

Co-Designing AI Literacy: A European Multi-Partner Approach to Creating a Blended Learning Programme on GenAI and Disinformation



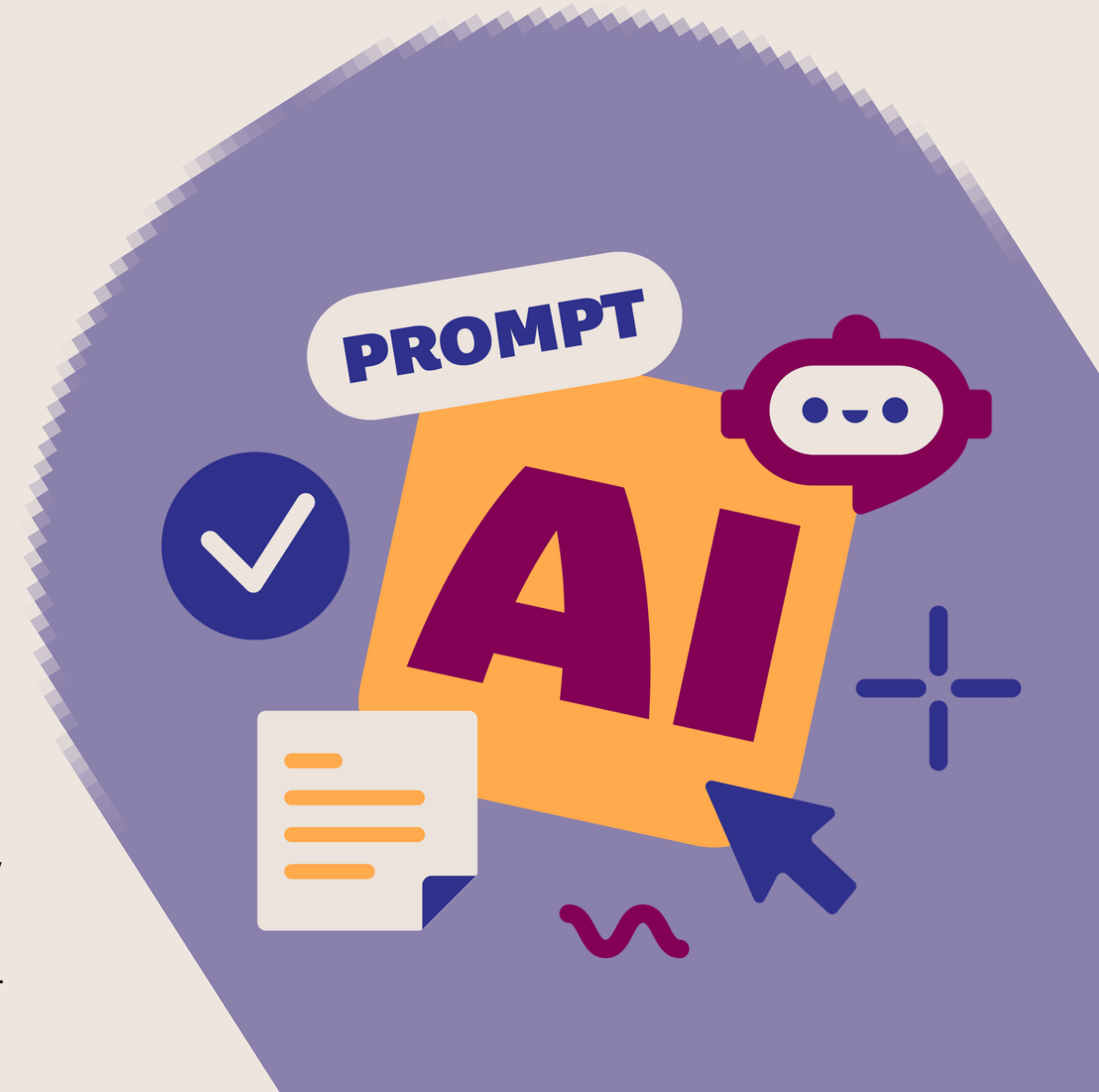
Nicola Bruno

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AI Literate



- Strengthens AI literacy in higher education across Italy, Portugal, Croatia, Poland, and Belgium by promoting **ethical AI use**, bias detection, and academic integrity.
- Investigates **how Generative AI contributes to disinformation** through empirical research, case studies, and participatory activities, while identifying strategies to counter AI-generated misinformation.
- Supports higher education institutions in **integrating GenAI responsibly** into teaching and learning by improving digital literacy, critical assessment of AI-generated content, and evidence-based educational practices.

AI Literate

The consortium



ADAM MICKIEWICZ
UNIVERSITY
POZNAŃ



AI Literate

4 outputs



- **Research publications:** we conduct studies, roundtables, and online evaluations to understand how the higher education community perceives and experiences generative AI.
- **Blended Learning Program:** structured blended learning programme focused on generative AI and digital disinformation. (20-hour online course + 3-day intensive bootcamp)
- **Guidelines:** practical guidelines to support the responsible use of generative AI in higher education
- **Multimedia projects:** during the bootcamp, students collaborate in a Media Lab to create multimedia projects such as videos, podcasts, interactive features, and social media campaigns.



The Co-design process

Context

- **Evidence based**

Literature review + country analysis + case studies

- **Multidisciplinary**

Integrating media literacy, instructional design, psychology, communication studies, computer science, and the social sciences

- **AI literacy + disinformation**

- **Accessible and inclusive**

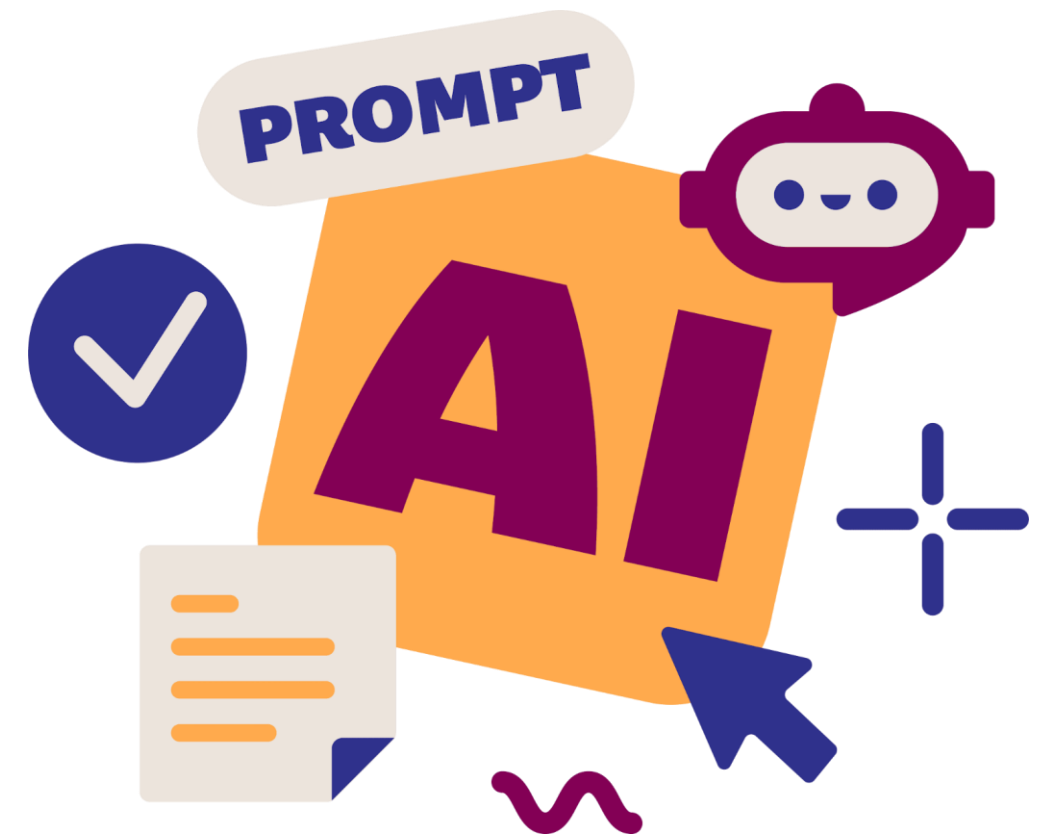
Universal design, different learning styles and learner backgrounds



The goal

By the end of the programme students will be able to:

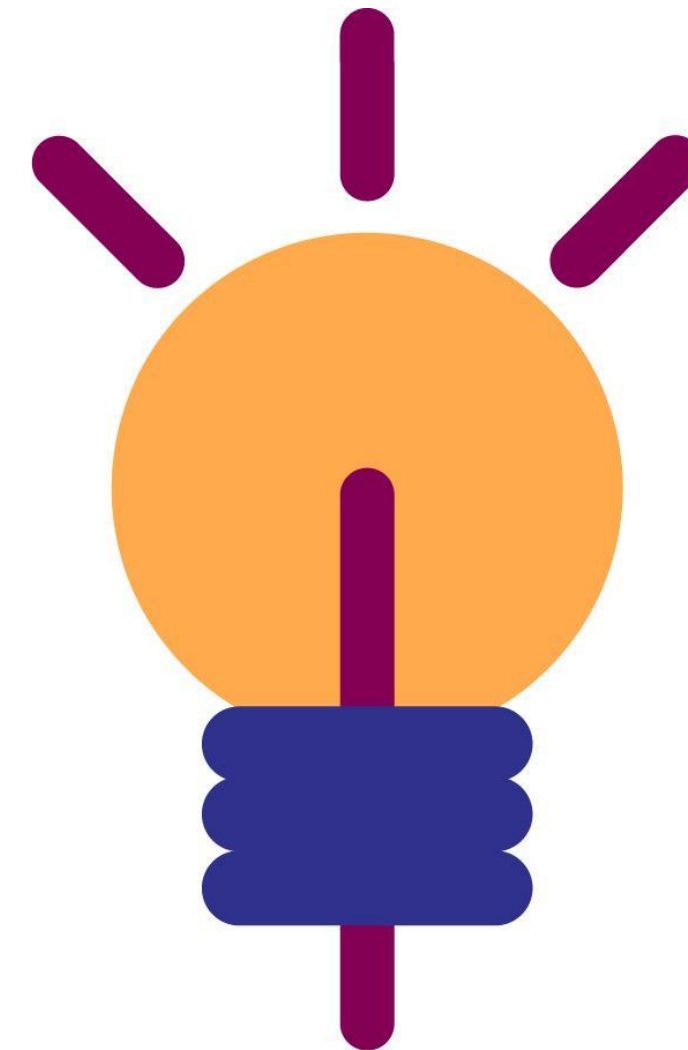
- **Understand** GenAI's technical foundations and impact on media
- **Recognise** AI-driven disinformation and its effects
- **Verify, evaluate, and produce** media content responsibly
- **Design** counter-disinformation strategies using AI ethically



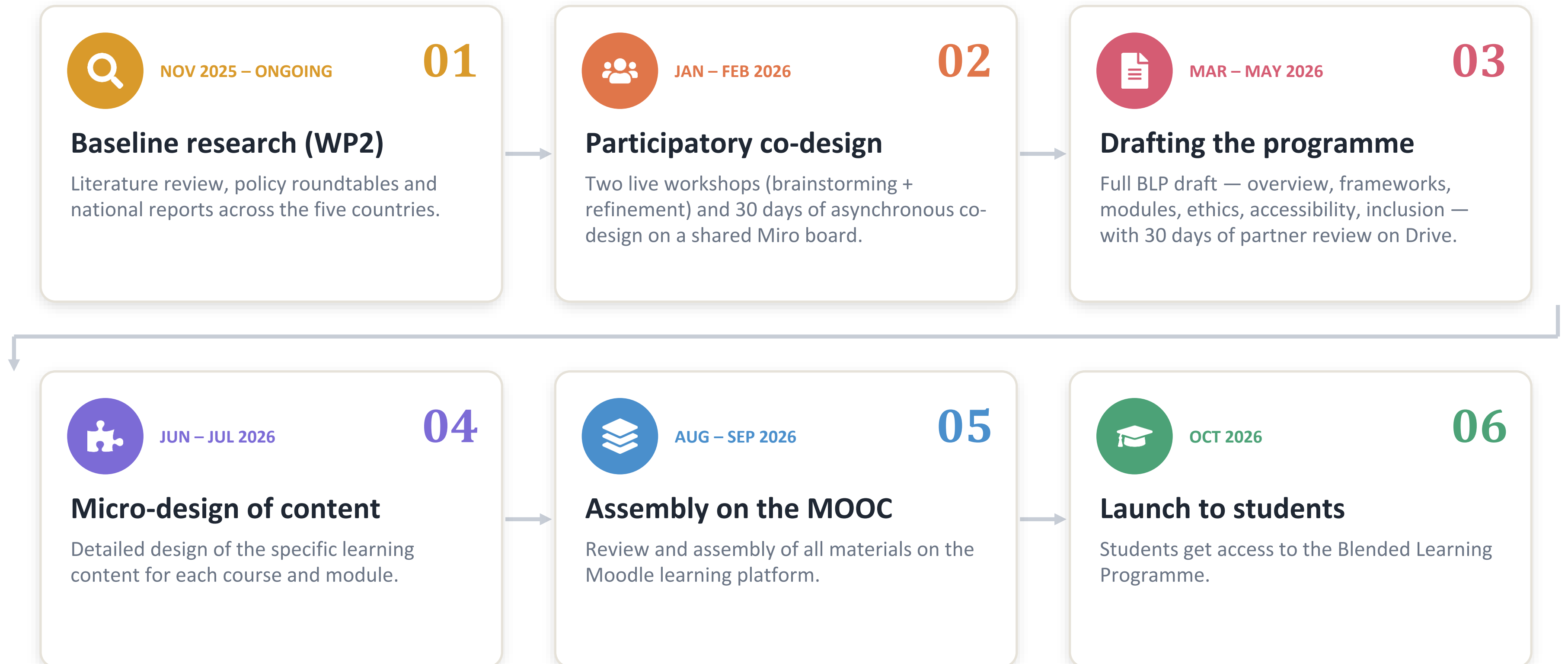
The references

The programme is aligned with three reference frameworks:

- Digital Competence Framework of the European Commission (**DigComp 3.0**)
- **Unesco** AI competency framework for students
- [first draft of] The PISA 2029 Media & Artificial Intelligence Literacy (**MAIL**) of the OECD



The co-design process



Co-design in action: the shared board

Jan – Feb 2026 · two workshops + 30 days of asynchronous co-creation, all partners shaping the curriculum together



2 live workshops

A brainstorming session and a refinement session with the whole consortium.



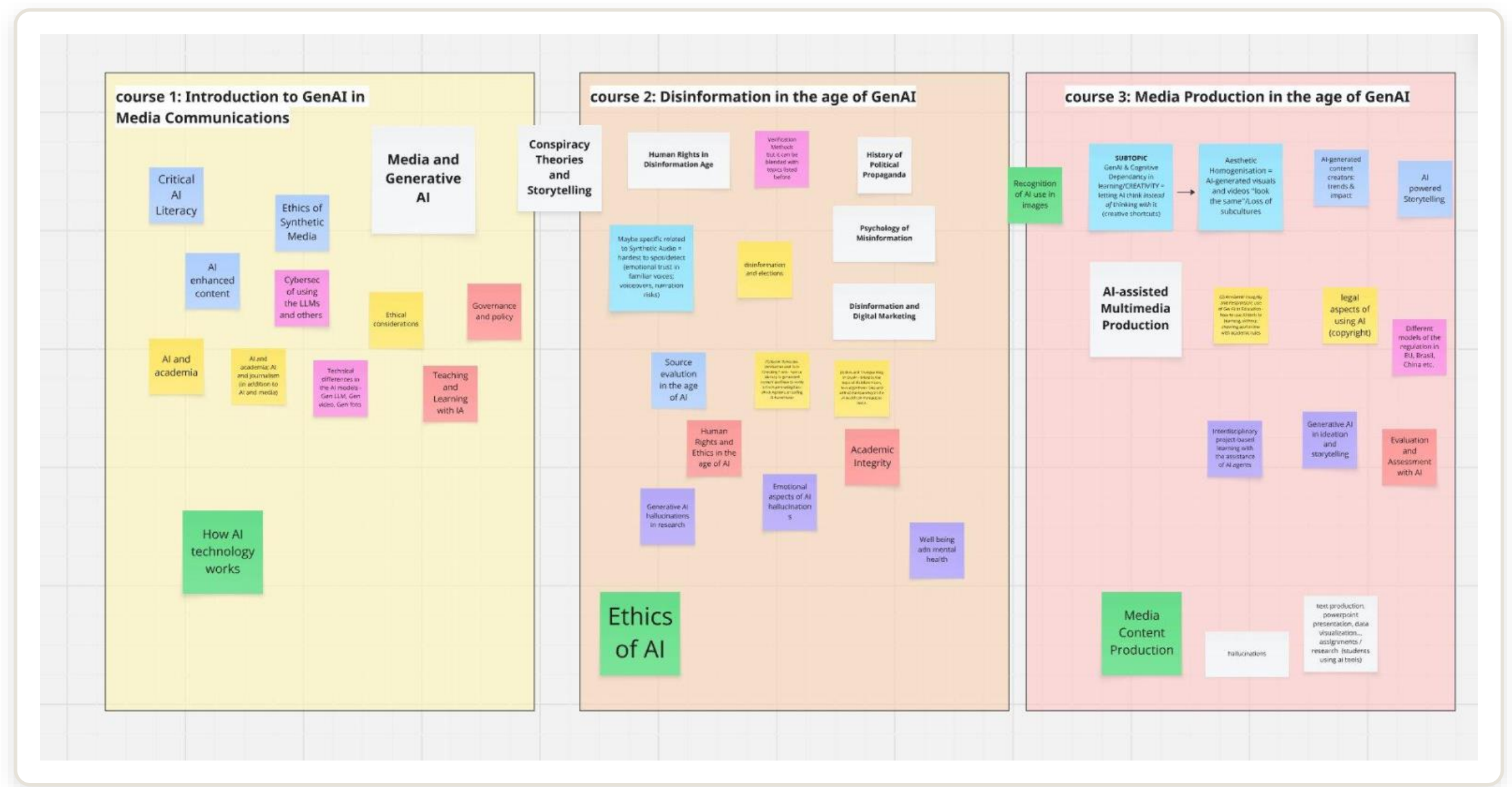
30 days asynchronous

Continuous co-creation between meetings on a shared Miro board.



3 courses, shaped together

The colour-coded columns became the programme's three courses.



Shared Miro co-design board, AI-LITERATE consortium (Jan–Feb 2026)



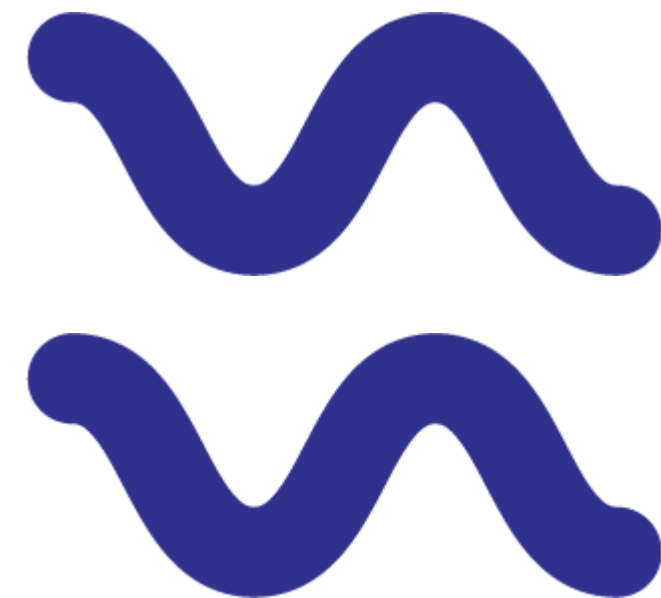
The Blended Learning Programme

The format

The programme will be a mix of different activities:

- **Asynchronous modules (12h)**
 - Video lessons
 - Reading / Resources
 - Micro-activities / Quiz / AI Artifacts
 - Workbook
- **Synchronous webinars (8h)**

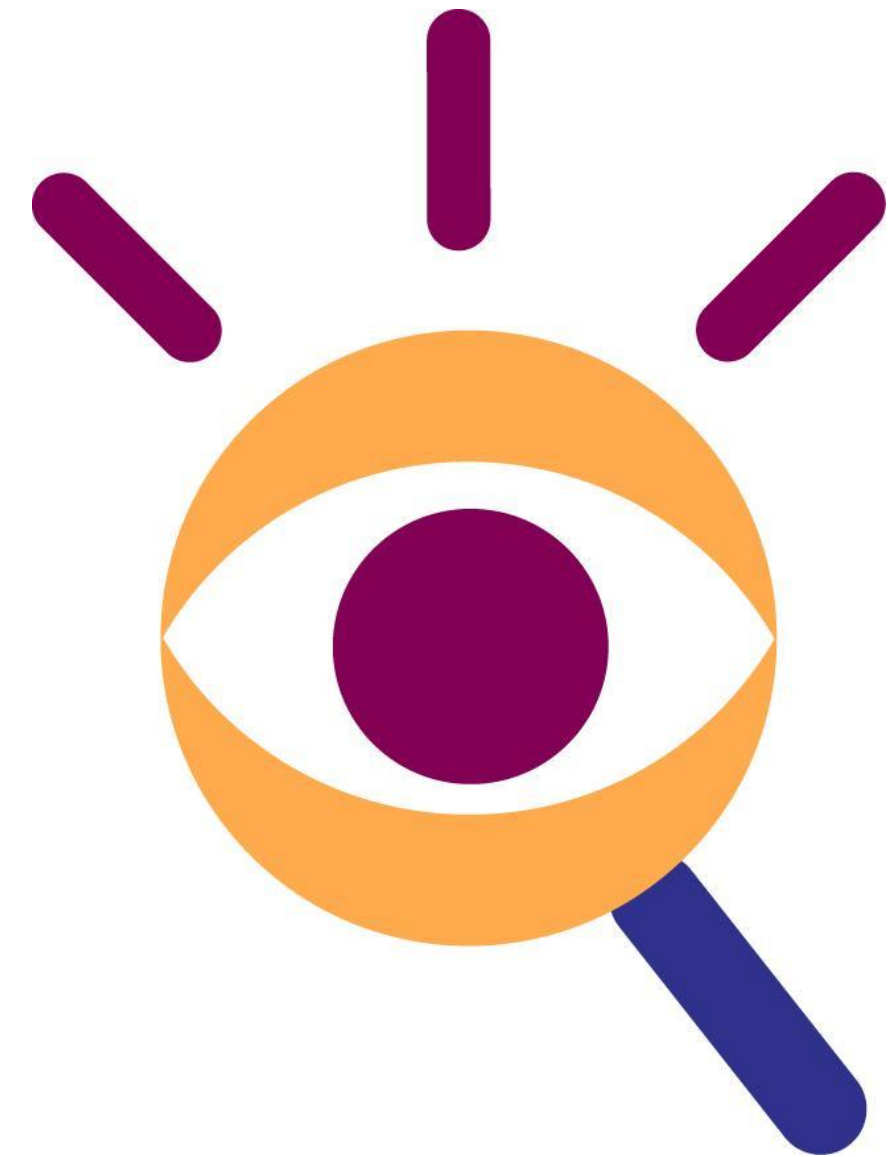
And each student will develop a **project work**



Module 1

Introduction to GenAI in Media Communication

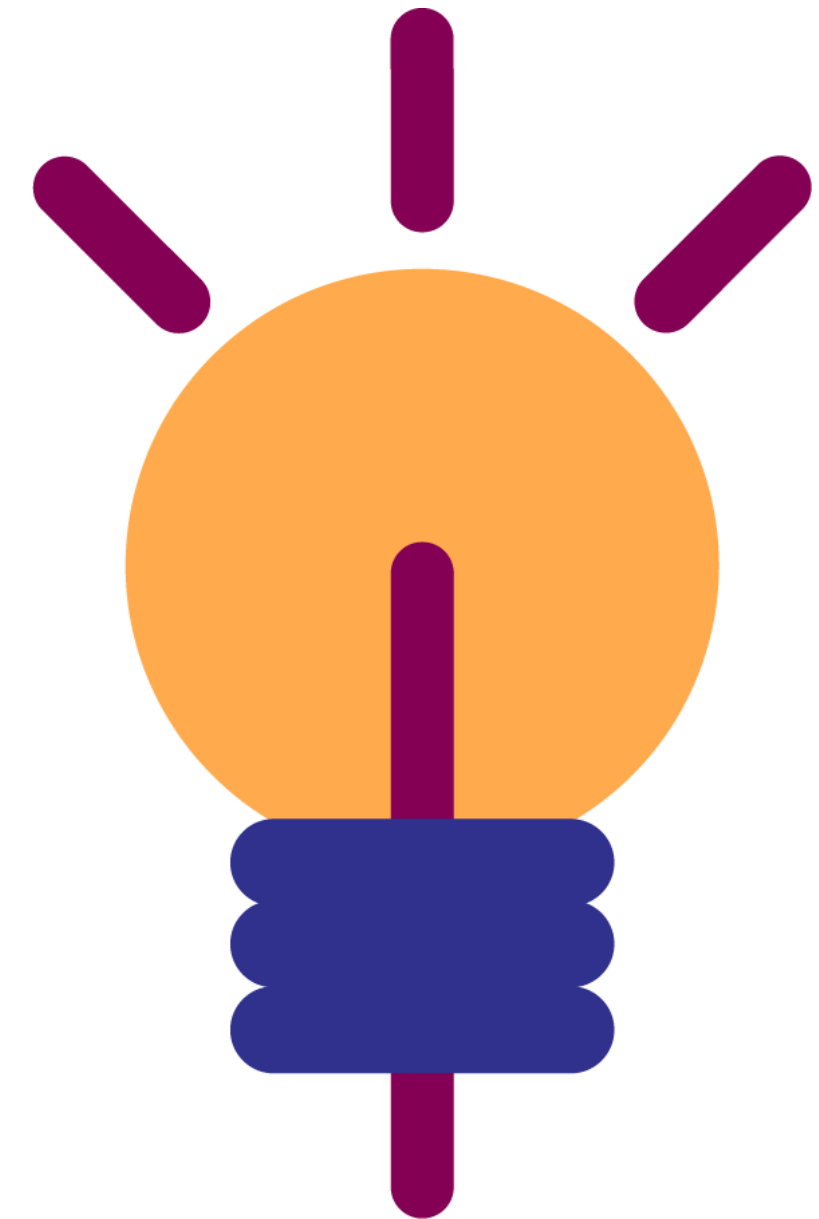
- Key concepts and terminology of Generative AI
- How Large Language Models and visual AI systems work
- Ethical challenges: bias, transparency, and governance
- Introduction to AI regulations



Module 2

Disinformation in the Age of GenAI

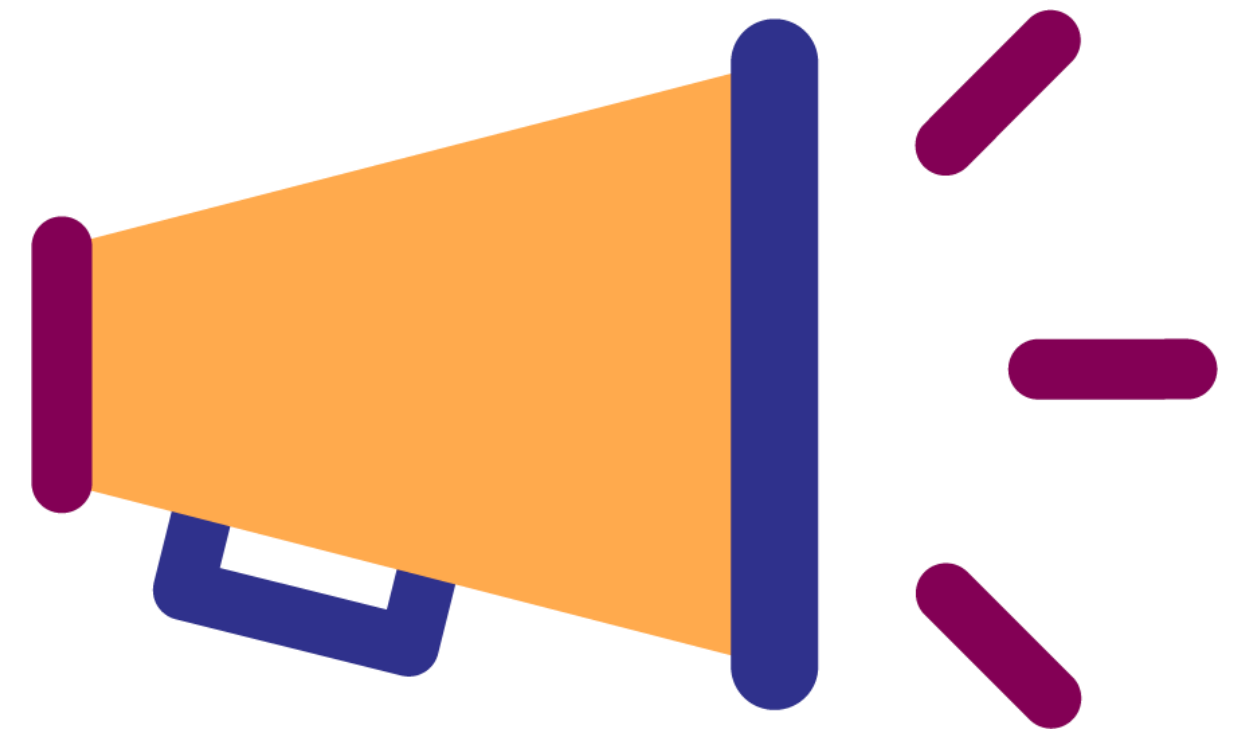
- How AI-generated text, image, audio, and video are used to manipulate and deceive
- Cognitive biases and emotional mechanisms behind disinformation
- Verification and fact-checking tools through real-world case studies



Module 3

Media Production in the Age of GenAI

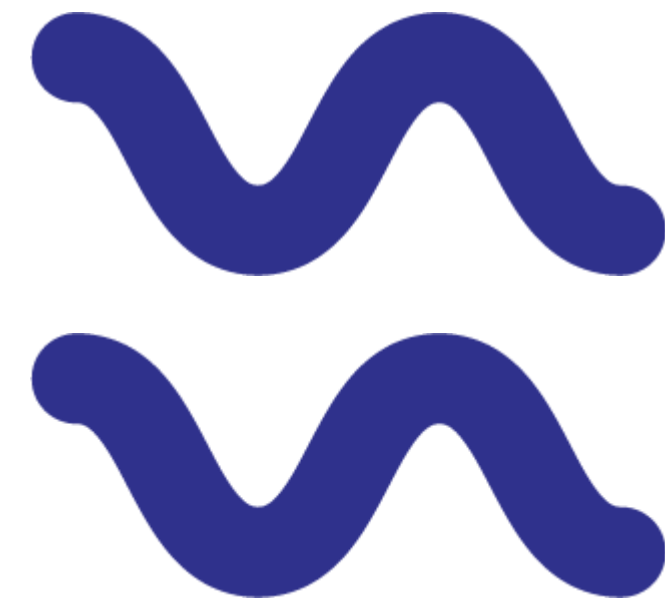
- Text, visuals, video, and storytelling with GenAI tools
- Legal frameworks for AI-generated content in the EU and beyond
- Critical aspects: cognitive dependency, aesthetic homogenisation



Project work

During the BLP, each participant will be asked to undertake a project work on the topic of AI and disinformation:

- select case studies (from the our repository or other sources)
- analyse ethical, informational and creative issues
- propose a counter-strategy





Nicola Bruno

Director (Dataninja)

nicola@dataninja.it