

Writing with AI WRBS6212

Course Outline

Description:

This course provides a comprehensive overview of how to use Artificial Intelligence (AI) in writing. Marketers, business writers, fiction authors and non-fiction authors will learn powerful techniques for using AI to write faster and more effectively. By taking this course, participants will gain a thorough understanding of the role of AI in the writing process, its capabilities, potential applications and best practices. The course will cover topics ranging from basic AI concepts and algorithms to advanced text generation with AI technology. Students will also receive hands-on experience with various AI platforms, explore some of the potential opportunities available when harnessing the power of AI for writing and practice their skills by completing several assignments. Additionally, participants will learn about natural language processing (NLP) systems which can analyze text for sentiment analysis or automated summarization; a semantic search which uses machine learning techniques to read incoming queries; content optimization techniques, such as keyword mapping and search engine optimization. We'll examine such writing AI as Chat GPT, Jasper, and Bard.

Course Goals:

The goal of this course is to enable students to utilize artificial intelligence in their writing.

Course Objectives: At the completion of this course, the student will be able to:

- Describe the basics of Artificial Intelligence (AI) and its role in the writing process.
- Leverage AI writing tools to create content more efficiently
- Gain hands-on experience with various AI platforms and understand their practical applications in writing.
- Analyze the potential opportunities and challenges presented by AI in writing.
- Apply content optimization techniques, such as keyword mapping and Search Engine Optimization (SEO), using AI.
- Engage with advanced AI algorithms for text generation and gain proficiency in creating complex pieces of writing.
- Discuss the future trends, ethical considerations, and best practices in AI writing.

Texts:

No textbooks are required for the course. All resources will be provided through OWL.

Evaluation: Your grade will be calculated based on the following items

- Quizzes (5 quizzes X 5 marks each based on lecture content) – 25%
- Assignment 1: Writing Project Proposal – 20%
- Assignment 2: Writing Project Outline – 20%
- Assignment 3: Writing Project – 20%
- Maintaining your class blog – 15%

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Notes on assignments (papers and reports):

- Must have a clear focus
- Must present ideas in a logical and well-thought-out flow
- Arguments, analysis and conclusions must be based on clearly identified research and sources
- Must cite all references from other sources
- Must be in paragraph format, unless it is otherwise noted

Grading:

A+	90-100	One could scarcely expect better from a student at this level
A	80-89	Superior work which is clearly above average
B	70-79	Good work, meeting all requirements, and eminently satisfactory
C	60-69	Competent work, meeting requirements
D	50-59	Fair work, minimally acceptable
F	below 50	Fail

Policy on Cheating and Academic Misconduct:

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on "Scholastic Offences" in the current University Academic Calendar, or on the web at <http://www.westerncalendar.uwo.ca>. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University's code of conduct.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>.

Plagiarism:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).

How often will the instructor communicate with me?

The instructor will be in communication with the students via email, OWL messages or announcements at

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least once per week.

Policy on Late Assignments:

Marks will be deducted from late assignments. Two percent per day will be deducted from the assignment, including weekends, up to a maximum of 10 days, after which assignments will not be accepted and a grade of zero will be assigned unless documentation for accommodation has been provided in advance.

How do I hand in assignments?

All assignments will be submitted electronically through OWL posting the assignments to the Forum section. Failure to meet deadlines without the instructor's written permission will be subject to the late assignment policy. It is the student's responsibility to ensure that all assignments forwarded to the instructor arrive before the due date. If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the instructor.

When will I receive my grades?

Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

Course Schedule:

Dates	Topic	Activities
Unit 1	Introduction	
Unit 2	AI Tools and Platforms	Quiz 1 Assignment 1 Blog Post
Unit 3	Prompts and Prompt Engineering	Quiz 2 Blog Post
Unit 4	Stacked Prompts, Audio and Visual AI	Assignment 2 Quiz 3 Blog Post
Unit 5	Etiquette and Ethics	Quiz 4 Blog Post
Unit 6	The Future of AI	Assignment 3 Quiz 5 Blog Post

Note: There are 3 Zoom sessions scheduled for this course. Attendance is recommended but not required. Links to Zoom session can be found in the OWL course site.

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