	14 weeks; 3 hours per week
Course format	Workshop-based, collaborative, project-based and reflective learning
Primary focus	Effective prompt writing, ethical AI use, English communication and digital storytelling
Major project	Group digital story with a prompt appendix, source list and AI-use disclosure

Course Learning Outcomes

Outcome	By the end of the course students will be able to
LO1	Write clear, purposeful and well-structured prompts for different tasks, audiences and genres.
LO2	Improve AI-generated outputs through iteration, feedback, comparison and evaluation.
LO3	Identify hallucination, bias, privacy, copyright, consent and transparency problems in AI use.
LO4	Use AI ethically for brainstorming, drafting, revising, research support and multimedia production.
LO5	Analyse representations of AI in films, television episodes and contemporary readings.
LO6	Create an original digital story combining English, research, narrative design and multimedia.
LO7	Document AI-supported work through prompt logs, verification notes and disclosure statements.

Weekly Course Plan

Full-length films may be viewed before class. Selected scenes and episodes are analysed during class so that most lesson time remains available for discussion, prompt practice and production.

Week	Topic and focus	Film episode or reading	Main course activities	Weekly output
1	Introduction to the course AI creativity and communication		Needs analysis; Scavenger Hunt	AI-use map and initial reflection
2	Generative AI & Ethics	Selected excerpts from <i>movies</i> ; introductory reading on language models and hallucination	AI myth-or-fact quiz; compare confident but inaccurate outputs; explain an AI concept to a non-specialist.	Plain-English AI explainer
3	Foundations of effective prompting	OpenAI Prompt Engineering Guide	Prompt hospital; compare weak and effective prompts; practise Task, Context, Role, Audience, Constraints, Output, Examples and Evaluation.	Prompt-revision worksheet
4	Using GenAI to improve writing skills			Worksheet
5	Using GenAI to improve writing skills			

6	What is creativity?	Short readings	Build a prompt ladder; use follow-up questions; convert feedback into revisions; improve one output through three cycles.	Before-and-after prompt log
7	Storytelling			
8	Digital Storytelling	Selected scenes from some movies; readings		
9	Digital Storytelling			
10	Digital Storytelling			
11	"I have a story to tell!"	Student digital stories	Student digital stories	Student digital stories
12	Showcase Presentations			
13	Showcase Presentations			
14	Reflection & Course Evaluation			

Assessment and Evaluation

Component	Weight	Evidence
Portfolio	30%	Prompt iterations, evaluation notes, verification records, ethical decisions and reflections
Group Digital Storytelling Project	40%	Movie
Final Showcase Peer Evaluation & Reflection	30%	Gallery participation, feedback quality and individual reflection

Core Readings and Resources

Source	Selected material	Course use
UNESCO	Guidance for Generative AI in Education and Research	Human agency, inclusion, privacy and ethical educational use
UNESCO	Recommendation on the Ethics of Artificial Intelligence	Human rights, fairness, transparency and accountability
UNESCO	AI Competency Framework for Students	Human-centred mindset, ethics, techniques and system design
OpenAI	Prompt Engineering Guide	Clear instructions, context, examples, iteration and evaluation
NIST	Artificial Intelligence Risk Management Framework Generative AI Profile	Hallucination, bias, privacy, intellectual property and information integrity
European Commission	AI Literacy Resources	AI literacy, responsible use and contemporary policy context
Joe Lambert	Digital Storytelling Capturing Lives Creating Community	Story circles, personal voice, narrative focus and production

Course Participation and AI Use

Students are expected to participate actively in discussions, workshops and group production. AI may support idea generation, drafting, revision and multimedia creation when the use is documented. Students remain responsible for factual verification, source acknowledgement, privacy protection, copyright compliance and the final quality of submitted work. Undisclosed AI substitution for assessed learning is not acceptable.