

**COURSE SPECIFICATION DOCUMENT**

<b>Academic School / Department:</b>	Science, Innovation & Technology
<b>Programme:</b>	MSc Applied Computer Science (Conversion)
<b>FHEQ Level:</b>	7
<b>Course Title:</b>	AI for the Creative Sector
<b>Course Code:</b>	COMP 7108
<b>Total Hours:</b>	200 (Lev 7) (4 US Credits)
Timetabled Hours:	39
Guided Learning Hours	21
Independent Learning Hours:	140
<b>Credits</b>	20 UK CATS credits 10 ECTS credits 4 US credits

**Course Description:**

This course explores the theoretical, practical and ethical dimensions of using artificial intelligence to enhance creative processes. Students examine how AI systems support creative work in art, design, media and film production, advertising, public relations, content generation and digital storytelling. With a non-programming focus, the course introduces accessible tools including no-code and low-code AI systems, prompting strategies, multimodal models, and creative workflows. Emphasis is placed on practical application, critical evaluation, and responsible use of AI in creative industries.

**Prerequisites:**

None

**Aims and Objectives:**

The aim of this course is to develop students understanding of how AI can augment creativity across a range of professional contexts. Students will learn to select appropriate AI tools, design creative workflows, assess the quality and originality of AI-assisted outputs, and critically evaluate the implications of AI for creative practice in fields such as advertising, PR, marketing, and digital media.

**Programme Outcomes:**

A3, A5, B3, C5, D1, D3

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

### **Learning Outcomes:**

By the end of this course, students will be able to:

1. Critically evaluate the capabilities and limitations of AI systems used for creative tasks (A3, B3).
2. Apply appropriate AI tools to support creative processes in domains such as advertising, PR, media production and content creation (A5, C5).
3. Design AI-enhanced creative workflows using no-code and low-code tools (C5, D1).
4. Assess AI-generated outputs for quality, appropriateness, originality and ethical considerations (A3, B3).
5. Communicate creative concepts and outputs effectively, articulating the role of AI in the process (D1, D3).

### **Indicative Content:**

- AI in creative industries: opportunities and challenges
- No-code and low-code creative AI tools (e.g., prompting tools, multimodal generators)
- AI in advertising and PR: campaign ideation, content generation, audience insights
- Text-to-image, text-to-video, and text-to-audio models
- Generative storytelling and automated content pipelines
- Creative workflow design and evaluation
- Ethics, rights management, originality and responsible innovation

### **Assessment:**

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

### **Teaching Methodology:**

Teaching includes interactive seminars, demonstrations, critique sessions, workshops with no-code AI tools, industry case studies and guided independent study.

### **Indicative Text(s):**

- Ching, V. and Mothi, D. (2025) *AI for creatives: unlocking expressive digital potential*. Boca Raton: CRC Press.
- Filimowicz, M. (ed.) (2023) *AI and the future of creative work: algorithms and society*. London: Taylor & Francis.
- McStay, A. (2018) *Emotional AI: the rise of empathic media*. London: SAGE.

### **Journals**

- *AI and Society*.
- *International Journal of Advertising*.

**Websites**

- OpenAI. Available at: <https://openai.com> (Accessed: December 2025)
- Hugging Face AI community. Available at: <https://huggingface.co> (Accessed: December 2025)
- *Campaign – advertising, media and marketing news*. Available at: <https://www.campaignlive.co.uk> (Accessed: December 2025)

See syllabus for complete reading list.

**Change Log for this CSD:**

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Guided Learning Hours menu updated	October 2025	
Total Hours Updated	October 2025	