



SAN DIEGO
Community College District

AI LITERACY: GENERATING ART, MUSIC, AND VIDEO WITH AI TOOLS

HOSTED BY RODRIGO GOMEZ, II&E

12/12/24

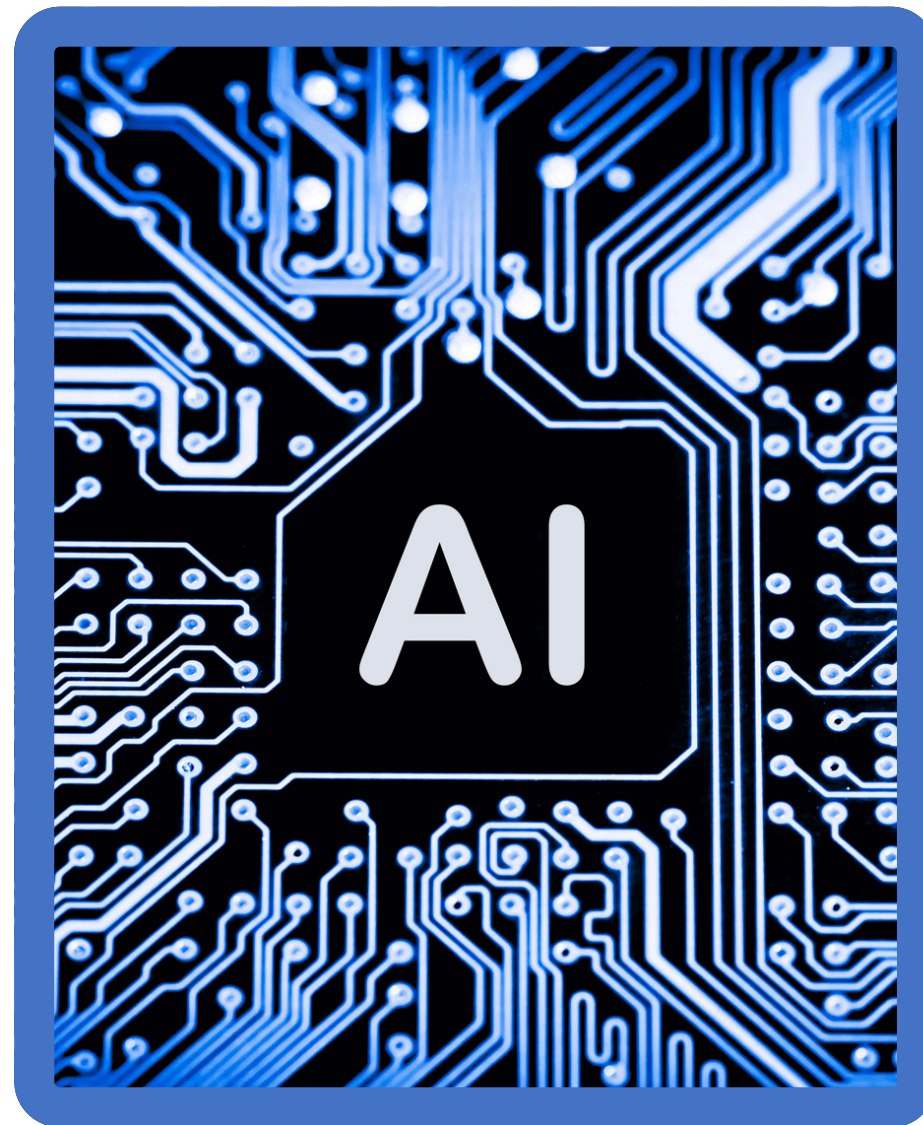


RODRIGO GOMEZ

Faculty Specialist for Emerging Technology, SDCCD
Full Professor, Miramar College

I have a passion for rhetoric, pedagogy, and poetry. I also maintain a keen interest in gamification, edtech, and web3 technologies, like artificial intelligence (AI) and the metaverse, particularly in how they can make education more engaging, relevant, and impactful for students.

Add Your Voice in the Chat!



- What kinds of classroom activities or lessons could you see using AI tools for?
- What concerns or questions do you have about using AI tools like MidjourneyAI or Soundraw?
- What would you like to create or improve in your teaching materials with the help of AI?



1

Understand Creative Potential

Gain foundational knowledge of AI tools for generating art, music, and video

2

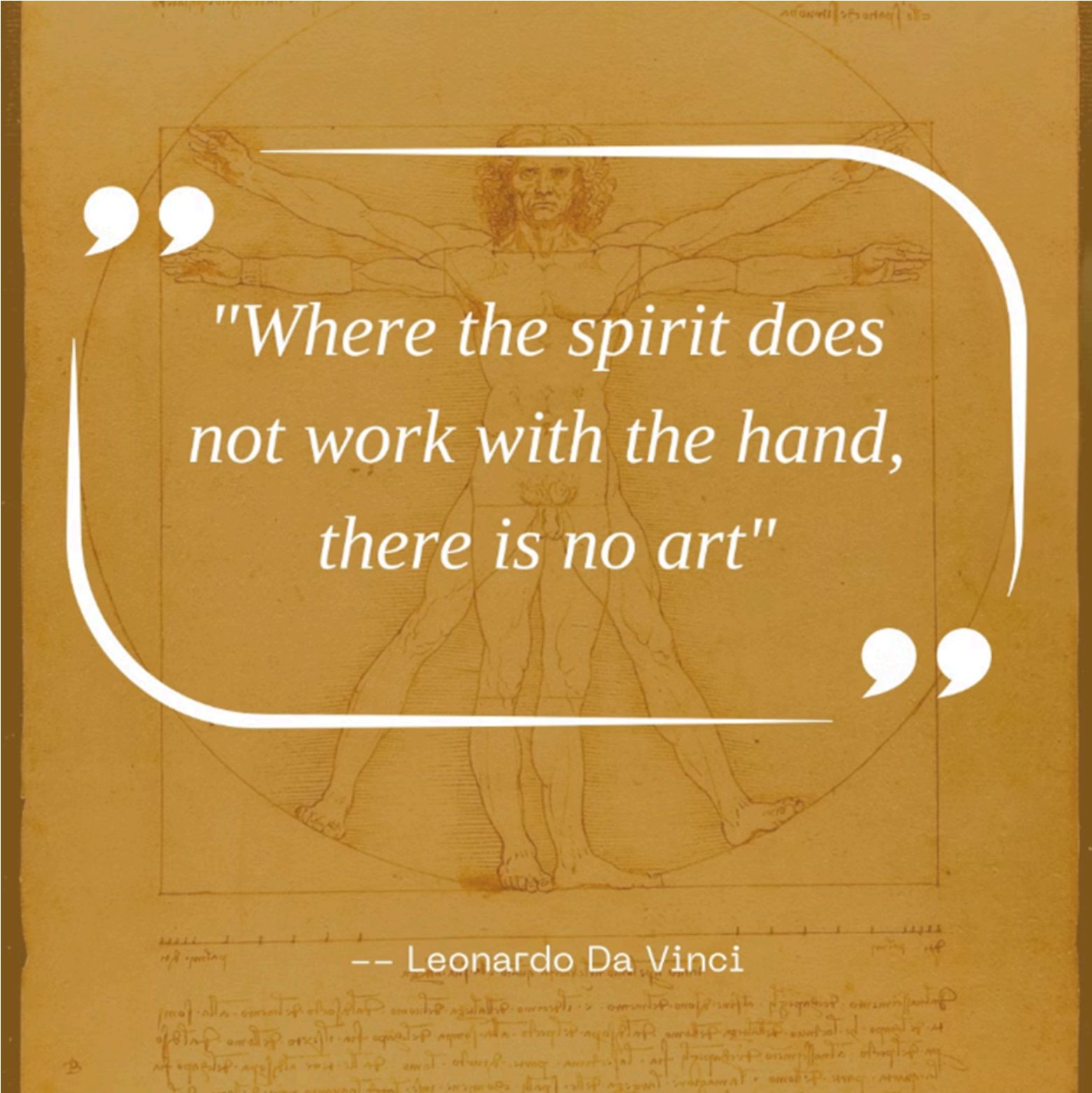
Navigate Ethical and Legal Landscape

Identify key concerns like bias and copyright implications, especially in California, USA

3

Apply AI in Education

Learn practical applications, including hands-on experience with prompt building

The background of the slide features Leonardo da Vinci's famous drawing of the Vitruvian Man. The figure is inscribed within a circle and a square, with arms and legs extended. The drawing is rendered in a light brown, aged paper style. Overlaid on the drawing is a white, rounded rectangular frame containing a quote. The quote is written in a white, italicized serif font. At the bottom of the frame, the attribution "-- Leonardo Da Vinci" is written in a smaller, white, sans-serif font. The entire slide is decorated with blue geometric shapes in the corners: a large blue 'X' shape in the bottom-left and a blue 'Z' shape in the top-right.

*"Where the spirit does
not work with the hand,
there is no art"*

-- Leonardo Da Vinci



Ideogram / MidjourneyAI

AI-powered visual art generation tool. Create stunning images from text prompts.



Soundraw / Suno

AI music creation platform. Compose original tracks for various moods and genres.



RunwayML

AI-driven video editing and effects tool. Transform and enhance video content.





Unlocking Artistic Potentials with Generative Art

AI-powered tools utilize advanced algorithms to generate unique and imaginative art pieces based on user prompts.

Simply provide a textual description of the desired artwork, and the model will generate an image that matches the description. Midjourney, furthermore, allows you to guide the artistic process by providing specific instructions and parameters, resulting in a collaborative creation between you and the AI.

Opportunities: Unleashing Creative Potential

Enhanced Creativity

AI democratizes access to high-quality creative tools. Educators can integrate multimedia into lessons with minimal technical expertise.

Time Efficiency

Rapid prototyping for visuals, soundscapes, and multimedia materials. Reduced costs for educators and small institutions.

Personalization

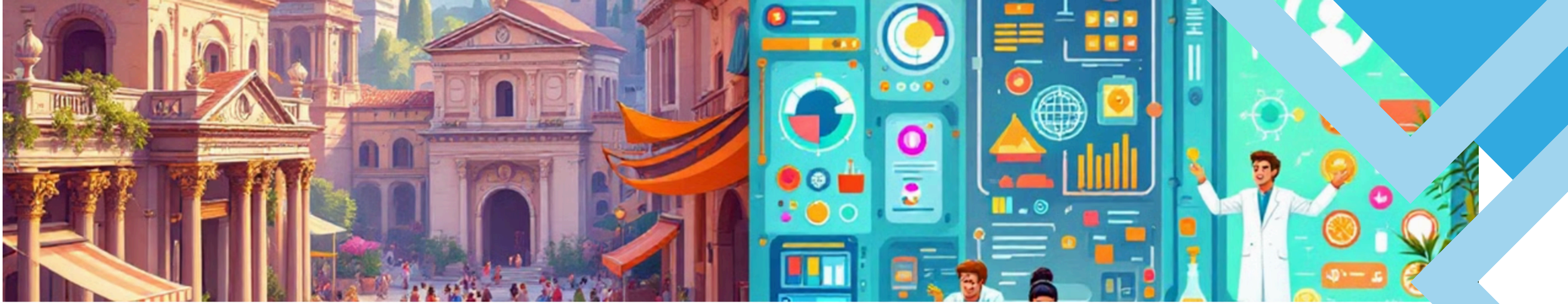
Create tailored learning experiences using AI-generated assets that match student interests and learning styles.

Generating Results

Create characters, scenes & settings, models, graphics, and even worlds using AI!



- ✔ With these tools at your disposal, you can unlock your artistic potential, experiment with novel art forms, and create captivating visuals that push the boundaries of traditional art creation



Cross-Disciplinary Learning with AI

History Visualization

Use MidJourney to create vivid depictions of ancient civilizations or historical events.

Musical Storytelling

Employ Soundraw to compose background scores for literature or social studies projects.

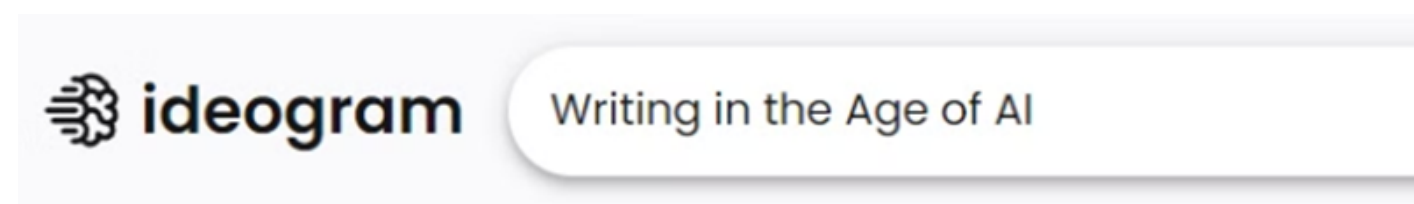
Scientific Simulations

Utilize RunwayML to create visual simulations of complex scientific concepts or experiments.

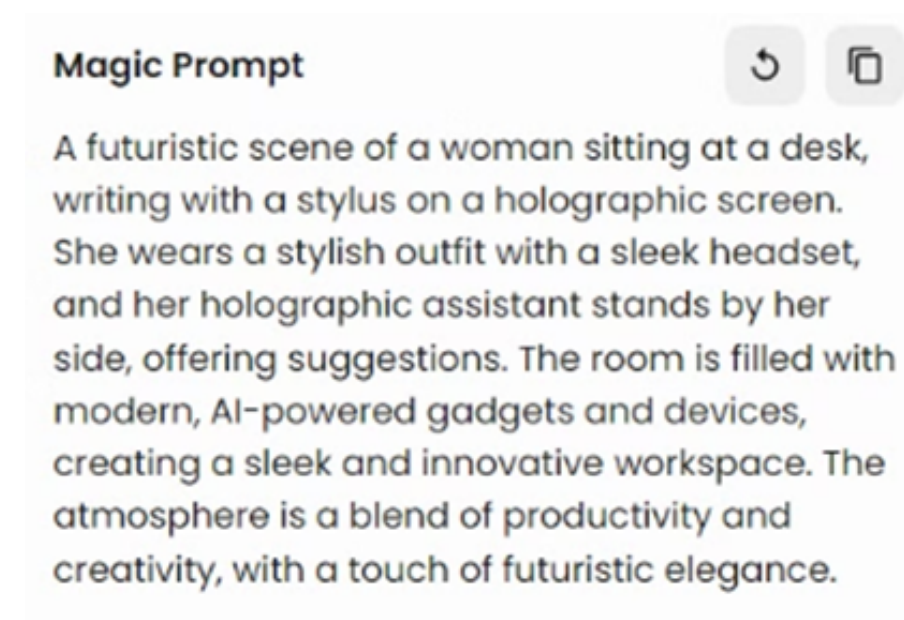
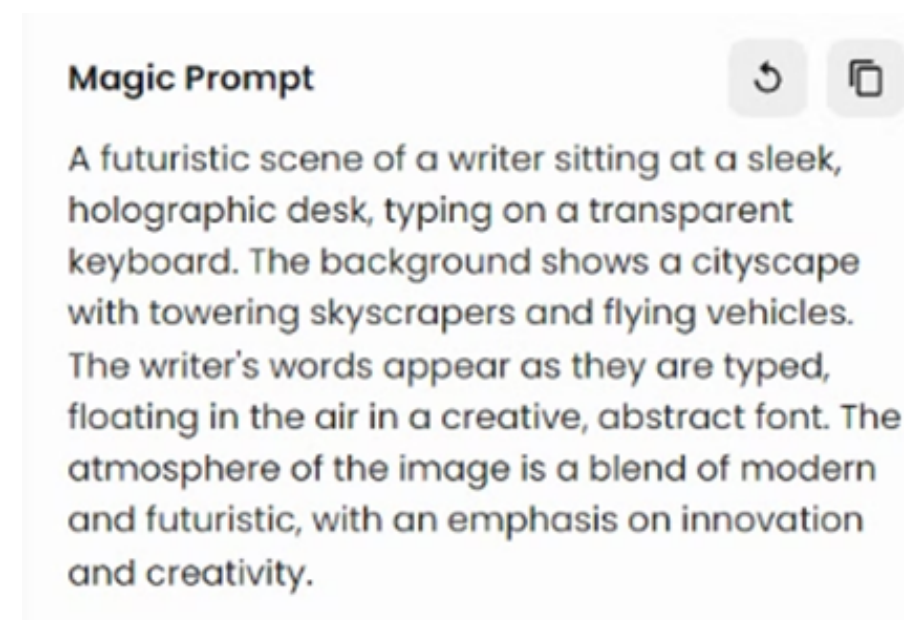
So what do I "prompt"

Prompting is all about the language you use. Fortunately, we can now analyze AI outputs to determine the best phrasing and specific commands required to generate the desired results. Let's reverse-engineer!

Ideogram example (input): **“Writing in the Age of AI”**



“Magic Prompt” (Improved outputs): In the background, “Ideogram” creates alternate prompts, with much more specific detail



Do weak prompts generate weak results?

The inherent assumption is that AI will make the creation of artworks easier, but it's a little more complex than that. Creating with AI still involves a lot of work. In some cases, more new, creative work.



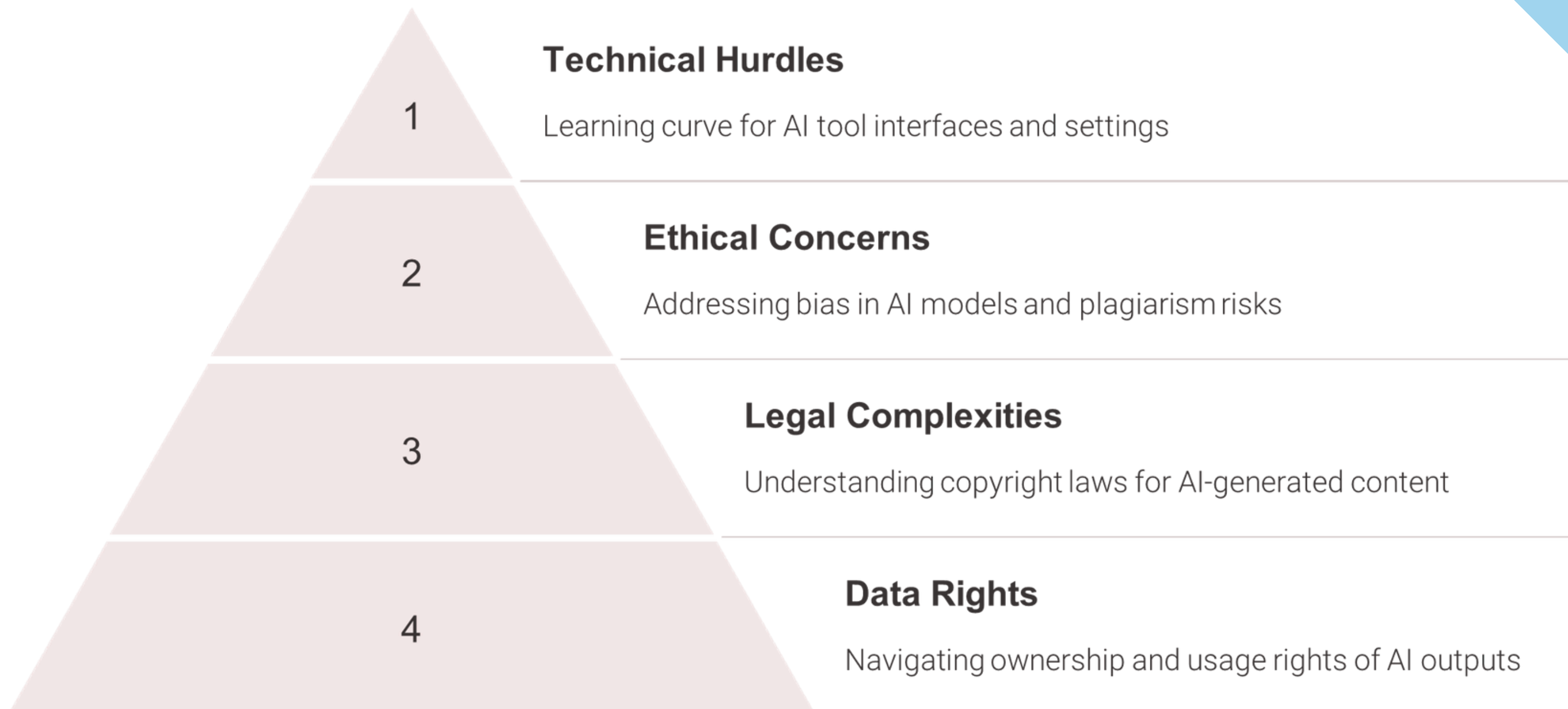
 IEEE Spectrum

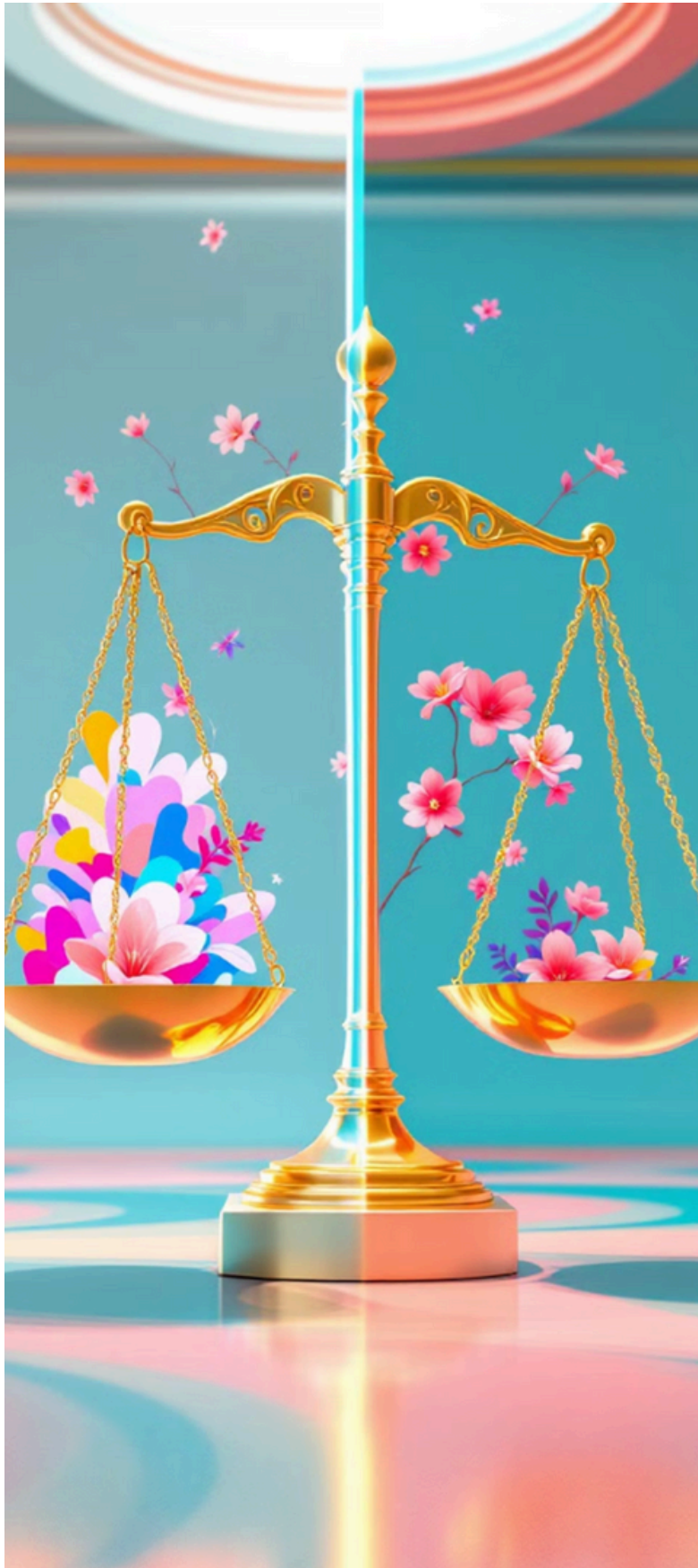
AI Prompt Engineering Is De...

Long live AI prompt engineering



Challenges: Navigating the AI Landscape





Legal Landscape: California's AI Copyright Stance

1

No Copyright for Fully AI-Generated Works

US Copyright Office doesn't grant protection to works without human authorship.

2

Human Input Required

Copyright possible if significant human creativity is involved in the process.

3

Commercial Use Caution

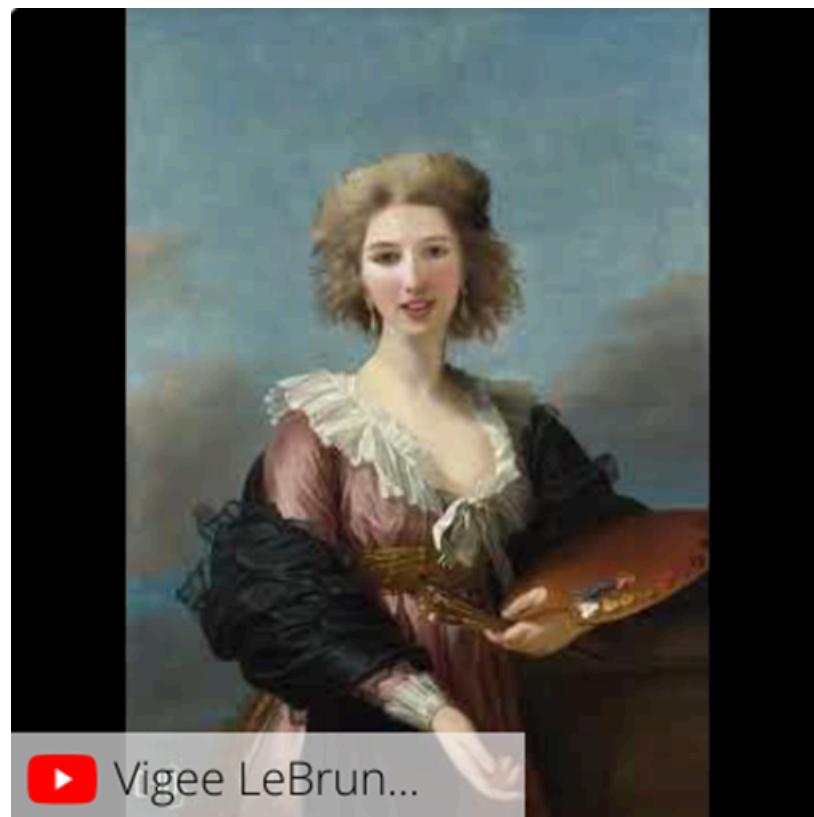
Educators must be careful when using AI-generated content in monetized materials.

4

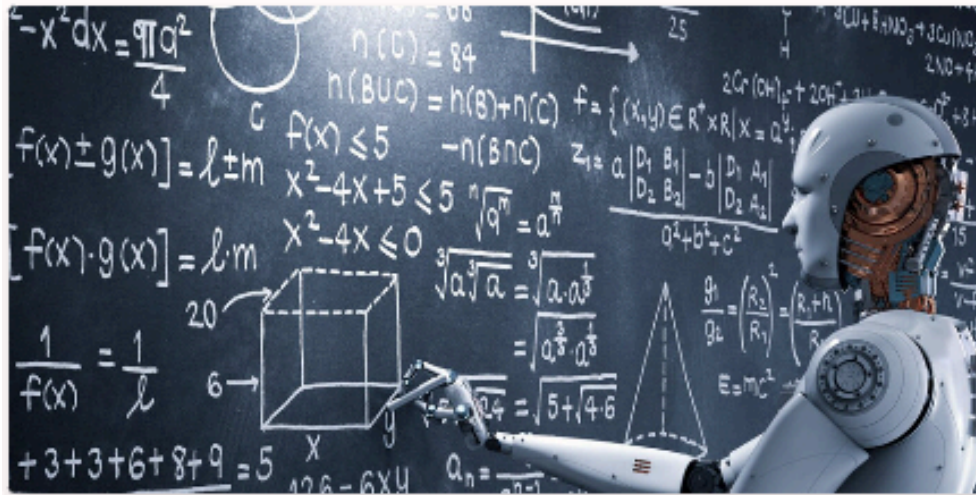
Global Variations

Other jurisdictions may have different approaches to AI copyright.

AI Agents!



AB 876: Media Literacy



California Law Requires Schools to Teach Students About AI

A new law, passed unanimously by both legislative chambers, mandates AI literacy in school curricula. In response, the state is moving to incorporate those studies in math, science and history-social science.



Recognizing fake news now a required subject in California sch...

A new law requires K-12 schools to add media literacy to curriculum for English language arts, science, math and history-social studies. Among the lessons will be recognizing fake news.

Practical Classroom Applications

1

Visual Storytelling with MidjourneyAI

Create custom visuals for narratives, historical analysis, or scientific diagrams.

2

Musical Engagement via Soundraw

Compose original soundtracks for student videos or school productions.

3

Dynamic Video Learning with RunwayML

Produce AI-edited videos simulating historical events or scientific phenomena.



MidjourneyAI Hands-on demo:

1

Access Setup

Join MidJourney via Discord and choose a subscription tier.

2

Prompt Basics

Learn simple prompts like "A surreal landscape with floating islands --v 5".

3

Parameter Mastery

Explore --ar for aspect ratio, --q for quality, and --seed for consistency.

4

Creative Exercise

Craft unique visuals for classroom topics and discuss variations.

Ethical Considerations in AI Creativity

Transparency

Always credit AI contributions in your work. Clearly state when AI tools were used in creating materials.

Rights Management

Verify if generated works are free for commercial or educational use. Review platform terms carefully.

Digital Literacy

Teach students to recognize and critically evaluate AI-generated content. Foster discussions on AI ethics.

Promoting AI Literacy in the Classroom

AI Art Analysis

Compare AI-generated art with human-created pieces.
Discuss the unique characteristics of each.

Ethical Debates

Organize debates on topics like "Should AI replace human creativity?" Encourage critical thinking.

AI Co-Creation Projects

Assign projects where students collaborate with AI tools. Reflect on the process and outcomes.





Best Practices for Responsible AI Use



Verify Sources

Always check the origin and licensing of AI-generated content before use.



Maintain Balance

Blend AI-generated and human-created content in your educational materials.



Encourage Critical Thinking

Teach students to question and analyze AI outputs, not just accept them.

Key Takeaways: Embracing AI in Education

Unlock Creative Potential

AI tools offer unprecedented opportunities for artistic and educational innovation.

Navigate Challenges Wisely

Stay informed about ethical and legal considerations in AI content creation.

Integrate Thoughtfully

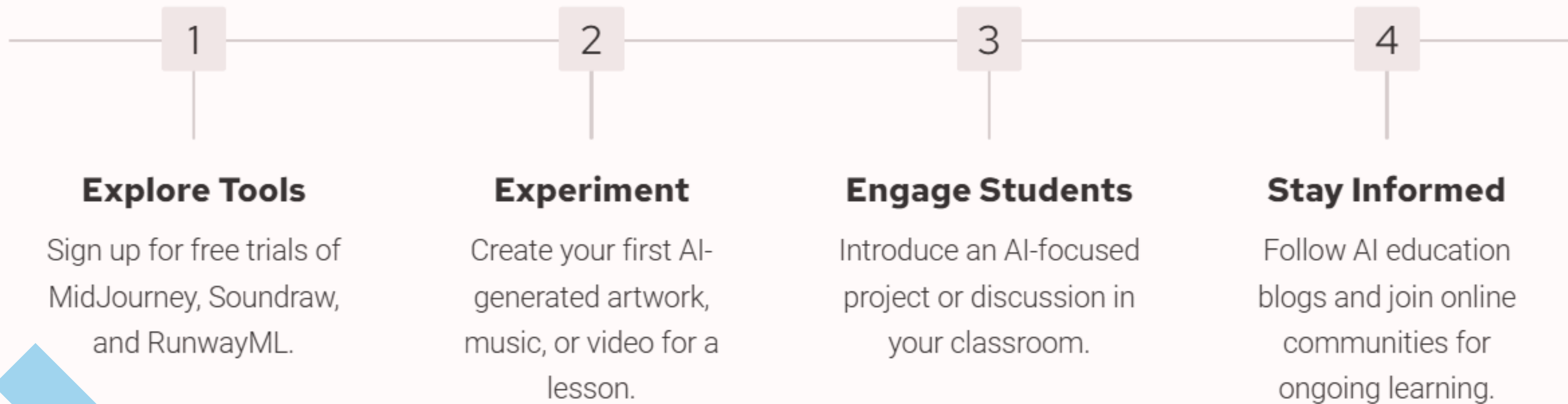
Blend AI tools into your curriculum to enhance, not replace, human creativity.

Foster AI Literacy

Equip students with skills to understand and critically engage with AI technologies.



Next Steps: Your AI Creative Journey



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Q&A



THANK YOU

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CONTINUING EDUCATION

Institutional Innovation and Effectiveness



Q&A SURVEY

