Using an AI video creation tool to support the Grade Approval Process in UCD

Supporting Efficiency, Consistency, and Training.

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Using an AI video creation tool to support the Grade Approvals Process in UCD

This video was created with the assistance of an AI video creator

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The Problem

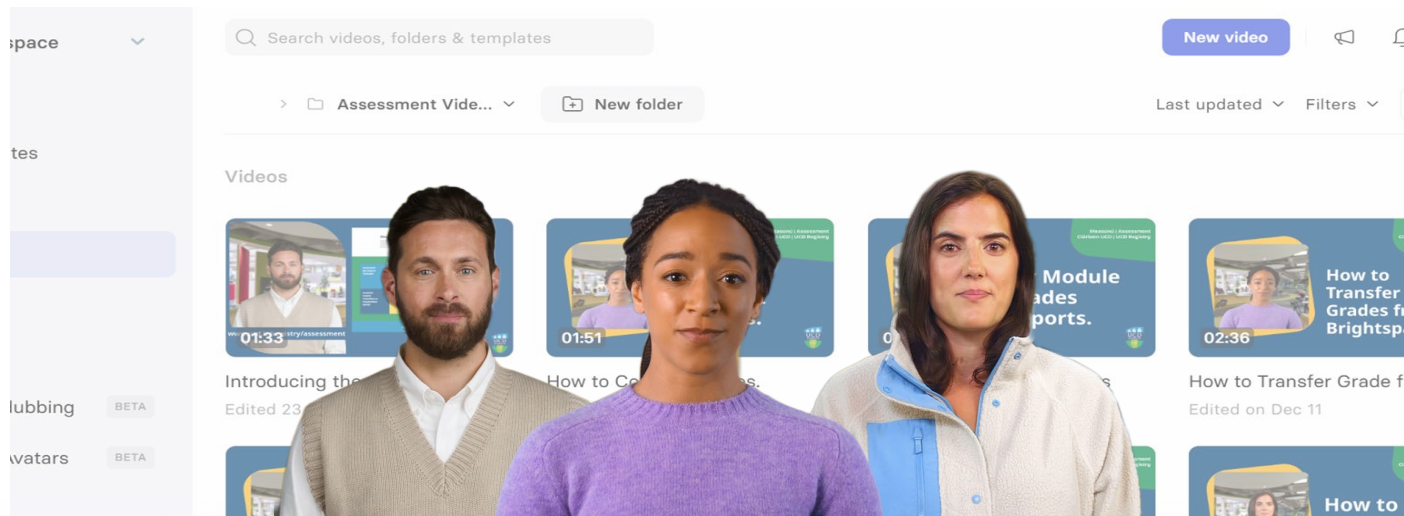| Academic Regulations	Lockdown	Retired Systems
Grade Approvals Process - Clearly defined roles and responsibilities.	Remote working. New way of working for everyone.	Change in systems used to complete grading responsibilities.

Grade Entry → Grade Review → SMEC → PEB → Grade Release

Ongoing Support

Leveraging AI for Accessible and Efficient Content Creation

The Platform: Synthesia, an AI-powered video creation platform.

Enables users to produce professional-quality videos using customisable templates and avatars.

Tangible Benefits for UCD Registry

🔁 **Consistency and Scalability**

Create multiple videos with consistent, transparent, professional content, catering to diverse audiences and purposes.

💬 **Accessibility & Compliance**

Allows you to easily create a video that follows the Universal Design principles.

⚙️ **Intuitive & Easy to Edit**

No prior video editing experience required.

💰 **Cost Effective**

Cost-effective way of producing videos in-house when compared to hiring a videographer.

🎯 **Resulting Output**

On-schedule completion and deployment of the website and support materials.

Validating the Investment - *Positive Feedback and Enhanced Clarity*

Intuitive System

The platform is intuitive, which made creating the AI videos which adhere to UCD Registry brand **simple and accessible**.

Positive Reception

The initial videos have received positive feedback and are now part of our **multi-channel communications** for staff involved in the Grade Approval Process.

Simplifying Complexity

Features enabled the integration of **customised visual cues** and **animations**, improving the presentation of complex information.

For UCD Registry, this investment resulted in simple content which addressed knowledge gaps, made communications more inclusive and built brand awareness and recognition for our stakeholders across the University.

Learnings

🎓 **Learning Curve:** Initial period of trial and error in how best to use this new tool.

🤖 **Training AI:** Despite the ease of use, Avatars requires some time and resources to train.

🎯 **Accuracy & Engagement:** Balance of engaging and accessible content was a challenge.

📈 **Scaling Content:** Expand and revise our videos based on stakeholder feedback and needs.

🧑‍🏭 **Ethical considerations of using AI avatars:**

- Diversity and representation.
- Erosion of human expertise.
- Enhance storytelling.
- Synthesia allows you to create a personal avatar/ digital twin - GDPR, consent and ownership implications.

Future Strategy

🌐 **Wider Application:** We intend to use Synthesia for communicating system and process changes across the University.

🎬 **Student Pilot:** We are currently piloting one instructional video for students made using Synthesia.

📊 **Data Gathering:** Qualitative data will be gathered via student focus groups on this video to compare its effectiveness with our traditional instructional videos using students as the talking heads.

🧩 **UD Adherence:** This wider use adheres to the **Universal Design principle of multiple means of representation**.

🏛 **Governance and approved standards:** The current Registry communication toolkit is to be expanded in line with the best practice learnings from this project.

🧮 **Quantify Impact:** Looking at how best to measure the impact and success of these support materials.

'Small, thoughtful AI tools deliver measurable quality gains, even amidst the buzz of digital transformation and GenAI in Quality Assurance.'

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