



ERUA Winter School Assignment

"Future Careers Through Quality Education: AI-Generated Career Pathway Videos"

Assignment Overview

Objective: Create a 1-minute AI-generated video that presents employment opportunities and career pathways for graduates of one of ERUA's three specialized Master's programmes, demonstrating how quality education (SDG 4) leads to meaningful career outcomes and contributes to other SDGs.

Duration: 1 minute (60 seconds maximum)

Team Structure: Groups of 4-5 students from diverse disciplinary backgrounds and University partners

Delivery: Digital video file + brief written reflection (300 words)

The Three Master's Programmes

Students will choose ONE of the following programmes:

1. Master's in Psychology of Climate Action
2. Master's in International Law, Global Security and Technology
3. Master's in Forced Migration Studies

Assignment Requirements

Part A: Research Phase (Preparation)

Students, based on the lectures, workshops and all ERUA Winteschool Activities must research and identify:

1. **At least 5 diverse career pathways** for graduates of their chosen programme
2. **Skills and competencies** developed through the programme
3. **Sectors and organizations** that employ graduates (NGOs, international organizations, government agencies, private sector, academia, etc.)
4. **Real-world impact** of these careers on SDGs (beyond SDG 4)
5. **Emerging employment trends** in the field (next 5-10 years)

Part B: Video Creation with AI Tools

Students will use **AI-powered video creation tools** to produce their 1-minute video.

Recommended tools include:

- Kapwing – <https://www.kapwing.com/ai-video-generator>
[Kapwing+2capcut.com+2](https://www.kapwing.com/ai-video-generator)
- Lumen5 – <https://lumen5.com/> [lumen5.com+2capcut.com+2](https://lumen5.com/)
- Pictory – <https://pictory.ai/> [Pictory.ai+1](https://pictory.ai/)
- Synthesia – <https://www.synthesia.io/> [synthesia.io+1](https://www.synthesia.io/)
- Canva – AI video generation via “Magic Media” / “Text to Video” features:
<https://www.canva.com/features/ai-video-generator/>

Video Content Requirements:

The 1-minute video **MUST** include:

1. **Opening (0-10 seconds):**
 - Programme title and tagline
 - Visual hook that captures attention
2. **Main Content (10-50 seconds):**
 - Showcase 3-5 distinct career pathways
 - Include job titles, sectors, and brief descriptions
 - Visualize the impact of these careers (use graphics, animations, or AI-generated imagery)
 - Connect careers to specific SDGs (use SDG icons/colors)
3. **Closing (50-60 seconds):**
 - Key message about education-to-employment pathway
 - Call-to-action or inspiring statement about quality education
 - Credits (programme name, ERUA, student creators)

Part C: Written Reflection (300 words)

Students must submit a brief written document including:

1. **AI Tools Used:** List all AI tools used and their specific functions
2. **Creative Process:** Brief description of how the video was conceptualized and created
3. **Research Sources:** At least 3 credible sources for employment data (labor market reports, professional association websites, academic studies)
4. **SDG Connections:** Explain how the featured careers contribute to SDG 4 and at least 2 other SDGs

Questions for Reflection During Creation

1. How does quality education in this specialized field directly lead to meaningful employment?
2. What unique skills do graduates gain that make them valuable in the job market?
3. How do these careers contribute to solving global challenges beyond education?
4. What emerging opportunities exist in this field for the next generation?
5. How can AI enhance our understanding and communication of career pathways?

Ethical Considerations & AI Use Guidelines

Students must:

- **Cite all sources** for employment data and statistics
- **Acknowledge AI tools** used in creation
- **Avoid bias** in career representation (consider diversity, equity, inclusion)
- **Respect copyright:** Use only royalty-free music, images, or AI-generated content
- **Be transparent:** If using AI-generated narration or avatars, this should be disclosed
- **Verify information:** AI can hallucinate data - always cross-check employment statistics with credible sources

Submission Details

Presentation: Thursday 6 November 2025 in ppt form, presenting the ideas

Deadline of Final projects: 1 week after the end of Winter School

Submission Format:

1. Video file (uploaded to shared platform: Google Drive, Dropbox, or WeTransfer)
2. Written reflection (PDF document)

Good luck, and we look forward to seeing your creative and informative videos!

Evaluation Criteria (Total: 100 points)

Content Quality (40 points)

- **Accuracy** of career information (10 points)
- **Diversity** of career pathways presented (10 points)
- **Clear connection** to SDG 4 and other SDGs (10 points)
- **Relevance** and currency of employment trends (10 points)

Creative Execution (30 points)

- **Visual appeal** and professional presentation (10 points)
- **Narrative flow** and engagement (10 points)
- **Innovative use** of AI tools (10 points)

Technical Quality (20 points)

- **Audio clarity** and quality (5 points)
- **Video quality** and resolution (5 points)
- **Adherence** to time limit (5 points)
- **Accessibility** (subtitles, clear visuals) (5 points)

Written Reflection (10 points)

- **Completeness** of all required elements (5 points)
- **Critical thinking** about AI use and SDGs (5 points)