

Creative Brief: David C. Parkes Short Form Video Activations

ASSIGNMENT

Our "Learn it in a Minute" video series will be a collection of short and snappy explainer videos that provide viewers with useful tips and knowledge on a variety of topics. We will keep the videos visually engaging and entertaining with the help of animations, fun graphics, and music. The videos will be less than a minute long, making it easy for viewers to consume them while they're on the go or taking a quick break.

For this activation, we will have Professor of Computer Science and Co-Director of Harvard Data Science Initiative, David C. Parkes amplify his lane of expertise (i.e: Multi-agent AI, Bounded rationality, Machine learning and decisions, etc.) in response to an everyday topic or trendy, topical question.

Please note: This series is called 'Learn It in a Minute'. Please make sure to discuss and respond to the question in 60 seconds or less.

DELIVERABLES

The exact deliverable for this project would be **(3)** 1080x1920 px videos (vertical orientation on smartphone), packaged with audio. The footage and audio included in the video would be filmed by Dav and submitted via the [SeenIt tool](#). The video will be edited and reviewed by the edX stakeholders. The content will be deployed on the edX TikTok, Instagram and Youtube channels.

Please Submit By: Week of May 15

BACKGROUND

What is edX?

edX is a massive open online course provider, created by Harvard and MIT, allowing learners from all over the world to upskill and enhance their knowledge by taking online courses for free. We provide many different offerings ranging from boot camps, executive education courses, professional certifi Master's degrees, MicroMasters degrees, Bachelor's degrees, and MicroBachelor's degrees – all of which are completed online.

Not only are the majority of edX short courses free for learners but they are self-paced, allowing learners the flexibility to work on their time and schedule, and learners receive access to all course material

What is the goal outcome of this project?

Educate learners on in demand skills and in trend topics, exemplify POV of partners in valuable careers, and position edX as a resource and thought leader in the online education space.

TARGET AUDIENCE

Who are they?

Audiences that follow edX's social media pages. This audience generally has interest in upskilling in their professional career and tend to not always take the traditional educational path. Most of our audience are already enrolled as an edX learner however, we hope to convert them to enroll in a course, bootcamp, degree, or any other educational offerings we provide.

CREATIVE CONSIDERATIONS

Creative Concept

As AI becomes more integrated into our lives, it's essential we continue to elevate conversations about the impact on society. Below are topics to frame 3 video concepts as well as thought starters to help get you started.

Video Topics:

- **Video 1:** Discuss thoughts on advancements in chatbots and language-based models. Discuss impact on companies and professionals.
- **Video 2:** What are your top three takeaways about the introduction of Chat GPT into the marketplace?
- **Video 3:** Discuss common ways the results of machine learning appear in our daily lives. How does it add value? Any dangers of ML?

Thought Starters:

1. Focus on the benefits: You can identify the specific benefits of AI that your audience is likely care about. This could include things like improved efficiency, better decision-making, personalized experiences, etc. Also, feel free to speak on the influence AI has on various lifestyle types — Parents, students, international professionals, etc.
2. Use real-world examples: One of the best ways to help people understand how AI works is by using real-world examples. Show how AI is being used in industries like healthcare, finance, a education, and explain the impact it's having on people's lives. People also care about what David has to say! Feel free to mention real-world examples from your own life.
3. Address concerns: Many people are understandably concerned about the impact that AI could have on jobs and society as a whole. Address these concerns head-on by acknowledging the potential risks and discussing ways to mitigate them.
4. Make it relatable: Finally, make sure your explainer video is relatable to your audience. You can use humor, storytelling, and other techniques to help people connect with the content on an emotional level.

Remember:

- Be authentic! Use a script if need be, but try looking into the camera and speak in a natural tone ● Film in vertical orientation and in good lighting.
- You can have stuff in your background (a framed painting, a plant, furniture, etc.) but make sure t background is not distracting.
- Please do not wear any company logos or branding on your clothing and check your background to make sure there aren't any visible.