

# How AI is changing educational media production workflows:

From pre-production-production-post-production  
to layered assembly production



Media & Learning Conference 2026

Markus Tischner

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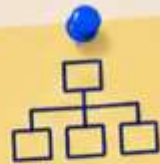
*Do you feel it too?*

# ≡ Where These Observations Started ≡



From *human-centred* worldviews to *relational* worldviews in higher education – building awareness to see the Earth as an interconnected ecosystem and respond better to climate change.

[www.morethanhumanproject.eu](http://www.morethanhumanproject.eu)



Workflow



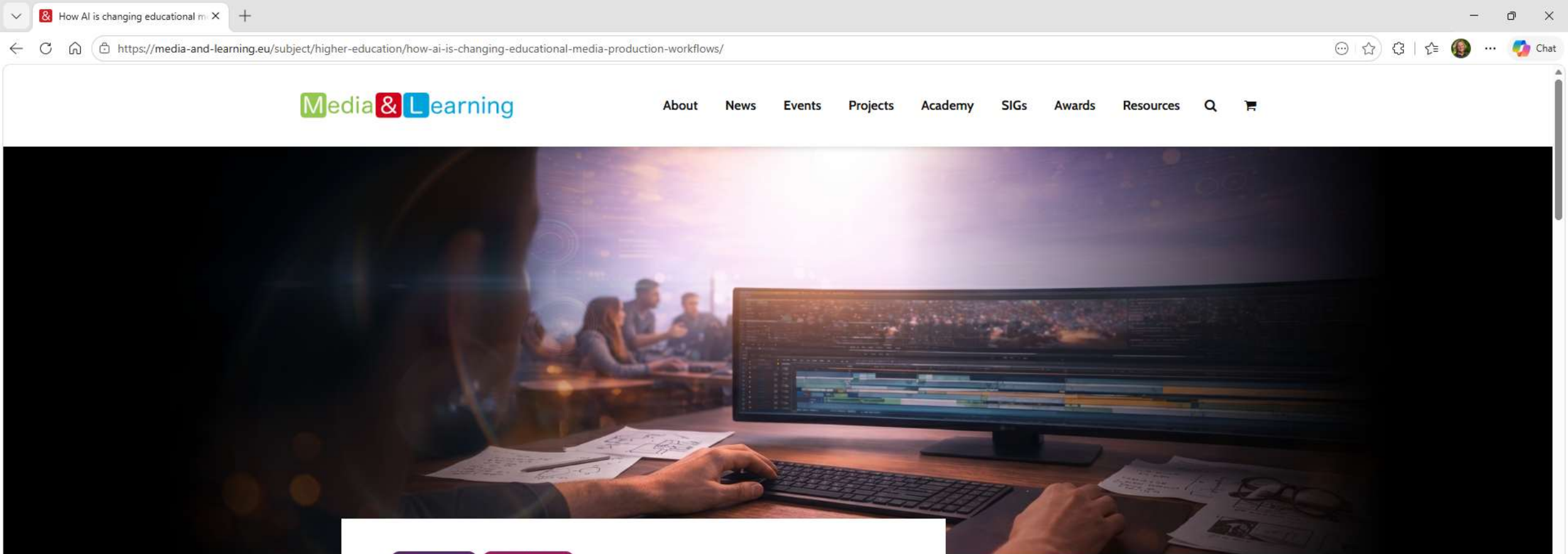
Production



Decisions



Trust



AV TECHNOLOGIES HIGHER EDUCATION

# How AI is changing educational media production workflows

 3 months ago  6 min read

*From Preproduction–Production–Postproduction to Layered Assembly Production*

by **Markus Tischner**, Friedrich-Alexander Universität Erlangen-Nürnberg (FAU), Germany.

Many of us in higher education produce under the same pressures. Budgets are tight. Time is limited. Stakeholders care deeply about accuracy and approval safety, but they are often not media experts. At the same time, expectations for engaging, visual storytelling keep rising. Generative AI could change this situation in a very practical way. It could make early

## Categories

|                               |      |
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| AR & VR                       | 342  |
| Artificial Intelligence       | 340  |
| AV Technologies               | 790  |
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| Higher Education              | 1324 |
| Lifelong Learning             | 244  |

**Panelist**



**Jana Herwig**

University of Vienna,  
Austria

**Panelist**



**Lizzy Bleumers**

Thomas More University  
of Applied Sciences,  
Belgium

**Session Host**



**Markus Tischner**

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**Panelist**

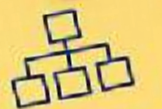


**Lana Scott**

Massachusetts Institute  
of Technology (MIT),  
USA



*Is the Traditional  
Production Workflow  
Being Replaced?*



Workflow



# How it traditionally works



Pre Production



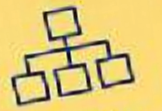
Production



Post Production

Script as  
main discussion  
object





Workflow

# Observation – this is happening now

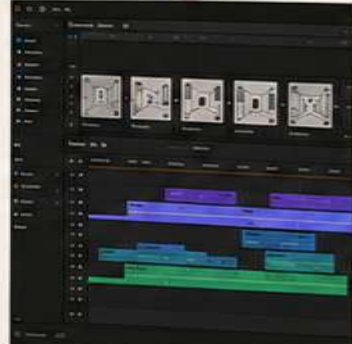
Pre Production

Production

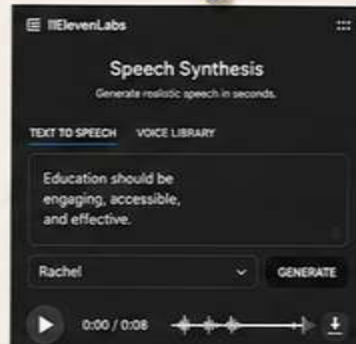
Post Production



Storyboard



Prototype



Temporary Voice



Rough Cut



Final Edit & Polish

Iterate based on feedback

Borders are  
flexible.  
Learning is  
continuous.

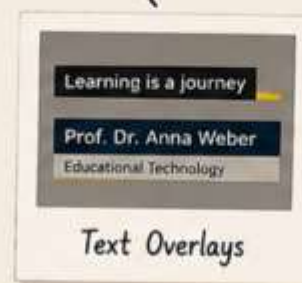


*Within the next two years,  
educational media production  
will shift from linear  
Pre - Production - Post  
to mainly layered workflows.*



*Is production moving  
from capture to assembly?*

# How it traditionally works





# Observation – this is happening now



The centre of gravity may be shifting



*Within the next two years,  
assembly will overtake capture  
as the core of  
educational media production.*



# *Is Decision-Making Becoming the New Bottleneck?*



# How it traditionally works ≡

1. Discuss different concept ideas

## Concept Idea A

### Script draft

- Introduce the topic with a real-life example.
- Explain the main concept in simple words.
- Give a short conclusion.



## Concept Idea B

### Script draft

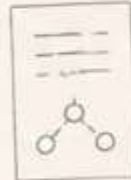
- Start with a question.
- Explain the concept step by step.
- Add a practical example.



## Concept Idea C

### Script draft

- Tell a short story.
- Highlight the key idea.
- End with a takeaway.



2. One concept is approved

## Approved Concept

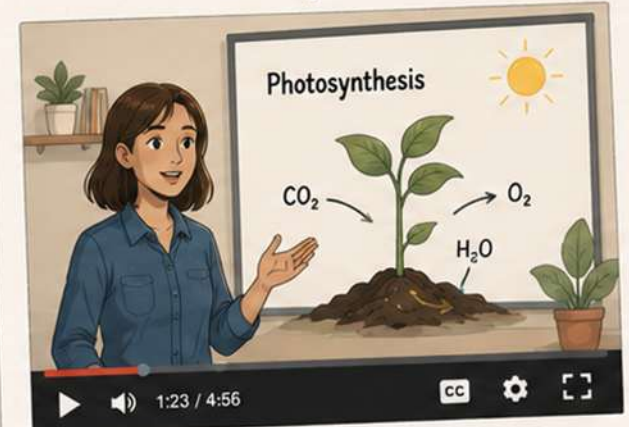
Concept Idea B



3. Then it is visually produced

## Produced Media

Learning Video



≡  
Producing alternatives was expensive.

Time

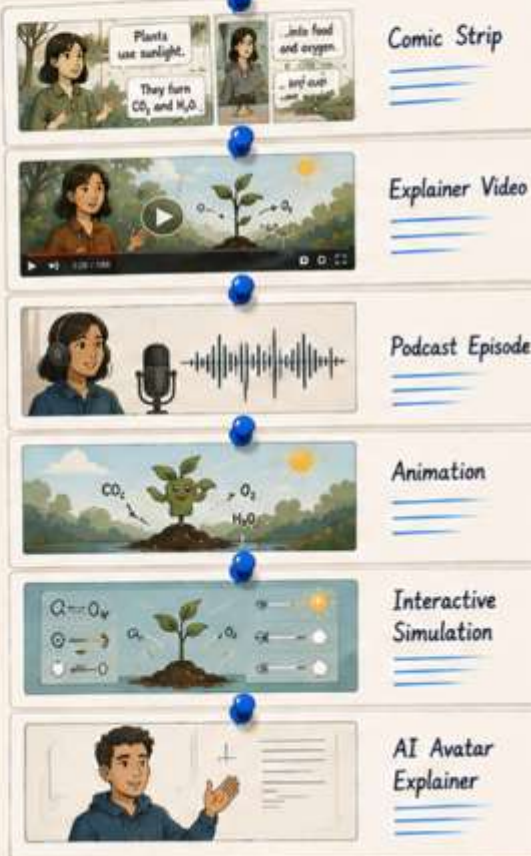
Budget

Effort

Decisions

# Observation - this is happening now

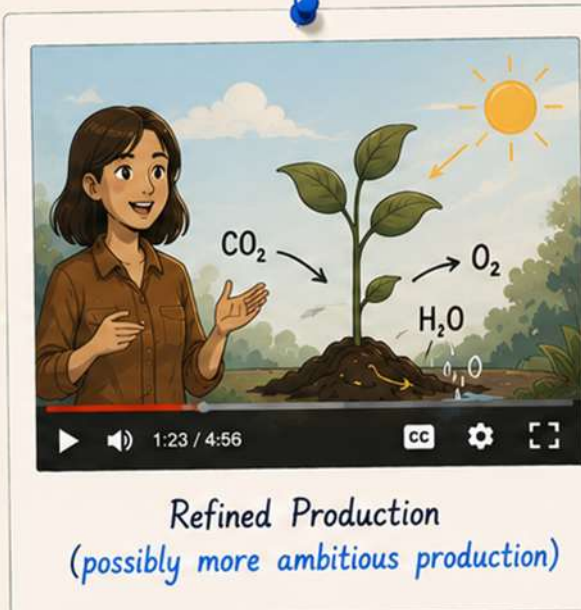
1. Many options are created quickly



2. These options are discussed and compared



3. One option is selected



More options,  
higher quality



*Within the next two years,  
AI will make educational media  
more ambitious rather than faster.*



*Do We Need  
Real-World Anchors?*



Trust

## ≡ How it traditionally works ≡



Real Expert



Real Object



Learner Trust ♥



Real Place



Documentary Footage

Nobody really questioned it.

Reality came bundled with production.



Trust

≡ Observation - this is happening now ≡

Real-World Anchors



Real Expert



Real Place



Real Object



Documentary Footage



Learner Trust ❤️

AI Generated Media



Reality is  
no longer  
guaranteed.

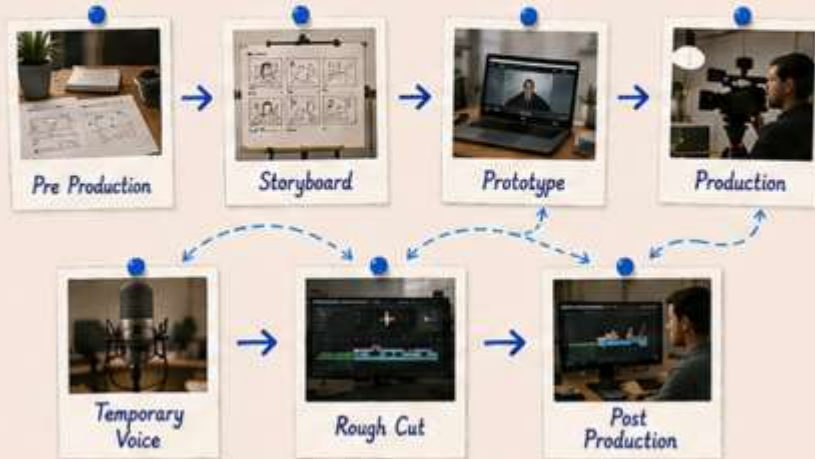
Maybe that's a problem.  
Maybe it isn't. 😊



*Within the next two years,  
fully synthetic educational media  
will be as credible as media  
grounded in real-world anchors.*

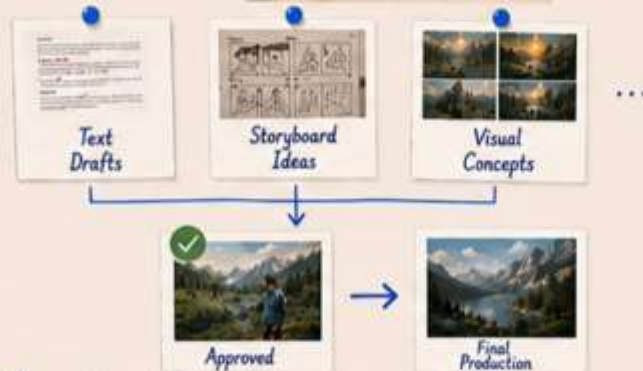
# LAP Observation Board

## ① Workflow



Observation: Workflows are becoming more iterative.

## ③ Decisions



Observation: More options could make decision harder and quality higher.

which of these changes do you experience?

## ② Production



Observation: Media is shifting from capturing assets to assembling them.

## ④ Trust



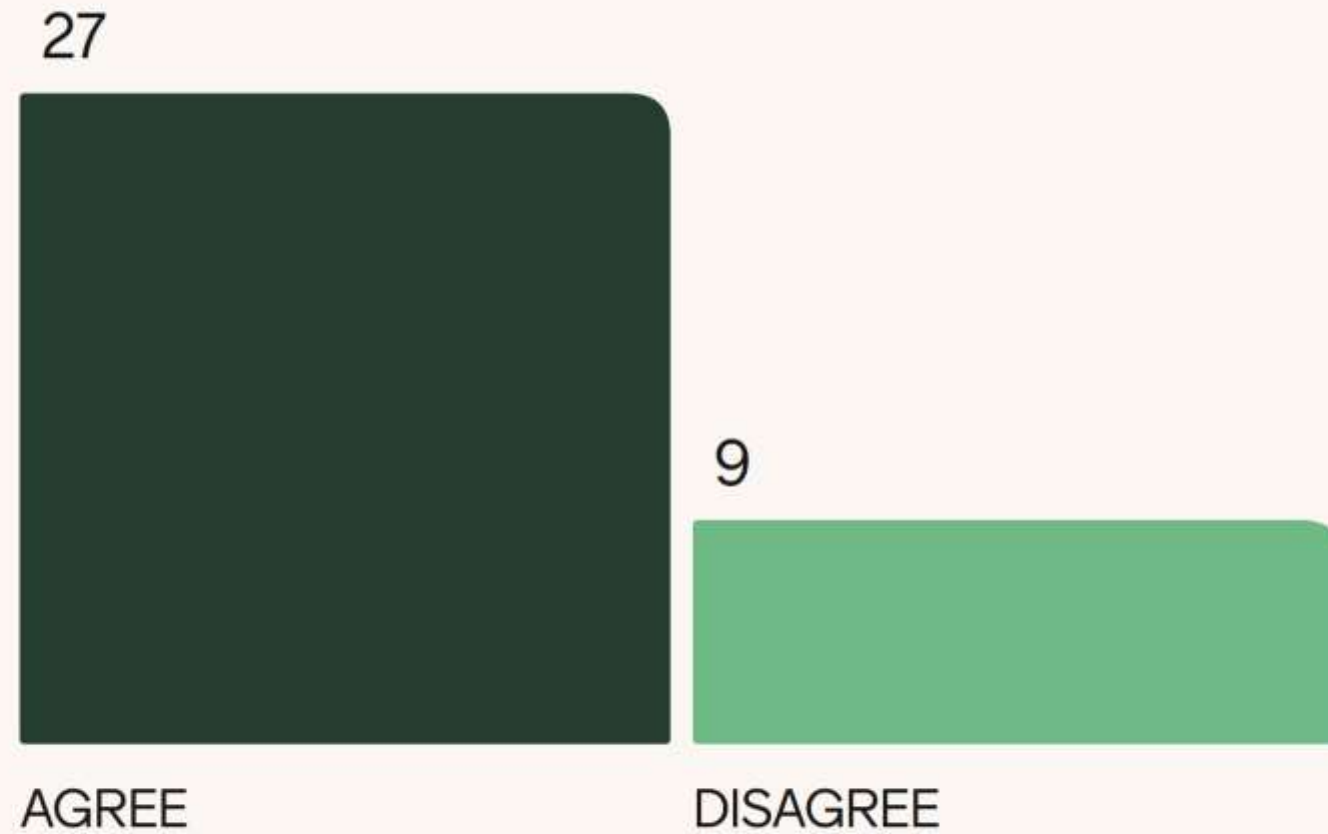
Observation: Reality is no longer guaranteed - Trust needs Real World Anchors.

# Poll Results



*Within the next two years,  
educational media production  
will shift from linear  
Pre - Production - Post  
to mainly layered workflows.*

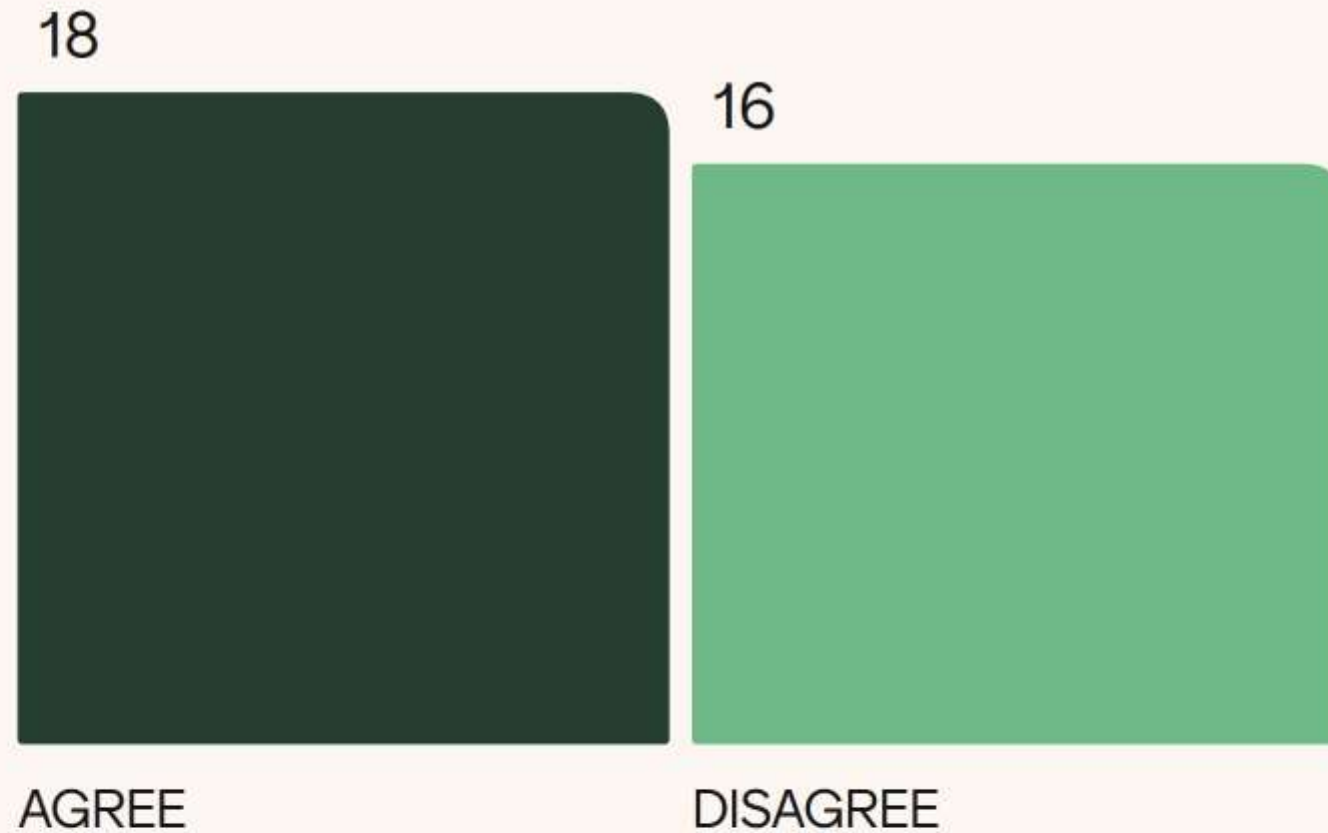
Production will shift from linear PRE - PRODUCTION - POST to layered workflows





*Within the next two years,  
assembly will overtake capture  
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educational media production.*

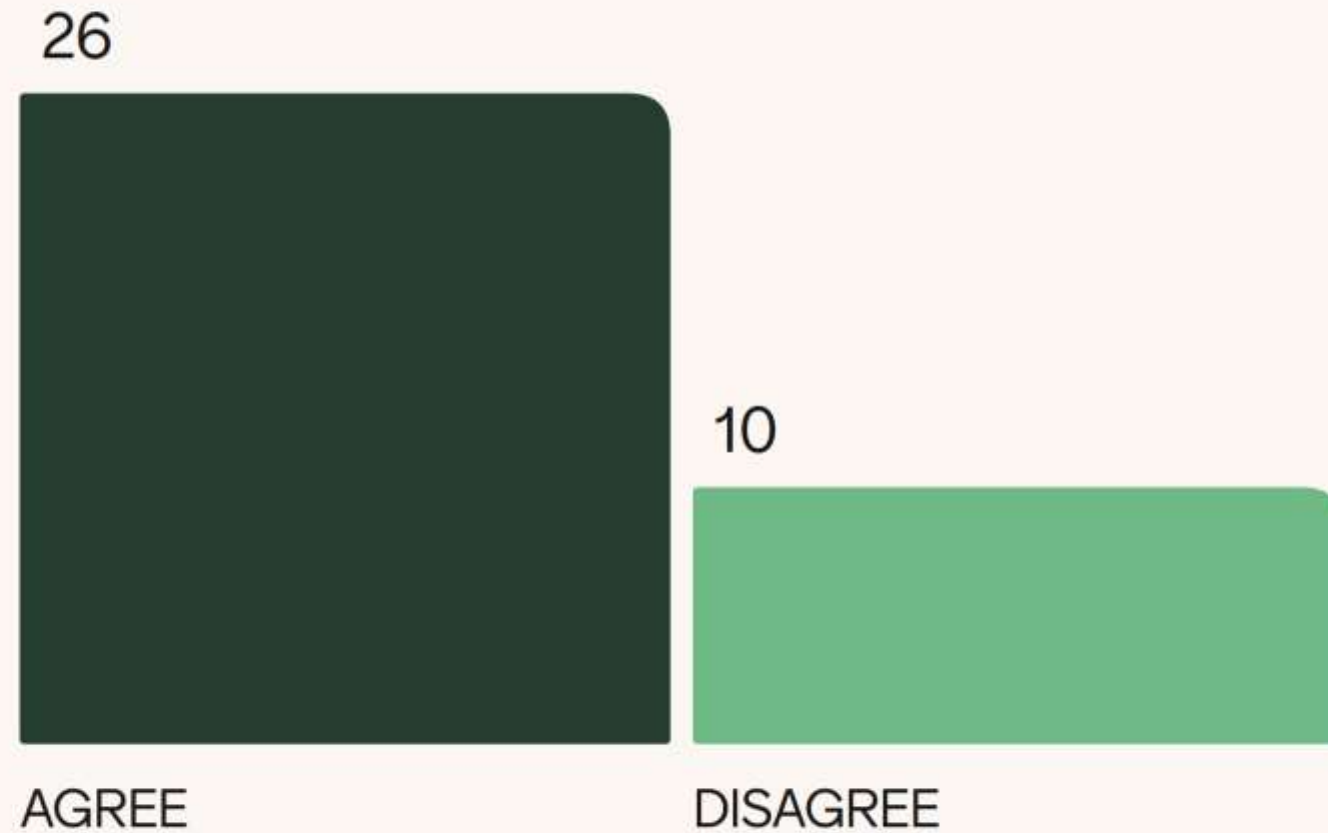
# Assembly will overtake Capture in educational media production





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AI will make educational media  
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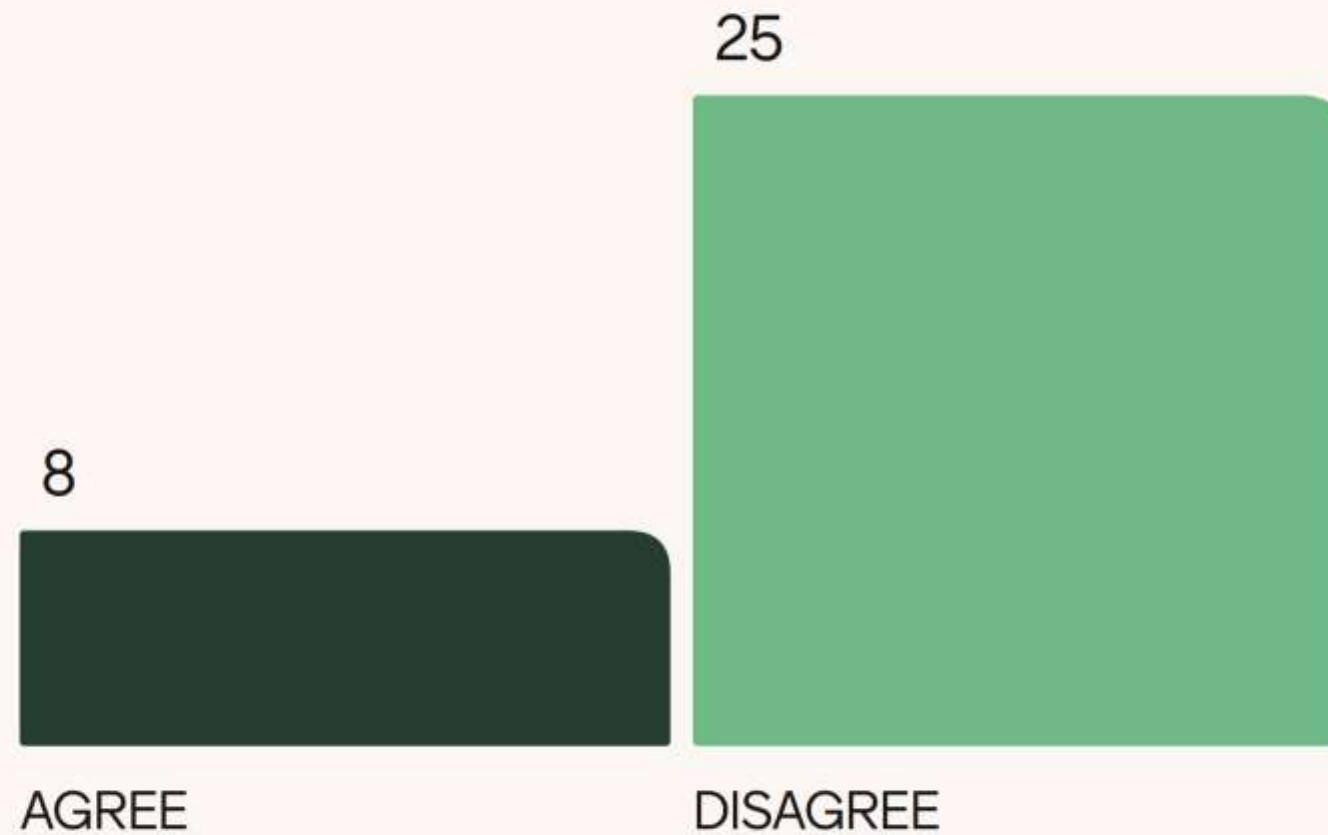
AI will make educational media more ambitious rather than faster





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AI media will be as credible as media grounded in real-world anchors





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**THANKS**

For your attention!