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# Why We Use AI in This Class

AVC 248 • Design Self-Promotion • Week 1

*“A thinking partner, not a shortcut.”*

WEEK 1

# Let's be honest about the concerns

We are not going to pretend the worries away. You have heard real things about AI, and some of them are fair. Two big concerns come up again and again, and we are going to take both of them seriously.



## The environmental cost

Does running AI use too much energy and water?



## “Isn't this cheating?”

You were told in other classes that AI was off limits.

*We will name them, not dodge them.*

## CONCERN ONE

# The environmental concern is real

AI data centers use a lot of energy and water. That is a legitimate problem, and the industry needs to do better, cleaner power, real efficiency gains, less waste.

*We are not dismissing it.*

### OUR STANCE

Use AI intentionally, for high-value work, not mindlessly. Quality over quantity.



**A real problem,  
worth taking  
seriously.**

*So we choose where it counts.*

## CONCERN TWO

# Is using AI cheating?

### IN YOUR ENGLISH CLASS

Using AI to write your essay was cheating. The goal was YOUR writing and YOUR thinking, so letting AI do it skipped the point.

### HERE, THE GOAL IS DIFFERENT

We are NOT using AI to do your thinking or make your creative work. We use it as a thinking partner and a productivity tool.



**Critical thinking is THE skill.** AI depends on it, never replaces it.

IN PRACTICE

# What we actually use it for

*Productivity and process, not creation. The AI is not writing anything for you, it is helping you.*



## **Build a job-search agent**

It searches openings for you, so you stop doing it by hand.



## **Tailor YOUR resume with Render**

You wrote it, Render helps align it to a specific job posting.



## **Draft and refine prompts**

Get to a clear, useful ask faster, then keep iterating.



## **Stay organized**

Track where you are and what is next across the whole search.



The result

**More time to be  
creative, less  
busywork.**

## THE MARKET

# Industry wants this

~16%

projected growth this decade in multimedia art and animation jobs, driven largely by AI and automation

~15%

estimated yearly growth in AI-enhanced design and UX roles



“Prompting plus judgment” is now baseline literacy employers expect.



Designers who work alongside AI are in higher demand.

***You graduate able to prove this, not just claim it.***

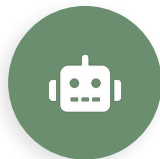
THE POINT

# The skill is YOU + AI



## What only YOU bring

- Taste
- Judgment
- Ideas
- Creative direction



## What AI handles

The grunt work, the repetitive sorting, searching, and reformatting that eats your time but does not need your imagination.

**Your value goes UP, not down.** AI cannot do the human part. That is you.

YOUR TOOLKIT

# What you get from this class



## Render

A tool Michelle built for you to track everything and run a successful job or freelance search. It reduces the stress of a hard process, and shows you where you are and where you are going.



## A portable career agent

You take it with you after college, to keep learning and honing your skills long past this class.

## AGREEMENTS

# Our ground rules



Use it as a partner, not a ghostwriter.



Never put personal or sensitive data into AI.



Always apply your own judgment and verify.



It helps, it does not do your work.

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**You + AI, ready for  
the work that is coming.**

*“Let’s get started.”*