

Multimedia Education and AI Integration

## National Report (Italy)

### Integration of AI in Multimedia Professions – Survey Results (Italian Creative Professionals)



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#### 1) Context and purpose

Within the MEDIAl project, UNLAB collected evidence from Italian multimedia professionals to understand **how AI is currently used in creative workflows**, what **barriers** limit adoption, and what **skills and training formats** are most needed. The results support the design of project outputs, especially the **AI Multimedia Toolkit** and the practical guidance for trainers and professionals.

#### 2) Methodology (data source)

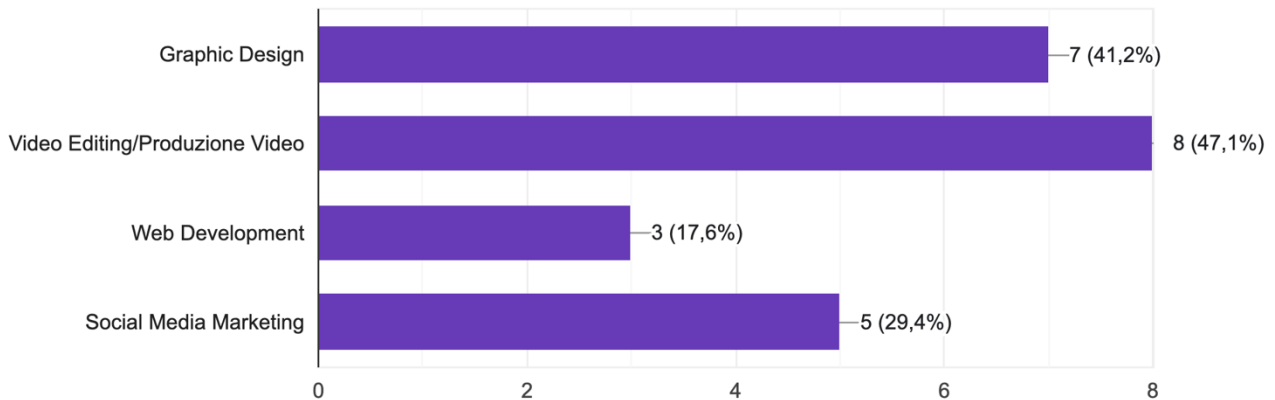
- **Tool:** Online questionnaire (Google Forms - <https://forms.gle/ps8WoPBgAxaBJN6B6> )
- **Target group:** Multimedia professionals (creative sector)
- **Sample size:** N = 17 valid responses
- **Collection period:** February 2025
- **Note on questions:** Mix of single-choice, multi-choice, and open answers

### 3) Profile of respondents

#### Professional fields (multi-selection, % of respondents):

1. In quale/i ambito/i multimediale/i sei attualmente attivo/a a livello professionale?

17 risposte



- **Video Editing / Video Production:** 47.1% (8)
- **Graphic Design:** 41.2% (7)
- **Social Media Marketing:** 29.4% (5)
- **Web Development:** 17.6% (3)

#### Years of professional experience:

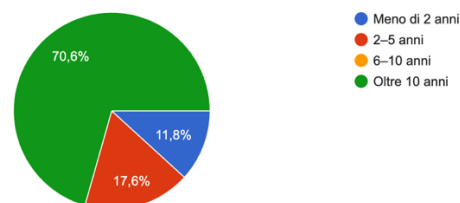
- **Over 10 years:** 70.6% (12)

- **2–5 years:** 17.6% (3)

- **Less than 2 years:** 11.8% (2)

2. Quanti anni di esperienza professionale hai nel tuo settore?

17 risposte



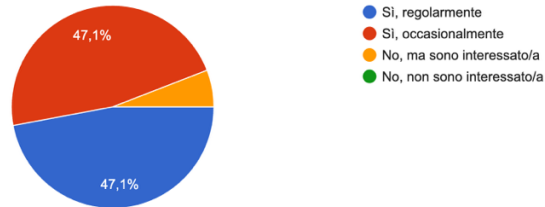
**Interpretation:** the sample is strongly composed of **experienced professionals**, which is useful to capture realistic constraints (time, costs, client expectations, ethical concerns) and “production-grade” needs.

## 4) AI adoption and frequency of use

Do you currently use AI tools in your multimedia work?

- **Yes, regularly:** 47.1% (8)
- **Yes, occasionally:** 47.1% (8)
- **No, but interested:** 5.9% (1)

3. Utilizzi attualmente strumenti di Intelligenza Artificiale nel tuo lavoro multimediale?  
17 risposte



**Interpretation:** AI is already present in everyday practice for **94.1%** of respondents (regularly or occasionally). The remaining share is not resistant, but **curious/ready to start**—a positive condition for capacity building.

## 5) Tools used (what professionals actually use)

Respondents mentioned a broad ecosystem. After normalization of spellings, the most frequently cited tools/categories are:

**Most cited AI tools/categories (counts of mentions):**

1. **ChatGPT** – 13 mentions
2. **Adobe (integrated AI tools: Photoshop/Illustrator/Adobe suite)** – 8
3. **Perplexity** – 3
4. **Google Gemini** – 2
5. **DeepSeek** – 2
6. **Canva (AI features)** – 2
7. **Gamma** – 2

Plus single mentions of: **DALL·E, Adobe Firefly, NotebookLM, Microsoft Copilot, Cursor AI, CapCut, Auphonic, TurboScribe, Blackmagic/DaVinci AI**, and other niche or task-specific solutions.

**Interpretation:** Italian professionals are not using “one tool”, but rather combining:

- **LLMs for ideation, drafting, problem solving** (ChatGPT, Gemini, DeepSeek)
- **Creative suites with AI embedded** (Adobe, Canva)
- **Research and synthesis tools** (Perplexity, NotebookLM)
- **Production utilities** (transcription/audio cleanup/subtitles/video automation)

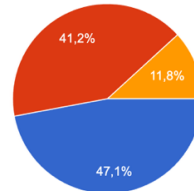
This confirms the need for a Toolkit that is **workflow-based** (tasks) rather than tool-based only.

## 6) Perceived impact on productivity

To what extent does AI improve productivity in your profession?

6. Secondo te, in che misura l'IA migliora la produttività nella tua professione multimediale?  
17 risposte

- **Significantly:** 47.1% (8)
- **Moderately:** 41.2% (7)
- **Limited:** 11.8% (2)



● In modo significativo  
● In modo moderato  
● In modo limitato  
● Per nulla

**Interpretation:** 88.3% perceive a moderate-to-significant productivity gain. This is a strong argument for mainstreaming AI literacy, but the presence of a “limited impact” minority indicates that benefits depend on **good prompting, task selection, and integration into existing tools**.

## 7) Activities that benefit most from AI (use cases)

Open answers were grouped into practical categories (a single response may touch multiple areas). The most recurring use-case clusters are:

- **Research / information retrieval & idea generation** (5 mentions)
- **Organization / project management / time saving** (5 mentions)
- **Images / graphic production and editing** (5 mentions)
- **Text support (copywriting, rewriting, revision)** (3 mentions)
- **Video/audio support (transcription, subtitles, audio cleaning)** (3 mentions)
- **Web development / coding support** (2 mentions)

**Interpretation:** AI is valued especially where it reduces friction:

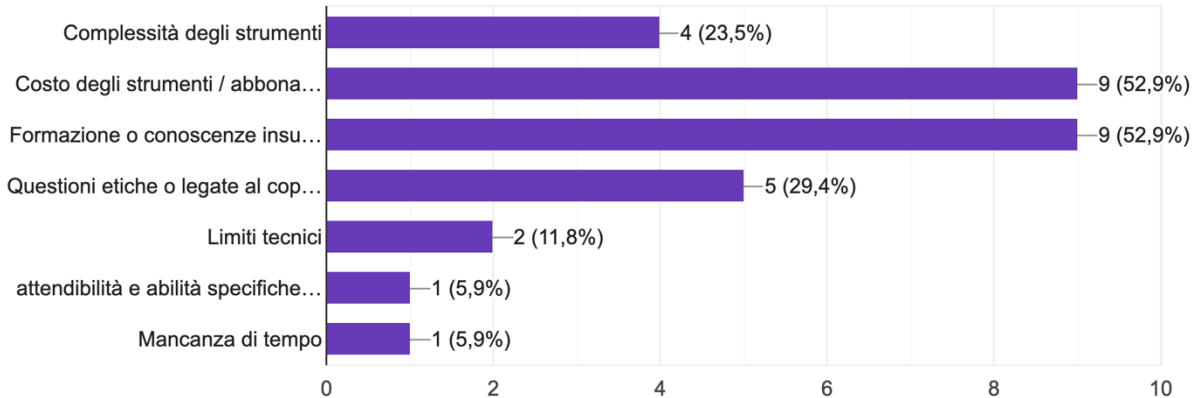
- “speed in processing information” and “recovering information”
- repetitive tasks and preparation steps
- creative acceleration (visuals + drafts)
- post-production support (subtitles, transcription, cleanup)

This points to a Toolkit organized by **real workflows**: *research* → *concept* → *production* → *refinement* → *delivery*.

## 8) Main barriers and difficulties in adopting AI

8. Quali sono le principali difficoltà che incontri nell'integrare l'IA nel tuo flusso di lavoro?

17 risposte



### Most frequent barriers (multi-choice):

- **Cost of tools / subscriptions:** 52.9% (9)
- **Insufficient training/knowledge:** 52.9% (9)
- **Ethics and copyright concerns:** 29.4% (5)
- **Complexity of tools:** 23.5% (4)
- **Technical limits:** 11.8% (2)
- **Lack of time:** 5.9% (1)
- Additional open concern: **quality/reliability of outputs + need to develop specific abilities** (mentioned explicitly by one respondent)

**Interpretation:** the adoption gap is not “anti-AI”; it is mostly about:

1. **economic access** (subscriptions, licensing uncertainty)
2. **competence + confidence** (how to use AI professionally, not casually)
3. **legal/ethical clarity** (copyright, ownership, client deliverables, safe use)

So, the Toolkit should reduce barriers by including:

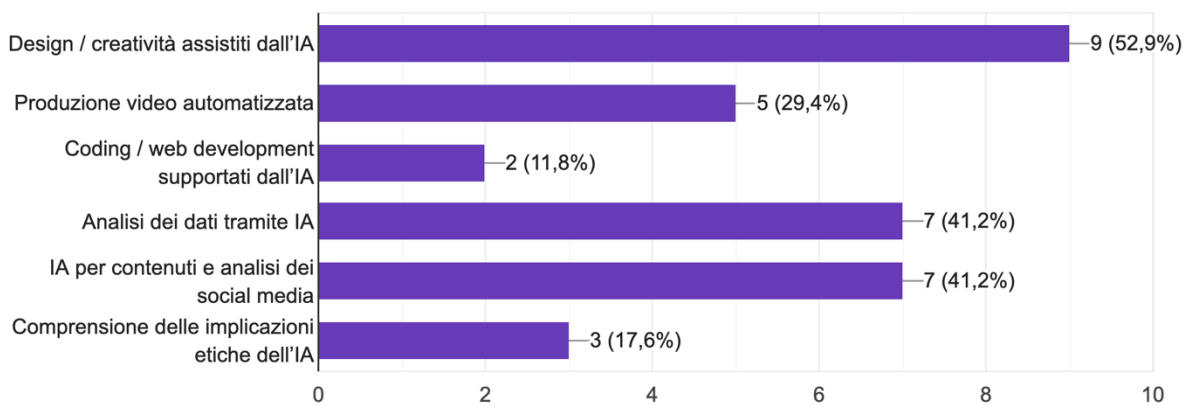
- “low-cost / freemium” alternatives and comparison tables
- clear “how to start” paths and templates
- short legal/ethical guidance for daily professional use

## 9) Skills considered most important (what should be taught)

**Most important AI-related competencies (multi-choice):**

### 9. Quali competenze legate all'IA ritieni più importanti nel tuo contesto professionale?

17 risposte



- **AI-assisted design/creativity:** 52.9% (9)
- **AI for data analysis:** 41.2% (7)
- **AI for social content and analytics:** 41.2% (7)
- **Automated video production:** 29.4% (5)
- **Understanding ethical implications:** 17.6% (3)
- **AI-supported coding/web development:** 11.8% (2)

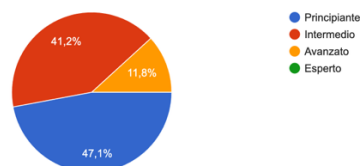
**Interpretation:** there is a strong demand not only for “creative generation”, but also for **data-informed communication** (analytics, trends, content performance) and **production automation** (especially video). Ethics appears lower in selection, but it also emerges as a **major barrier**: this suggests ethics needs to be integrated as a **practical layer inside every module**, rather than a standalone theoretical section.

### 10) Self-assessed competence and training adequacy

Self-assessed AI competence:

- **Beginner:** 47.1% (8)
- **Intermediate:** 41.2% (7)
- **Advanced:** 11.8% (2)

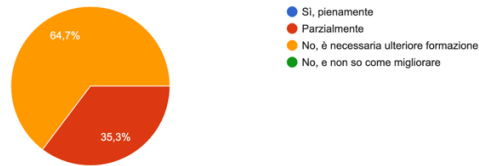
5. Come valuti il tuo livello di competenza nell'uso di strumenti di IA nel tuo ambito professionale?  
17 risposte



Do you feel adequately trained?

10. Ritieni di essere adeguatamente formato/a in queste competenze legate all'IA?  
17 risposte

- **No, further training needed: 64.7% (11)**
- **Partially: 35.3% (6)**



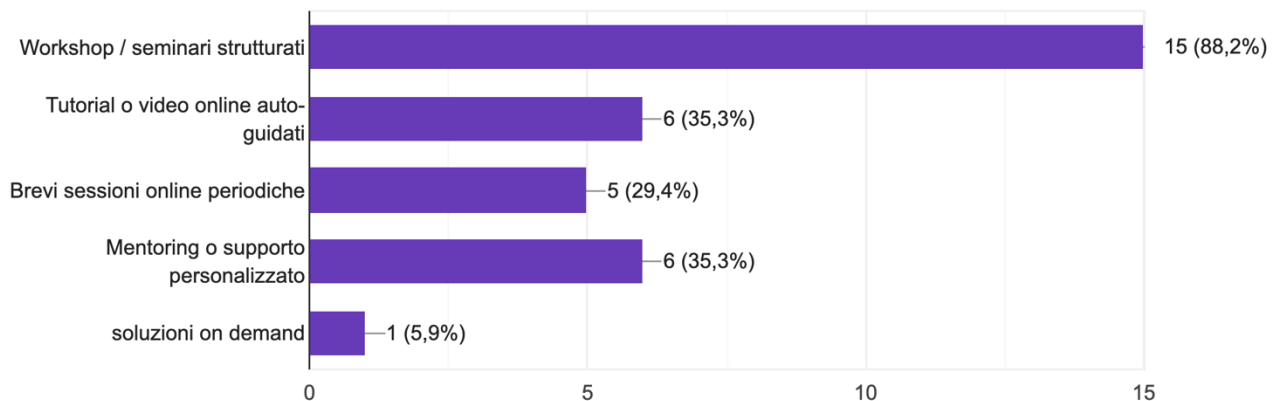
**Interpretation:** despite high usage, competence remains mainly **beginner/intermediate**, with **two-thirds** explicitly stating they need further training. This confirms the need for materials that are **simple, concrete, and immediately reusable**, not academic.

## 11) Preferred learning formats (how they want to learn)

**Preferred formats (multi-choice):**

11. Quale tipo di formazione o aggiornamento professionale preferisci per imparare a usare strumenti di IA?

17 risposte



- **Structured workshops/seminars: 88.2% (15)**
- **Self-guided tutorials/videos: 35.3% (6)**
- **Mentoring/personalized support: 35.3% (6)**
- **Short periodic online sessions: 29.4% (5)**
- **Other: "on-demand solutions" (1)**

**Interpretation:** the dominant preference is **hands-on workshops**, supported by asynchronous tutorials and mentoring.

## 12. Conclusions and recommendations for MEDIAI outputs (Italy)

### Key findings (Italy)

The analysis of the Italian responses confirms that **artificial intelligence is no longer perceived as an emerging or experimental technology within the creative sector**, but rather as a tool that is already embedded—at least partially—into everyday professional practice. Almost all respondents reported using AI tools either regularly or occasionally, indicating a widespread openness toward AI-assisted workflows. This suggests that, within the Italian creative ecosystem represented by the sample, the discussion has already moved beyond *whether* to use AI and is now focused on *how* to use it effectively, sustainably, and professionally.

At the same time, the data highlight a **structural gap between usage and mastery**. While adoption levels are high, most professionals self-identify as having beginner or intermediate competence and explicitly express the need for further training. This gap is not linked to resistance or skepticism, but rather to a lack of **structured, profession-oriented learning pathways**. AI is often approached in a fragmented or exploratory way, without a clear methodological framework that supports its integration into established creative workflows.

The main obstacles identified by respondents reinforce this interpretation. **Cost and access to tools** represent a significant barrier, particularly in a sector characterized by freelancers, micro-enterprises, and project-based work. In parallel, the lack of structured competence—understood not as basic awareness but as the ability to use AI reliably, repeatedly, and with professional standards—emerges as an equally important constraint. Concerns related to **copyright, authorship, and ethical use** further complicate adoption, especially in client-facing contexts where responsibility for outputs cannot be delegated to opaque or poorly understood systems.

In terms of skills demand, the Italian data show a clear orientation toward **AI-assisted creativity and production**, rather than abstract or highly technical applications. Professionals prioritize tools and skills that enhance creative processes (design, ideation, visual production), support **data-informed communication and social media work**, and streamline **video-related tasks**, including automation and post-production. These preferences reflect the concrete realities of the creative labour market, where efficiency, speed, and adaptability are essential.

Finally, learning preferences strongly favour **practical, guided, and hands-on formats**, with workshops emerging as the most valued training modality. This indicates a clear demand for learning environments in which AI tools are not merely explained, but actively tested, discussed, and adapted to real professional scenarios.

### Implications for the AI Multimedia Toolkit

Taken together, these findings suggest that the Italian contribution to the MEDIAI project should prioritize **usability, clarity, and immediate applicability**. Rather than presenting AI as a standalone subject or a collection of abstract tools, the AI Multimedia Toolkit should be structured around **real professional workflows and tasks**, reflecting how creative professionals actually work.

Each section of the Toolkit should therefore start from a *practical problem or task*—for example content ideation, visual production, revision, analytics, or post-production—and only then introduce the most appropriate AI solutions. Within this logic, the inclusion of “**best tools for the task**” should be accompanied by transparent information on access models, highlighting not only premium solutions but also **low-cost or freemium alternatives**, in order to lower economic entry barriers.

To support incremental learning, the Toolkit should offer **short, modular, step-by-step guides**, designed to be completed in 15–30 minutes. These mini-guides should be complemented by reusable templates that professionals can directly adapt to their own projects. Particular attention should be given to **prompt patterns for real work**, such as generating or refining briefs, revising content, exploring stylistic variations, or performing quality checks. These patterns should be presented not as fixed formulas, but as adaptable structures that help professionals develop their own AI-mediated working style.

Given the concerns expressed around reliability, the Toolkit should also include clear guidance on **quality control**, helping users understand how to verify AI outputs, identify typical errors, and ensure consistency with professional standards and client expectations. Similarly, issues of **copyright and ethics** should be addressed in a pragmatic way, through concise “do and don’t” guidelines, common client scenarios, and basic licensing awareness, rather than abstract legal discussions.

From a practical standpoint, it is essential that the Toolkit acknowledges existing creative ecosystems by providing **integration tips for commonly used environments**, particularly Adobe and Canva, as well as for broader content production workflows. This approach reinforces continuity rather than disruption, positioning AI as a support layer within familiar tools.

Finally, in line with the strong preference for workshop-based learning, the Toolkit should include **trainer-ready assets**: suggested session structures, timing indications, exercises, and expected outputs. These elements will allow the materials to be easily reused in training contexts, workshops, and professional development sessions, amplifying their impact beyond individual self-learning.

## **Limitations**

This Italian national snapshot is based on a **limited sample of 17 respondents** and does not claim to represent the entire creative sector in Italy. Nevertheless, the **internal coherence of the responses**, particularly regarding adoption levels, perceived barriers, skill priorities, and training preferences, provides a meaningful and consistent picture of current needs. Within the framework of a small-scale Erasmus+ project, these findings offer a **solid and credible basis** for designing targeted, realistic, and high-impact outputs that are closely aligned with professional practice.