



ITED20260313

STEAM Education Enriching Knowledge Series:

Using AI to Assist Product Development

– Storytelling and Digital Media Production (New)

25/06/2026 14:15 – 17:15

Learning Elements

STEAM related learning elements involved:



AI - Prompt Literacy

Precise written communication



Design Thinking

Iterate & refine constantly

Visual Thinking

Composition & colour theory



Production Skill

Digital media production

Why is storytelling in media production important?

Great Products Need Great Stories



65%

of people are **visual learners**

— images + narrative together retain 6 X
longer
than text alone



more memorable when a product message is
wrapped in a **story vs. facts alone**
(Stanford research)



3 Layers

Problem → Solution → Emotion

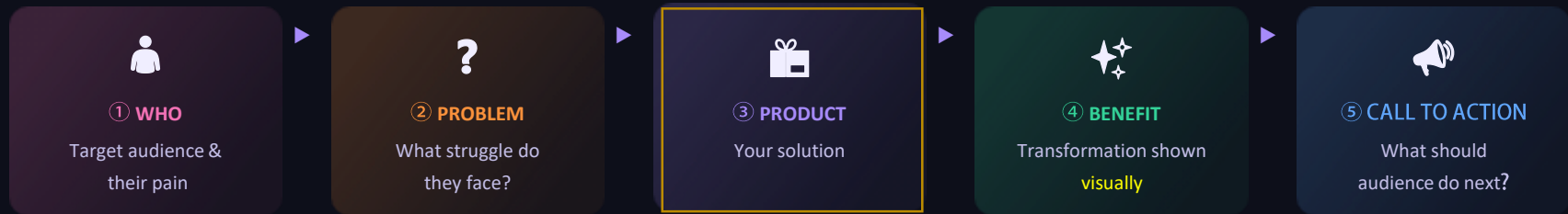
— every compelling product ad hits all three
layers

✦ AI video tools are only as powerful as the story behind them.

Students who understand *narrative structure, audience empathy and visual language* produce promotional videos that actually communicate — not just look impressive.

Story Framework

5-Element Product Story Architecture



Visual Style (aesthetic)

Cinematic

Minimalist

Energetic

Warm/Human

Tech/Future

Storyboard Must-Haves

📐 Shot type (wide / close-up / POV)

🎨 Colour mood (warm / cool / high contrast)

🎵 Audio tone (upbeat / ambient / silent)

Teacher's Role

The Teacher as Creative Director



Brief Designer

Set open-ended product briefs with real constraints:
target age, market, tone — like a real client



Question guide

Ask "Who are you talking to?" "What feeling should they leave with?" — not "is it done yet?"



Prompt Coach

Teach the SCENE formula:
Subject • Context • Emotion • Narrative
• Effect



Ethics Guardian

Pause & ask: "Is this fair? Who might be harmed? Would you put your name on this?"



Gallery Curator

Host a class "premiere"
— students present, justify creative choices & reflect on AI's contribution



Assessment rubric developer

Assess story clarity, visual quality, product consistency, ethical reflection — not just technical output

💡 Shift in mindset: From "Did the AI work?" → to "Did the student's *STORY* work?" **The AI is a brush — the student is the painter.**

Student Creativity

Ways to Drive Student Creative Input (Example)



Students interview 3 peers as target users — identify real pain points before touching AI tools



5-minute visual collage exercise — define colour, texture and emotional tone BEFORE prompting



Draw 6-panel sketch on paper before opening any AI tool — forces intentional narrative decisions



Students record all prompt versions + outcomes — builds reflective practice; shows creative decisions



Students use physical models to test the spatial arrangement of product promotion video sets.

Creative Contribution Split



● 40% Story & Script ● 35% Prompting ● 25% Refinement

💡 **Key Insight:** The student decides the purpose, story, and message. That's where real creativity happens—and where teachers give credit.

Ethics of AI Videos

Ethical Checkpoints for AI-Generated Video

1 • Attribution & Transparency

Always disclose: "This video was created using AI tools (Kling / Gemini)". Academic honesty applies to AI outputs.

2 • Representation & Bias

Does the generated video show diverse, realistic people? AI models can replicate stereotypes — students must review critically.

3 • Deepfake & Misrepresentation

No real persons' likenesses without consent. No fabricated product claims. Video must not mislead the target audience.

4 • Copyright & IP

Who owns AI-generated content? Reference materials (music, logos, photos) used in prompts must be cleared. Discuss IP with students explicitly.



5 • Environmental Footprint: Each AI video generation uses significant GPU compute. Encourage students to plan prompts carefully — "one good prompt beats ten wasteful ones".

Example Activity

Classroom Scenario: "Smart Water Bottle" Campaign

① **Brief:** Design a 30-sec promo for a smart water bottle targeting secondary students who forget to hydrate during study sessions

② **Story Arc:** Student stressed & tired → bottle glows as reminder → student drinks → energy restored → exam success

③ **Prompt built:** "Close-up of a glowing blue smart bottle on a desk covered in study notes, warm evening light, a teenage student's hand reaching for it, cinematic, hopeful mood"

④ **Ethics check:** No real student faces used · Health claim ("energy restored") reviewed for accuracy · AI disclosure added as closing title card

Shot Plan (Storyboard)

🎬 **Shot 1** — Wide: messy desk, dim light (Problem)

🎬 **Shot 2** — CU: bottle glows, hand reaches (Solution)

🎬 **Shot 3** — Medium: student smiles, confident (Benefit)

🎬 **Shot 4** — Product beauty shot + CTA text (Action)

🕒 Time per stage (75 min total)

15 min — Brief + audience analysis

20 min — Story arc + storyboard sketch

30 min — Prompt writing + AI generation

10 min — Ethics review + peer feedback

Thanks ✨

AI tells the story you write.

The tools may change, but these human skills don't:

your instincts for storytelling, your creative judgment, and your ethical responsibility.

Teachers like you are in the best position to help students develop these skills.