

# The GenAI Cookbook: GenAI Recipes for eLearning Design and Services

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# Welcome and Introduction

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- GenAI is **transforming work** (and especially higher ed)
- We have opportunities (and obligations) to build our skills:
  - To improve our processes and workflows.
  - To build our personal profession skills
  - To be knowledge resources to those we serve.
- eDS GenAI Taskforce, Today's Plan, and Next Steps.



# Ethics

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- **Privacy:** Ensuring data protection.
- **Intellectual Property:** Navigating the challenges of copyright in AI-generated content.
- **Bias and Fairness:** Mitigating bias in AI systems and promoting diversity.
- **Authenticity:** Addressing the potential for misinformation and its impacts.



University Faculty Council/Presidential  
GenAI Task Force Report:

<https://go.iu.edu/7zyH>

# What's Approved at IU?

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**Microsoft Copilot:** Drafting Emails, Rubrics, Creating Summaries and Assessments

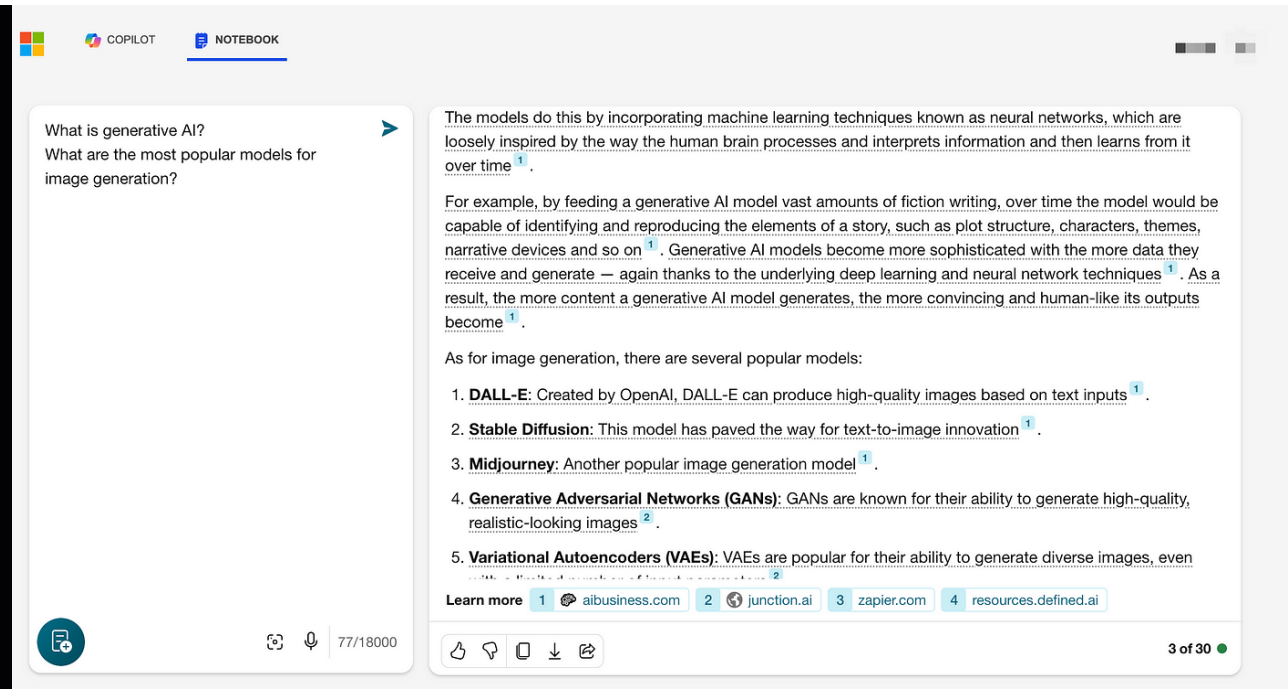
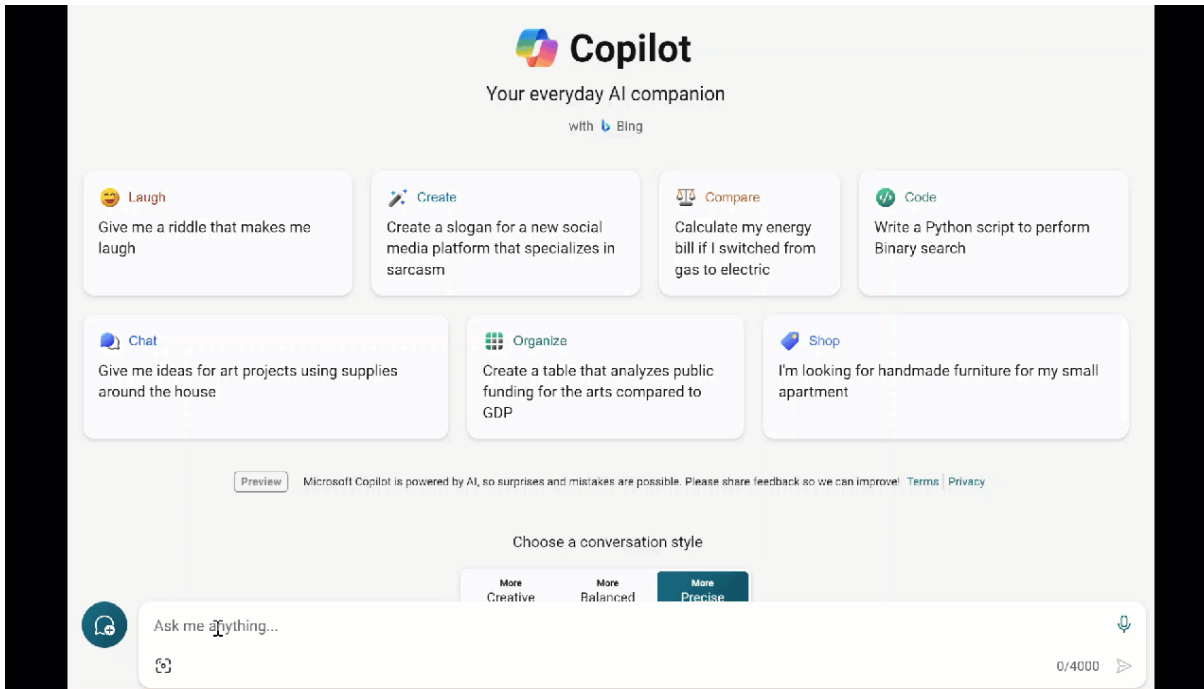
**Adobe Firefly:** Text-to-Image Creation, Generative Fill, and Text Effects

**Other Applications and Tools:** Integrated into existing tools (e.g., Adobe Creative Cloud, including Express, Premiere Pro, Illustrator, Photoshop); Github Copilot



**For More Information:**

<https://uits.iu.edu/ai/index.html>



# Copilot and Copilot Notebook

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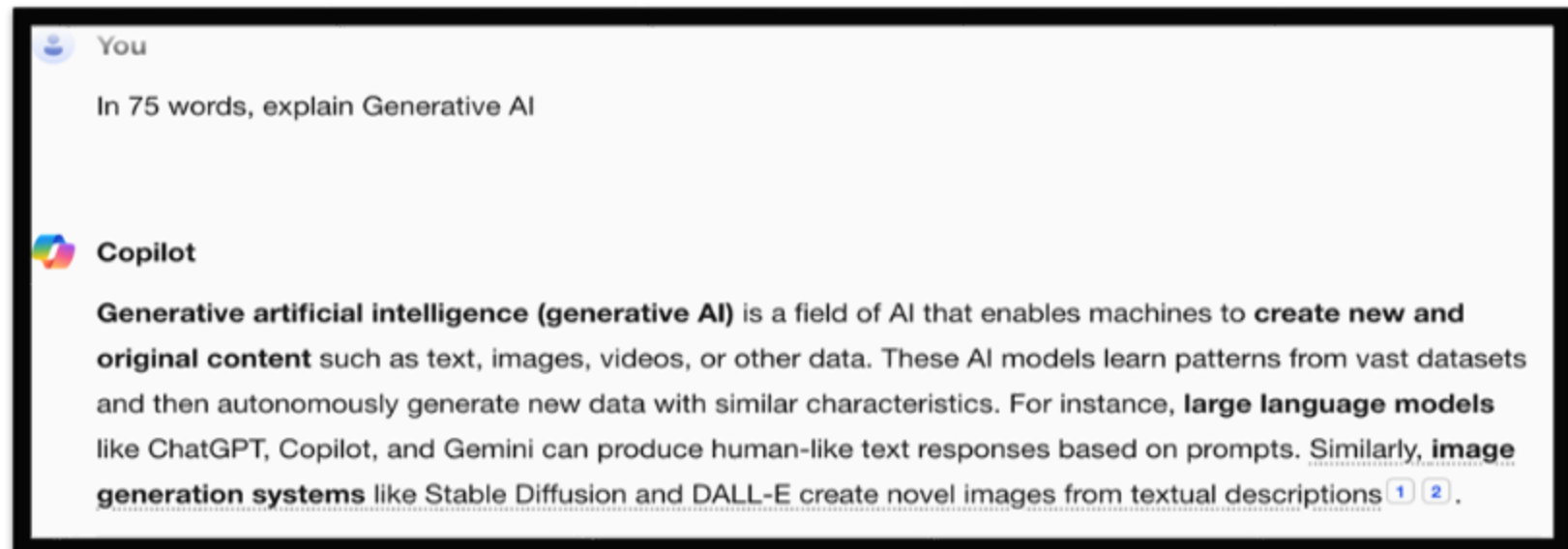
# Understanding GenAI

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- **Generative** = output (image, text, audio)
- **Artificial** = machine/computer
- **Intelligence** = predict based on database of content, learn from feedback and added content

**GenAI is a structure for the computer to follow, but still needs human intervention**

- Chat bot
- Directive



# Key Concepts of Prompt Engineering

## SPECIFICITY

Clearly outline desired responses by **defining objectives, including necessary details, and avoiding vagueness**. This ensures the AI accurately understands and fulfills the task requirements.

## CONTEXT

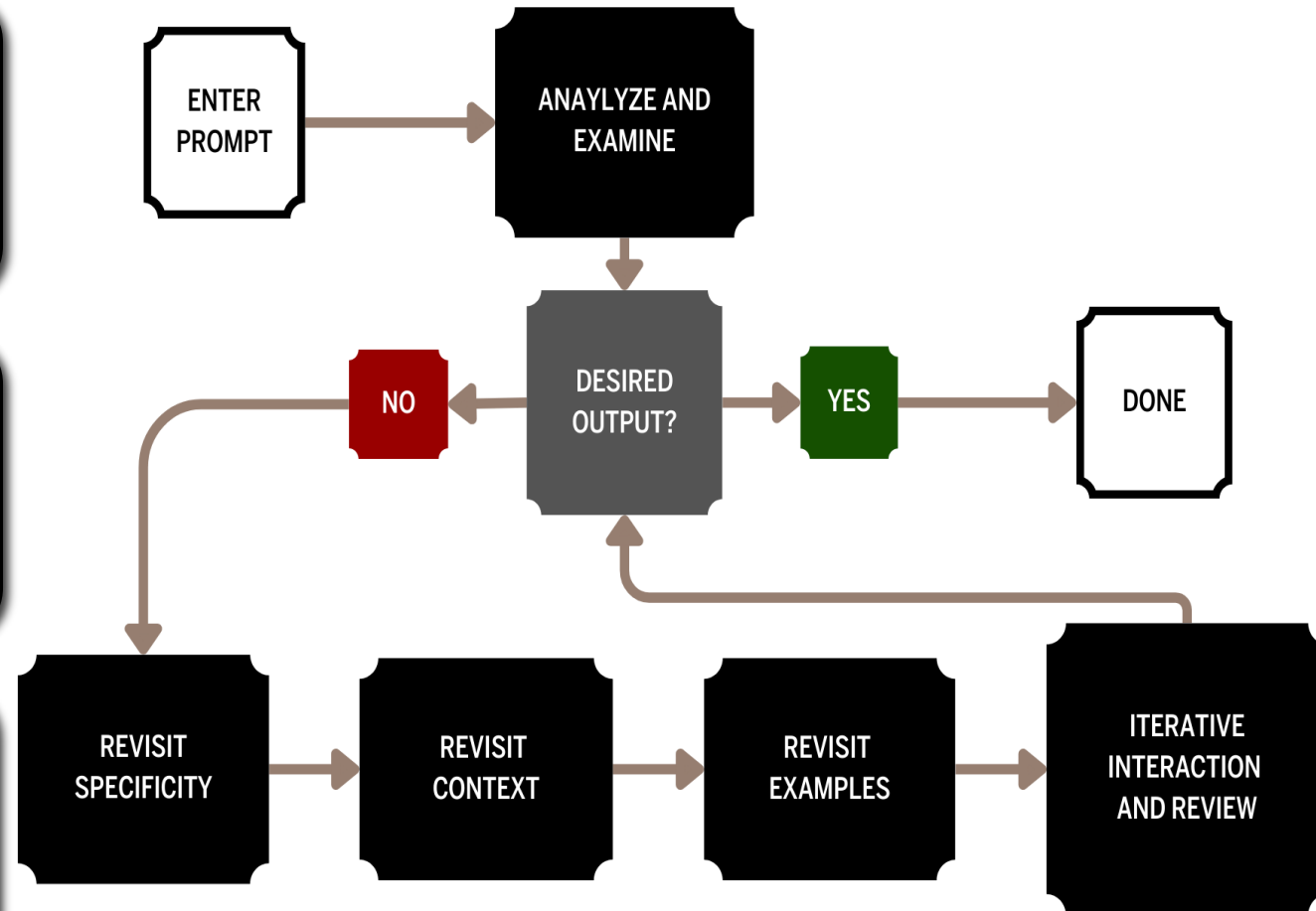
Include relevant **background information** to set the scene for the AI's task, **explaining both the purpose and other factors**. This helps the AI to understand and frame the task appropriately.

## EXAMPLES

Provide clear, aligned **samples or templates** directly in your prompts to **demonstrate the desired output** style and format. This reduces ambiguity and ensures outputs align closely with expectations.

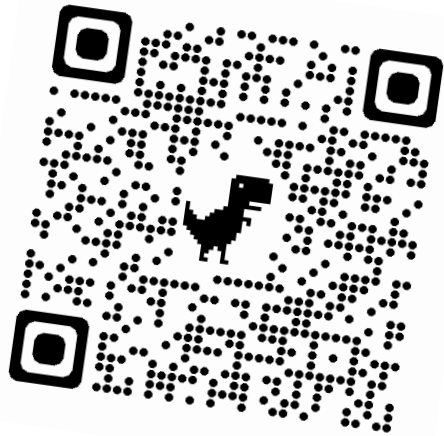
## ITERATIVE INTERACTIONS

Refine prompts through **feedback and adjustment** via **back-and-forth dialoguing**, mirroring a **drafting process** with a quality enhancement loop. Review outputs, reapply or revise prompts accordingly using the principles.





# The GenAI Pressbook



Collection of prompts ("recipes")

- Test out an existing prompt
- Add to/ experiment with an existing prompt
- Send feedback, critique, and discuss a prompt
- Brainstorm new use cases, chapters, or prompts
- Submit your own recipe

**Let's do breakout rooms!**

Introduction	
Authors and Attributions	
<b>I. Section I: Introduction</b>	+
<b>II. Section II: Managerial and Leadership Use Cases</b>	-
4. Meeting Notes	
Job Aids	
5. Hiring and Onboarding	
<b>III. Section III: Instructional Design Use Cases</b>	-
6. HTML	
7. Objectives and Curriculum Mapping	
8. Rubrics and Assessments	
9. Instructions and Models	
Syllabus and Schedule	
10. Assignments and Assessments	
Accommodations, Differentiation, and Accessibility	
<b>IV. Section IV: Video Use Cases</b>	+
<b>V. Section V: Graphic Design Use Cases</b>	+
<b>VI. Section VI: Additional Resources</b>	+
Appendix	

# Guiding Questions

What did you find helpful in the chapters/Pressbook?

What new ideas or uses come to mind during this activity?

How do you see integrating these GenAI tools into your workflow?

What worked and didn't work with the prompt? Why?

Are you currently using GenAI in your workflow? If yes, how are you utilizing it?

What are your primary questions about GenAI?



# Key Takeaways

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- Start experimenting!
- Be patient. Iteration and modification is key.
- Build our community!  
Share your knowledge and your questions.



# What's Next?

## What's Coming Up

- Workshops
  - April 17th at 4
  - April 29th at 2
  - April 30th at 10

Let us know if there is something you want us to cover!

## What You Can Do

- Test out recipes
- Submit Your Recipe
  - We'd love to expand the cookbook to include prompts from services, technology, and multimedia
- Talk to us/ share resources and ideas

## Ideas We'd Love to Start

- Channel or InScribe community
- Lab hours for community practice and discussion

# Thank You

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Thank you for joining.

Please contact us with any questions.

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