

Course Description Form	
1. Course Name	
Fundamentals of Artificial Intelligence	
	Course Code .2
AIF	
	Chapter and Year .3
2025-2026	
4. Date of preparation of this description	
Tuesday, December 02, 2025	
5. Available Forms of Attendance	
Presence	
6. Total number of study hours	
90 Hours of Study	
7. Course administrator name	
Assoc. Prof. Dr. Iyad Hamid Moussa	
8. Course Objectives	
General Objectives of the Course:	
<ol style="list-style-type: none"> 1. Understanding the basics: Introduce students to basic AI concepts and technologies. 2. Media Application: Employing AI tools in the production of digital content (text, image, video). 3. Data analytics: Using AI to understand audience behavior and improve performance. 4. Ethical Use: Raising awareness of the challenges and ethics of AI in the media. 5. Professional Qualification: Preparing students for the requirements of the modern media labor market. 	
Detailed Knowledge and Skill Objectives:	
<ol style="list-style-type: none"> 1. At the end of the course, the student will be able to: 2. Explains the basic concepts of artificial intelligence (e.g., machine learning, neural networks, natural language processing). 3. It differentiates between the types of artificial intelligence and its different applications in the media field. 4. It enumerates the stages of the development of artificial intelligence and its impact on the digital media industry. 5. Learn about AI techniques used to analyze and target audiences. 6. It describes the ethical and legal implications of using AI in the media (e.g., privacy and intellectual property). 	
9. Teaching and Learning Strategies	
<ol style="list-style-type: none"> 1. Interactive Lectures: Explaining theoretical concepts with an opening for discussion and inquiry. 2. Project-Based Learning: Assign students hands-on projects to employ AI in the production of media content. 3. Hands-on workshops: Hands-on sessions within the lab to use different AI tools directly. 4. Case studies: Analyzing real-life examples of media that have successfully applied AI. 5. Collaborative learning: Divide students into groups to solve media problems using artificial intelligence. 6. Presentations: Students present their projects and discuss them with colleagues and faculty. 7. Digital Learning: Using online resources and interactive content to stay afloat. 	
10. Course Structure	
Chapter One	

Evaluation Method	Learning method	Unit Name	Learning Outcomes	Number of hours	Week Number
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Introduction to Artificial Intelligence	The student should be familiar with the definition of artificial intelligence, its importance, and its main areas	3	.1
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	History of Artificial Intelligence	The student should be familiar with the stages of development, from the inception to the current revolution	3	.2
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Basic Concepts (1)	The student should be familiar with machine learning and its types	3	.3
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Basic Concepts (2)	Neural Networks and Deep Learning	3	.4
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Natural Language Processing (NLP)	The student should learn how machines understand the human language	3	.5
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Generative Artificial Intelligence	The student should be familiar with its concept, types, and importance in the media	3	.6
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Apps in Text (1)	The student should be introduced to ChatGPT and its media uses	3	.7
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Apps in Text (2)	The student should learn to formulate news and reports using artificial intelligence	3	.8
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Apps in Photos (1)	The student learns an introduction to Midjourney and DALL-E	3	.9
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Apps in Photos (2)	The student should learn how to design an informative graphic using	3	.10

			artificial intelligence		
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Apps in Audio	The student should learn how to produce and edit podcasts using artificial intelligence	3	.11
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Apps in Video	The student should learn how to edit and produce videos with artificial intelligence	3	.12
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Prompt Engineering	The student should learn how to formulate effective commands	3	.13
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Overview	Summarizing the most important concepts of the first chapter	3	.14
First Semester Exam Practical + Theoretical + Student Evaluation					15.

Chapter Two

Evaluation Method	Learning method	Unit Name	Learning Outcomes	Number of hours	Week Number
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Artificial Intelligence in Journalism	The student should be familiar with news automation and automated journalism	3	.16
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Artificial Intelligence in Advertising	The student should learn how to target audiences and optimize campaigns	3	.17
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Media Data Analysis	The student should learn the tools of audience analysis and understanding behavior	3	.18
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Personalization and custom content	The student should be familiar with the Recommendation Systems	3	.19
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Search Engine Optimization (SEO)	The student should learn to use artificial intelligence to improve visibility	3	.20
,Electronic Written and Oral	Lectures and discussion in person with a	Communication Automation	The student should learn to schedule content	3	.21

Exam and Direct Questions	practical application		and manage platforms intelligently		
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Ethics of Artificial Intelligence (1)	The student should be introduced to the Algorithmic Bias and Discrimination	3	.22
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Ethics of Artificial Intelligence (2)	The student should learn privacy and data protection	3	.23
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Media Challenges	The student should learn fake news and deepfakes	3	.24
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Intellectual Property	The student should learn copyright and AI-produced content	3	.25
and the discussion in person	and the discussion in person	Student Projects (Proposals)	Presentation and discussion of final project ideas	3	.26
		Working on projects	Practical application under the supervision of the teacher	3	.27
		The Future of Media	Artificial Intelligence Trends in Digital Media		28.
Second Semester Exam Practical + Theoretical + Student Evaluation				3	.29
Final Exam					30.
Notes: Theoretical lectures are interspersed with practical applications on a weekly basis Students are assessed through: class participation, assignments, a semester project, and exams					
11. Course Evaluation					
Distribution of the grade out of 100 according to the tasks assigned to the student such as daily preparation, daily, oral, monthly, written exams, reports.... etc. 20 (Grades on the first semester) 15 theoretical and 5 practical 20 (Grade on the second semester) 15 theoretical and 5 practical Annual Pursuit Score of 40 and 60 Marks on Final Exam					
12. Learning and Teaching Resources					
1. The Book of the Basics of Artificial Intelligence and its Applications in Media 2. Generative AI: From Concept to Application Applications of Artificial Intelligence in Journalism and Digital Media .3					