

Hands-on with AI: Transforming Educational Media Production

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Workshop Facilitators



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Agenda

- Welcome and Framing
- Mayer's Principles for Media Production with AI
- Hands-On Drafting
- Creation of Media
- Wrap-Up & Next Steps

Workshop Outcome:

*You'll create a media production plan
with ideas for AI that you can use
immediately.*





Resource Guide

https://docs.google.com/document/d/11ntSBhxp2jW6DpBxopZXQbm15pjOFH_kkNg6liuCNGU/edit?usp=sharing

Reflection:



Are you a beginning, intermediate, or high-level user of AI for media production?

Statement of AI Use in this Workshop

Artificial intelligence was **utilized** to brainstorm ideas and generate text, audio, and video content.

Why AI for Media Production?



Saves time



Saves money



Allows for
experimentation



Use AI as a
coach or creator

Key Terms and Definitions

Mayer's Principles of Multimedia Design

A set of design guidelines to help you create multimedia lessons that consider cognitive load and promote deep understanding.

AI-Generated Media

Content (text, images, audio, video) created by machine-learning models (e.g., ChatGPT, DALL-E).

Production Planner

A plan outlining the instructional scene, e.g., the text, visuals, or interactions that will be included in the learning object. Similar to a storyboard.

AI Media Production Using Mayer's Principles

- **Define Learning Objectives & Audience**
 - Pre-training, Personalization
 - Use prompts to refine objectives
- **Identify Key Messages & Media**
 - Coherence, Signaling, Redundancy
 - Use AI to review the clarity of text summaries
- **Structure Content into Segments**
 - Segmenting, Modality
 - Ask for suggestions for content breaks



AI Media Production Using Mayer's Principles

- **Develop a Production Planner or Storyboard**
 - Spatial/Temporal Contiguity
 - Align visual layouts and text outlines
- **Create & Refine Media Components**
 - Multimedia, Voice, Image
 - Create visuals/audio/video
- **Review for Cognitive Load**
 - All Mayer's principles
 - Use AI for feedback and analyzing cognitive load



AI Media Production Tools

Text

- ChatGPT
- Gemini
- Co-Pilot
- Claude

Video

- Gemini Veo (creation)
- Descript (editing and creation)

Image

- Canva
- Dall-E
- FulxAI
- Some GPTs

Voice

- Descript
- ElevenLabs

Refer to the Resource Guide



<https://docs.google.com/document/d/11ntSBhxp2jW6DpBxopZXQbm15pjOFHkkNg6liuCNGU/edit?usp=sharing>



Example Media Production Planner

Topic/Content	AI Generated Media and Mayer's Principles	Notes/Script
Introduction & Objectives	<ul style="list-style-type: none">• AI voice-over, visuals• Signaling, personalisation	Welcome message, learning objectives
Core Concept Explanation	<ul style="list-style-type: none">• AI-generated video illustration• Coherence, multimedia	Clear, simple explanation of the core concept
Example Application	<ul style="list-style-type: none">• AI-generated images/audio• Spatial/temporal contiguity	Real-world educational scenario
Interactive Component	<ul style="list-style-type: none">• AI-assisted quiz/questions• Segmenting, modality	Formative assessment
Summary & Reinforcement	<ul style="list-style-type: none">• AI-produced summary visuals• Redundancy, voice, image	Key concepts highlighted again

Example: Intro of Workshop

Topic/Content Notes/Script

Introduction & Objectives	<p>Welcome to the Hands-on with AI: Transforming Educational Media Production workshop. I am Dr. Olysha Magruder, and I am thrilled to be one of your facilitators.</p> <p>In this introduction, I will explain why AI can be helpful for educational media production.</p>
Core Concept Explanation	<p>Creating media with AI can save time and money, enable experimentation, and support you as a coach or creator in media production.</p>
Example Application	<p>Suppose you wanted to create a quick tutorial for your students. With AI applications, you can easily brainstorm ideas for the tutorial, draft learning objectives, produce audio, video, and other elements, and draft quiz questions based on your content.</p>
Interactive Component	<p><i>Reflection question posed at the beginning of the video:</i> Do you feel like you are a beginning, intermediate, or high-level user of AI for media production?</p>
Summary & Reinforcement	<p>To summarize, we will use AI to create media to save time, money, and allow for experimentation with the aid of AI as a creator or coach. Let's get started on the next part of our lesson: creation.</p>

Creation time!

Group 1:
Principles 1-4

Group 2:
Principles 5-8

Group 3:
Principles 9-12

Group 4:
Principles 10-14

Group 5:
Principles 15-17

Group 6:
Principles 18-20

Draft a Production Planner

01

Choose your audience, learning objective(s), and core topic

02

Determine real-world scenarios and interactive components

03

Select how AI will assist you in the production

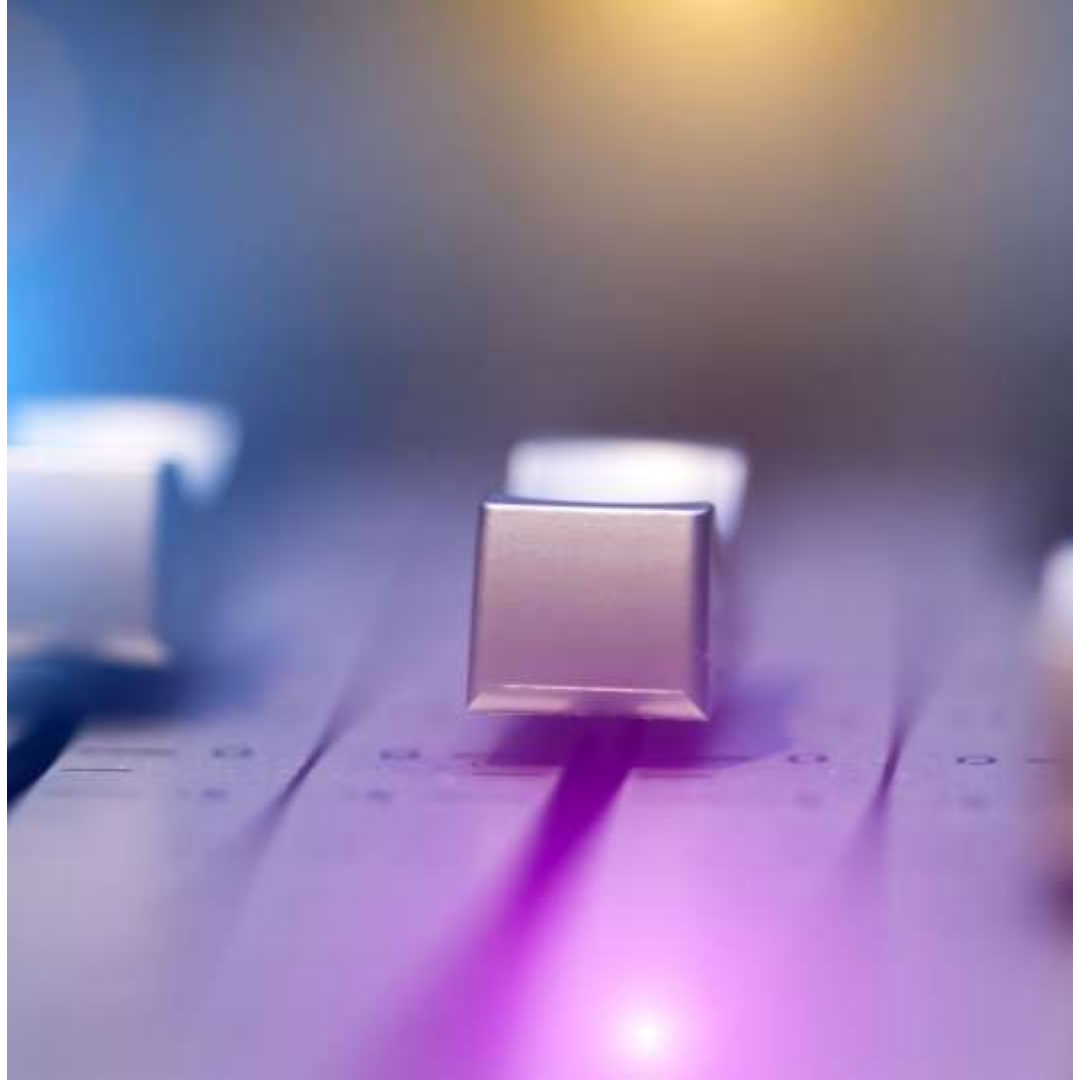


Download the production planner template

https://docs.google.com/document/d/1J2yToCg6hhriK5HWN_lp3bKUHZdgiEYeEtYx3hXXvNQ/edit?usp=sharing

Create media for your plan

- Select at least one component of your production planner (i.e., text, audio, visual, video)
- Try AI tools to create the media
- Be prepared to share!



Feedback in Pairs



- Take turns sharing your creation and/or ideas for media production
- Suggest one improvement or idea for your partner
- Discuss the following
 - With which part(s) of the process will AI help you?
 - What are **the challenges** with using AI tools for media production?
 - What are **the opportunities** for using AI tools for media production?

Refine and Retest

01

Make edits
based on
feedback

02

Try again with
AI

03

What improved?
What still needs
work?

Wrap Up

- **Key takeaway:**

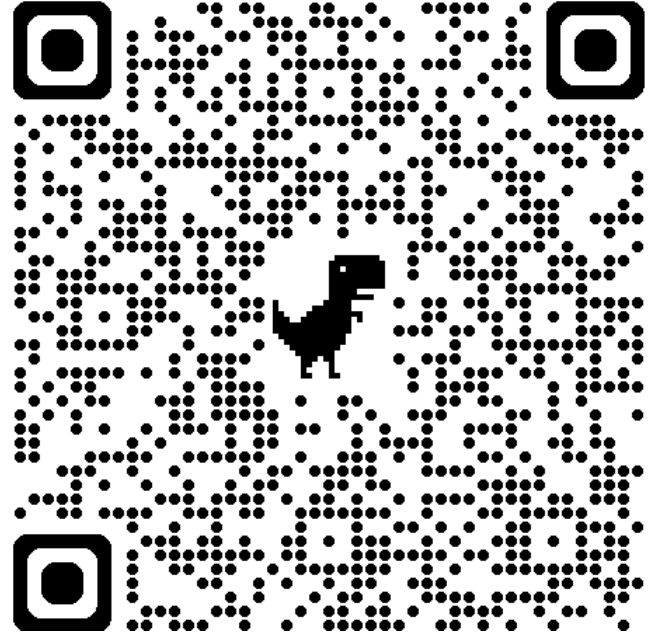
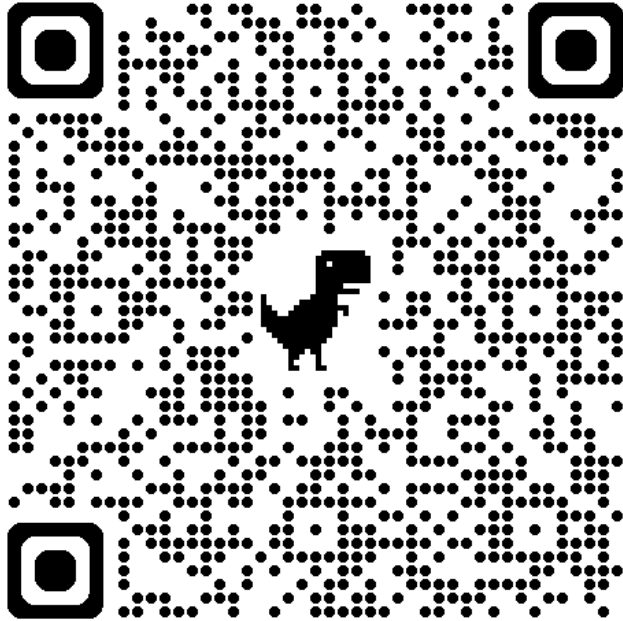
Effective use of AI-generated media =
better learning experiences (we hope...)

- **Challenge:**

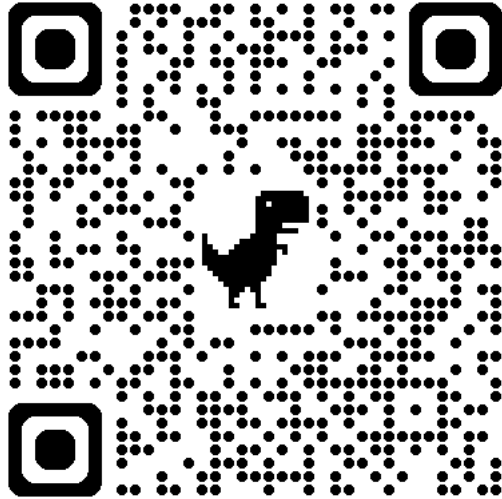
Take this further and create a learning
object for your context!



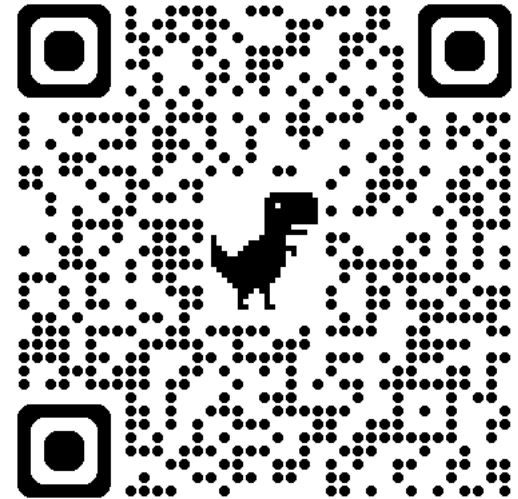
Resource Guide and Template



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