



CENTRO UNIVERSITÁRIO ARMANDO ALVARES PENTEADO

Credenciado pela Portaria MEC nº 865 de 03 de novembro de 2021, publicada no D.O.U. em 04 de novembro de 2021 Seção 1, pág. 294.

Curso de **XXXXXX** pela Portaria **XXXXXXXXXX**

Discipline: AI FOR CONTENT CREATORS	Code:
Course: JOURNALISM	

SUMMARY:

Concepts of Generative Artificial Intelligence (GAI). Ethics and risks in its use. Applications and tools for ideating, planning, creating, and distributing content on digital platforms. Limitations of AI.

DISCIPLINE OBJECTIVES

At the end of the course the student should be able to:

- Understand key concepts of Generative Artificial Intelligence (GAI).
- Identify ethical considerations and assess potential risks in the use of GAI.
- Apply AI tools to ideate, plan, create, and distribute content on digital platforms.
- Critically evaluate the limitations of AI in creative and professional contexts.

METHODOLOGY: Theoretical classes and practical classes.



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Concepts of Generative Artificial Intelligence (GAI)

- What is Artificial Intelligence vs. Generative Artificial Intelligence (GAI)
- Key concepts: machine learning, deep learning, neural networks, large language models
- Historical overview of AI in creative industries
- Current trends and relevance for content creators

Ethics and risks in its use

- Responsible AI: fairness, accountability, transparency
- Risks: bias, misinformation, plagiarism, copyright issues
- Privacy concerns and data protection
- Ethical frameworks and global guidelines (EU AI Act, UNESCO, etc.)
- Case studies of AI misuse in media and creative industries

Applications and tools for ideating, planning, creating, and distributing content on digital platforms

- Brainstorming and ideation with AI
- Planning and structuring content using AI assistants
- Writing and editing with large language models
- Visual content creation (images, videos, design tools)
- Audio and speech synthesis for podcasts, videos, and marketing
- AI for website creation

Limitations of AI

- Technical limitations: hallucinations, errors, lack of originality
- Creative boundaries: when human input is irreplaceable
- Dependency risks and over-reliance on automation
- The future of hybrid creativity: AI + human collaboration
- Reflection session: responsible use of AI in students' own projects



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EVALUATION CRITERIA: (IT Responsibility)
DESCRIPTION OF THE EVALUATION CRITERIA: N1 - Ideation and planning of content (using AI) N2 - Production and execution of content (using AI)



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BIBLIOGRAPHY

Basic:

FERNANDES, Miguel; DOMSO, Lucas. *Luz, Câmera, IAção!* A revolução da inteligência artificial na produção audiovisual. São Paulo, Ebook, 2024.

LEE, Kai-Fu. *AI Superpowers: China, Silicon Valley, and the New World Order*. Boston: Houghton Mifflin Harcourt, 2018. 253 p. ISBN 978-1328546395.

MANOVICH, Lev; ARIELLI, Emanuele. *Imagens IA e mídias generativas: notas sobre a revolução em curso*. Revista ECO-Pós, v. 26, n. 2, p. 16–39, 2023. Disponível em: REVISTA ECOPOS

MOLLICK, Ethan. *Cointeligência: A vida e o trabalho com IA*. São Paulo: Intrínseca, 2025. 224 p. ISBN 978-85-5101-315-1.

UNESCO. *Journalism and artificial intelligence in Latin America*. Montevideu: UNESCO Office Montevideo and Regional Bureau for Science in Latin America and the Caribbean, 2023. Disponível em: https://unesdoc.unesco.org/ark:/48223/pf0000388124_eng. Acesso em: 27 set. 2025.

Complementary:

REPORTERS WITHOUT BORDERS (RSF); RESSA, Maria. *Paris Charter on AI and Journalism*. Paris: Reporters Without Borders, 2023. Disponível em: <https://rsf.org/sites/default/files/medias/file/2023/11/Paris%20Charter%20on%20AI%20and%20Journalism.pdf>. Acesso em: 27 set. 2025



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Discipline code:

LESSON PLANNING	
DISCIPLINE: AI FOR CONTENT CREATORS	
	PROGRAM CONTENT
1st Sem	Presentation of the module, calendar and assessment methods
2nd Sem.	Session 1: Introduction to Artificial Intelligence • Definition of AI and its evolution • Key AI applications across industries
3rd Sem.	Session 2: Introduction to Generative AI (GAI) • Differences between traditional AI and GAI • Examples of GAI in content creation
4th Sem.	Session 3: Core Concepts in AI • Machine learning, deep learning, neural networks • Large language models and generative models
5th Sem.	Session 4: Historical Overview of AI in Creative Industries • Milestones in AI-generated art, music, writing, and video • Case studies of early AI content projects



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6th Sem.	Session 5: Current Trends in AI for Content Creators • Emerging tools and technologies • Market and career opportunities
7th Sem.	Session 6: Current Trends in AI for Content Creators • Emerging tools and technologies
8th Sem.	Session 7: Responsible AI Principles • Fairness, accountability, transparency • Bias identification in AI outputs
9th Sem.	Session 8: Risks in Using Generative AI • Misinformation, plagiarism, copyright issues • Case studies of AI misuse
10th Sem.	Session 9: Privacy and Data Protection • User data handling • Regulatory considerations
11th Sem.	Session 10: Ethical Frameworks and Guidelines • EU AI Act, UNESCO guidelines, other global frameworks
12th Sem.	Session 11: Practical Ethics in Content Creation • Applying ethical decision-making in projects • Group discussion: balancing creativity and responsibility



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13th Sem.	Session 12: Ideation and Brainstorming with AI • Prompt engineering • Concept generation for digital media
14th Sem.	Session 13: Planning and Structuring Content • Using AI for storyboarding and content calendars • Workflow integration with AI tools
15th Sem.	Session 14: Writing and Editing with AI • Using language models for drafts, scripts, and blogs • Editing and refinement techniques
16th Sem.	Session 15: Visual Content Creation • AI-generated images and videos • Design tools and integration
17th Sem.	Session 16: Audio and Speech Synthesis • AI for podcasts, narration, and voiceovers • Tips for natural-sounding AI audio
18th Sem.	Practical project/N2
19th Sem.	Practical project/N2
20th Sem.	Practical project/N2