

## ENG 326 Writing with AI

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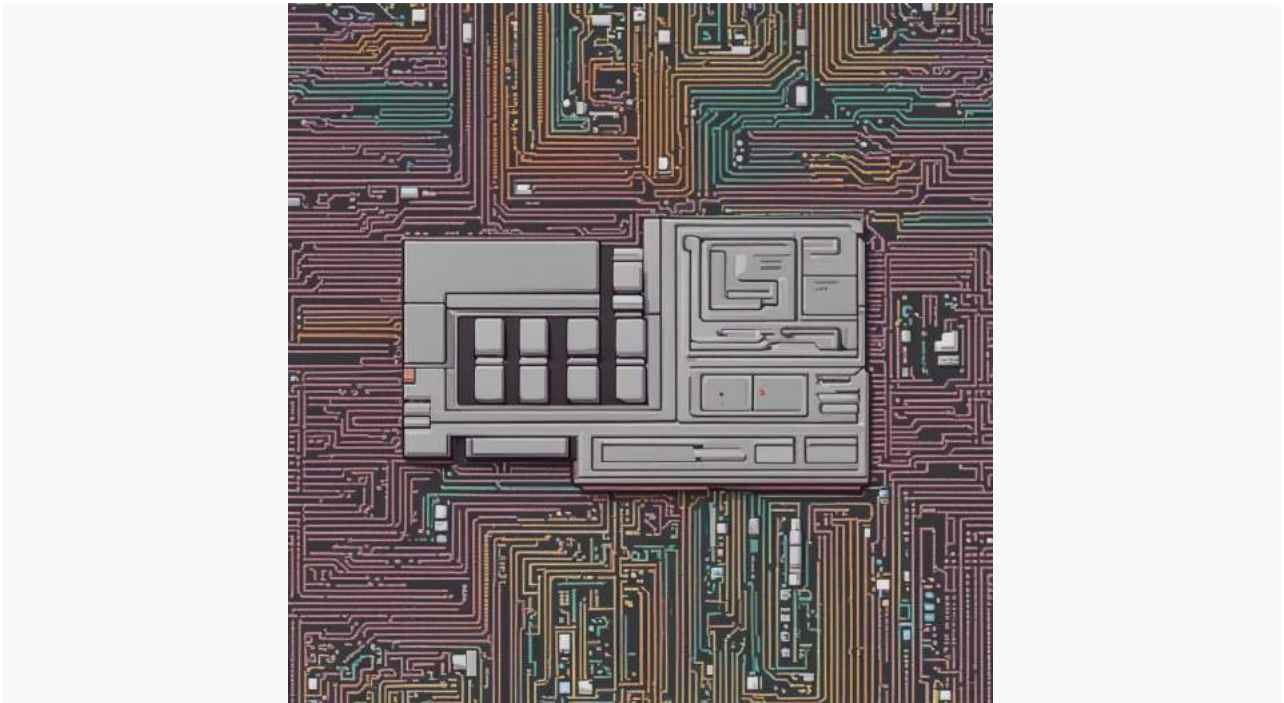
Lance Cummings, University of North Carolina Wilmington

<http://www.isophist.com>

*I am excited to introduce to you the syllabus for the newly developed course, "Writing with Artificial Intelligence," which I have recently submitted as a new offering at UNCW.*

*I designed this course with a focus on content and information development, specifically within the realm of AI Content Operations. In order to make the course more accessible and engaging for students, I have intentionally avoided using intimidating terminology. I also created clear outcomes that align with core competencies such as Critical Reasoning and Writing Intensive.*

*I encourage teachers to use and adapt this syllabus as you see fit, and I welcome any feedback or updates on the course. Please use the comments field below to let me know what you think!*



### Description

ENG 326 Writing with Artificial Intelligence is a dynamic course designed to introduce students to the intersection of Artificial Intelligence (AI), writing, and content operations within the field of professional writing. Students will explore the fundamentals of AI and its application in automating and optimizing the content creation and distribution process.

In the age of artificial intelligence, the ability to write and collaborate in technologically advanced contexts is becoming increasingly essential across various professions and disciplines. This course aims to equip students with the skills to integrate AI tools into the content creation process, focusing on knowledge management and structured content. Students will learn how to develop AI-driven content strategies that are both effective and ethical, preparing them for the future of content management and creation.

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## Core Outcomes

In this course, you will:

### 1. Understand Fundamentals of AI in Content Operations

You will understand the fundamentals of AI and its role in content operations, including its impact on content creation, optimization, and distribution.

### 2. Apply AI Tools in Content Operations

You will apply AI tools to optimize content creation and distribution, focusing on real-world scenarios and audiences.

### 3. Develop AI-Driven Content Strategies

You will develop AI-driven content strategies to enhance writing processes, incorporating principles of knowledge management and structured content.

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## Writing Intensive Outcomes

In this course, you will:

### 1. Demonstrate an ability to produce AI-driven written content

You will demonstrate an ability to produce AI-driven written content that adheres to disciplinary conventions, including audience expectations, genre-specific guidelines, and ethical citation practices.

### 2. Employ an iterative writing process that incorporates AI tools

You will employ an iterative writing process that incorporates AI tools for invention, drafting, and revision, based on instructor feedback, to complete a major AI-driven content project or series of assignments.

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## Critical Reasoning Outcomes

In this course, you will:

### 1. Portray and Evaluate AI-Driven Content Strategies

You will use knowledge management and structured content to accurately and appropriately convert or translate data into forms that are optimized for both AI algorithms and end-users.

### 2. Synthesis of Viewpoints and Data in AI-Driven Content Strategies

You will synthesize viewpoints, quantitative data, and interpretations from experts and stakeholders to create effective and ethical AI-driven content strategies.

### 3. Systematic Analysis of Methods and Data in AI-Driven Content Strategies

You will systematically analyze the relevance and limitations of their own methods, perspectives, or quantitative data used in creating AI-driven content strategies.

#### 4. Articulation of Complex Inferences in AI-Driven Content Strategies

You will articulate complex, logical, and informed inferences and/or conclusions based on researched or derived information and quantitative analysis.

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### Why this Course is Writing Intensive

As students enrolled in "ENG 326 Writing with Artificial Intelligence," you might be curious about how this course fulfills the criteria of a writing-intensive class. This course is designed not just to introduce you to the fascinating intersection of AI and writing but also to engage you deeply in the writing process itself. Here's how:

**Extensive AI-Driven Writing:** A core part of your learning involves producing content that is driven by AI tools. This doesn't mean less writing; rather, it's about integrating technology into your writing process. You'll be crafting pieces that meet specific audience and genre requirements, while also navigating the ethical use of AI in writing.

**Iterative Writing with AI Integration:** Writing is a process, and this course emphasizes that. You will go through cycles of drafting, feedback, and revision, all while incorporating AI tools. This iterative process is a cornerstone of writing-intensive courses, demanding engagement, reflection, and refinement in your writing.

**Diverse Assignments and Projects:** The variety of assignments in this course – from AI-Prompt Engineering Assignments to a comprehensive Content Strategy Project – requires significant writing effort. These tasks are designed to deepen your understanding of AI in writing contexts and to enhance your ability to produce well-crafted, AI-assisted content.

**Developing a Portfolio Website:** A key requirement of this course is the creation of a portfolio website. This will include all your projects, reflective essays, and analyses of your methods and data. Compiling and reflecting on your work in this way is a substantial writing endeavor, underscoring the course's writing-intensive nature.

**Hands-On Content Strategy and AI-Prompt Engineering:** The course involves practical exercises in AI-prompt engineering and content strategy development. These exercises are not only about understanding AI tools but also about applying them in a way that requires thoughtful, well-structured writing.

*ENG 326 Writing with Artificial Intelligence* is carefully structured to ensure that you are consistently engaged in writing. The course leverages AI not as a replacement for writing, but as a tool to augment and enhance your writing skills. Here, you'll find a unique blend of technology and traditional writing, preparing you for the evolving landscape of professional writing.

### Possible Course Materials

- "Artificial Intelligence: A Guide to Intelligent Systems" by Michael Negnevitsky
- "Content Strategy for the Web" by Kristina Halvorson and Melissa Rach

- ChatGPT (or other GenAI tool)
- ContextMinds (or other KM software)
- Heretto CMS (or other content management tool)

## Model Projects & Activities

**Activities (20%):** Class discussions, guest lectures, and hands-on exercises with AI tools, including exercises related to AI-prompt engineering and content strategy development.

**Content Strategy Project (15%):** Develop a comprehensive AI-driven content strategy aimed at real-world audiences. This will involve using content development tools to create, optimize, and distribute content. The project will culminate in a presentation outlining the strategy's effectiveness based on user research and analytics.

**AI-Prompt Engineering Assignments (20%):** Create a series of AI prompts designed to guide AI in generating specific types of content, such as blog posts, social media updates, or technical documents. These assignments will be targeted at real-world applications and audiences.

**Collaboration and Process Documentation (15%):** Individually write process documents that outline the steps, tools, and collaborative efforts required to implement an AI-driven content operation. These documents will serve as practical guides for real-world projects and will include a section on ethical considerations for AI usage.

**Portfolio Website (30%):** Compile all your work, including the Content Strategy Project, AI-Prompt Engineering Assignments, and Collaboration and Process Documentation, into a portfolio. This will also include a reflective paper on the methods, perspectives, and data you employed in these projects.

## Grading Scale

**A (Excellent) 92-100:** Demonstrates excellent achievement of all course outcomes. Exemplary participation. All assignments turned in completely and on time.

**B (Good) 82-91:** Achievement of all course outcomes is evident. Good participation. All assignments turned in completely.

**C (Fair) 72-81:** Achievement in most course outcomes is evident. Minimal but consistent participation. Most assignments turned in completely.

**D (Poor) 62-71:** Demonstrates one or two course outcomes inconsistently. Several missing or incomplete assignments.

**F (Failure) 0-59:** Does not meet course outcomes. Multiple missing or incomplete assignments.

This syllabus is subject to change based on the needs and pacing of the class.

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## Schedule Overview

**Week 1-2: Introduction to AI and Its Impacts on Writing**

Begin with an exploration of artificial intelligence's fundamental principles and its transformative effects on writing and content creation. This period sets the stage for understanding AI's potential to enhance efficiency and creativity in professional writing.

### **Week 3-4: Deep Dive into AI Writing Tools**

This segment focuses on practical exposure to AI writing tools. You'll learn how to choose the right tool for specific tasks, integrate these tools into your writing process, and use them to improve the quality of your output.

### **Week 5-6: Exploring AI in Content Operations**

Discover how AI is applied in content strategy and operations, including automation for content management and optimization techniques for better audience engagement. The goal is to understand how AI can streamline content workflows and personalize content at scale.

### **Week 7-8: AI Tools for Content Creation**

Further exploration of AI tools will be conducted, focusing on their application in creating, managing, and strategizing content. You will experiment with different tools to understand their strengths and how they can be leveraged in various aspects of writing.

### **Week 9-10: Ethical Considerations in AI Writing**

Address the critical ethical issues surrounding AI in writing. This includes discussions on data privacy, algorithmic bias, and the ethical use of AI-generated content. Understanding these aspects is crucial for responsible use of AI in your writing projects.

### **Week 11-12: Advanced Content Strategy with AI**

Develop sophisticated content strategies utilizing AI for deeper analytics, enhanced personalization, and efficient content optimization. This part aims to elevate your strategic planning skills, using AI to achieve targeted content goals.

### **Week 13-14: Preparing for the Capstone Project**

Begin to conceptualize and develop your capstone project. This phase involves applying the comprehensive knowledge and skills acquired throughout the course to design a project that integrates AI tools and ethical considerations into a coherent content strategy.

### **Week 15: Capstone Project Presentation**

The course concludes with the presentation of your capstone project. This final step is your opportunity to showcase your ability to develop and implement an AI-driven content strategy, reflecting your understanding of AI's role in writing and ethical considerations.