

## MODULE 2 · WEEK 2 · LESSON 10

# Module 2 Lab: Produce a 60-Second AI Explainer

Full pipeline: script, voice, visuals, captions, publish

## WHAT YOU WILL BE ABLE TO DO

- Execute the complete stills-to-video pipeline solo
- Apply prompting, image, audio and accessibility skills together
- Prepare evidence for the Module 2 assessment and PoE

## LESSON CONTENT

### The brief

Explain ONE concept from Module 1 (e.g. hallucination, tokens, the family tree) in 60 seconds for a beginner audience: script, narration, 5+ visuals, burned-in captions, one music bed, end card with your name and 'AUTA AI Academy'.

### Production checklist

Script in hook-promise-beats-CTA. Narration in short sentences. Images with logged prompts. Captions on every spoken idea. Text cards 3s+. End card with attribution. Export 720p MP4 under 30MB.

### Assessment readiness

Be able to: list RT-CFC; explain few-shot and the critique loop; give the explain ladder and integrity line; state the 70/30 rule; write the image prompt formula; name the stills-video structure; choose charts by question; list the 4 workflow steps and 3 checkpoints; and the 5 tool questions.

## KEY TERMS

|                    |                                                |
|--------------------|------------------------------------------------|
| <b>Explainer</b>   | Short video teaching one concept to beginners. |
| <b>End card</b>    | Closing frame with attribution/credits.        |
| <b>Pipeline</b>    | Ordered tools from idea to published file.     |
| <b>Attribution</b> | Credit to creator and institution.             |

## HANDS-ON TASK

**Ship your explainer** · Tools: CapCut/Canva + free TTS + your image tool

1. Produce the 60s explainer to the checklist.
2. Name it AUTA\_M2\_Explainer\_YourName.mp4.
3. Share with one person; note their confusion points.

## KEY TAKEAWAYS

- ✓ Before you go, three takeaways from this lesson.
- ✓ One: Execute the complete stills-to-video pipeline solo.
- ✓ Two: Apply prompting, image, audio and accessibility skills together.
- ✓ Three: Prepare evidence for the Module 2 assessment and PoE.

- ✓ And your hands-on task: ship your explainer.
- ✓ Produce the 60s explainer to the checklist.
- ✓ When it is done, mark the lesson complete on your dashboard, keep the artifact for your portfolio, and step into the next lesson.
- ✓ I will see you there.

Watch the lesson video on your dashboard, complete the task, then mark the lesson complete. Your artifact belongs in your Portfolio of Evidence.