Competence: Creatively using digital technology

Description: It involves recognising the advantages, selecting suitable tools and employing innovative methods to enhance creative work, including designing presentations in virtual reality and using AI platforms effectively for image generation.

Learning Outcome:

1. Recognise and identify the advantages of digital technology within creative practices and select suitable digital tools to optimise their creative work.

2. Use AI platforms to define and adapt prompts for image generation and presentations in virtual reality.

3. Design and produce presentations using virtual reality (VR) technology, tools and platforms enhancing engagement and understanding among the audience.

4. Recognise advantages and limitations of generative AI systems by employing prompt engineering methods to effectively utilise AI systems and obtain valuable outcomes

Knowledge:

1. Understands that digital technology enhances creative work and knows about selecting the appropriate digital tools to optimize creative outputs.

2. Aware of how to use AI platforms to define and adapt prompts for generating images and creating presentations in virtual reality, tailoring content to specific needs.

3. Knows about designing and producing engaging presentations using virtual reality technology, utilizing VR tools and platforms to enhance audience understanding and engagement.

4. Aware of the advantages and limitations of generative AI systems and understands how to use prompt engineering to effectively leverage AI for creative and practical outcomes.

Skills:

1. Knows how to recognize and identify the advantages of digital technology within creative practices and select suitable digital tools to optimize their creative work.

2. Able to choose the most effective digital resources to enhance artistic productivity and innovation.

3. Knows how to use AI platforms to define and adapt prompts for image generation and presentations in virtual reality.

4. Able to manipulate AI tools to create specific and desired visual outcomes for enhanced creative presentations.

5. Knows how to design and produce presentations using virtual reality (VR) technology, tools, and platforms.

6. Able to enhance engagement and understanding among the audience by effectively leveraging VR capabilities.

7. Knows how to recognize the advantages and limitations of generative AI systems by employing prompt engineering methods.

8. Able to effectively utilize AI systems to obtain valuable outcomes, tailoring AI responses to specific creative and practical needs.

Responsibility and autonomy: Takes the lead in integrating new tools into creative and operational processes, managing the transition and adaptation to new technologies within the team or organization. This also involves anticipating potential challenges and preparing appropriate solutions. Supervise the use and promote the level of effectiveness of the use of innovative technologies in creative projects, ensuring that team members are competent and comfortable with the new tools. This includes mentoring and guiding others to improve their skills and adapt to technological changes. Ensures that all practices, particularly those involving data management and the use of technology, comply with relevant laws and ethical standards, such as data protection regulations and intellectual property rights.

Description of professional profile of an experience future consultant operating in this realm: A digital creativity consultant leverages digital technology to enhance creative work, selecting suitable tools, using AI for image generation, and designing engaging VR presentations. They integrate new technologies into creative processes, manage transitions, and mentor teams. With expertise in digital tools, AI, and VR, they ensure compliance with data protection and intellectual property laws, driving innovation and productivity. This role combines creativity, technical proficiency, and strong leadership skills.