

MEDIAI: Multimedia Education and AI Integration

Short Staff Workshop Programme — Perugia, Italy

6th–9th October 2025

📍 Via Orazio Tramontani, 52 – Perugia, Italy

Meet Your Trainers

Expert Practitioners, Real-World Insight

1 Mariya Borisova

DIGITAL TOOLS

NON-FORMAL EDUCATION

Trainer specialised in digital tools, non-formal education, and international project facilitation. She supports professionals and educators in understanding digital transformation and AI integration in learning environments.

2 Elle Biscarini

MULTIMEDIA STORYTELLING

AI PROMPTING

Journalist and video maker with expertise in multimedia storytelling, digital communication, and creative content production. She focuses on practical AI use, prompting, and innovative communication strategies.

3 Francesco Zuccaccia

DIGITAL STRATEGY

AI WORKFLOWS

Digital strategist and co-founder of a creative communication agency specialising in AI-supported workflows and multimedia innovation. He supports organisations in integrating emerging technologies into communication and professional practice.

Day 1 – Introduction and Contextualisation

📅 6TH NOVEMBER 2025

THEME: AI IN MULTIMEDIA PROFESSIONS – CURRENT LANDSCAPE

09:30 – 09:45 | Welcome & Ice-Breaking

Presentation of participants and sharing of expectations for the workshop programme.

10:30 – 11:00 | Expert Presentation

Overview of how AI is transforming multimedia professions: graphic design, video editing, web development, and social media.

11:20 – 12:20 | Group Discussion

Mapping participants' experiences and practices with AI and digital tools so far. What tools do they already use? What are the challenges they face?

12:50 – 13:00 | Wrap-Up

Summary of Day 1 key insights and preview of what to expect on Day 2.

09:45 – 10:30 | Setting the Stage

Introduction to the MEDIAI project, aims of the workshop, and anticipated content of the AI Multimedia Toolkit – including its structure, purpose, and work-in-progress status.

11:00 – 11:20 | ☕ Coffee Break

Refreshment break and informal networking.

12:20 – 12:50 | Joint Reflection

Exploring the gaps between current education provision and real-world industry needs in multimedia and AI.

Day 2 – Practical Exploration of AI Tools

📅 7TH NOVEMBER 2025

THEME: TESTING & EXPERIMENTING WITH AI RESOURCES

09:30 – 09:40 | Introduction to the Day

Overview of the day's hands-on format and practical exploration approach.

10:30 – 11:00 | Industry Case Studies

Real-life examples of AI integration in professional projects, presented by UNLAB professionals from the field.

11:20 – 12:40 | Group Exercise

Mixed teams of educators and professionals experiment with accessible AI tools on short practical tasks – creating a mock poster, editing a short video snippet, or generating a web layout suggestion.

12:55 – 13:00 | Wrap-Up

Summary of Day 2 and preparation for the final day of feedback and validation.

09:40 – 10:30 | Guided Demonstration

Trainers demonstrate selected AI tools: text-to-image generators for design, automated video editing applications, and AI-assisted coding tools for web development.

11:00 – 11:20 | ☕ Coffee Break

Refreshment break and informal exchange between participants.

12:40 – 12:55 | Sharing Outputs

Each group presents their outputs and shares short feedback on the experience and tools used.

Day 3 – Feedback and Validation

📅 8TH NOVEMBER 2025

THEME: FROM TESTING TO TOOLKIT ADAPTATION

09:30 – 09:45 | Opening Recap

Recap of key insights and outcomes from Days 1 and 2 to set the context for the final session.

10:30 – 11:00 | Focus Groups

Small group discussions exploring what adaptations would make the toolkit more useful for trainers, for professionals, and for students.

11:20 – 12:20 | Plenary Session

Consolidating all feedback into concrete recommendations for the final toolkit, collected and documented by facilitators.

12:40 – 13:00 | Closing Remarks

Final remarks from the training team and an overview of the next steps in the MEDIAI project development.

09:45 – 10:30 | Structured Feedback Session

Participants discuss the usability, relevance, and gaps of the tools tested and the draft toolkit concept developed during the workshop.

11:00 – 11:20 | ☕ Coffee Break

Refreshment break before the final plenary session.

12:20 – 12:40 | Certificates & Reflection Round

Certificates of attendance are presented. Each participant shares one key takeaway from the workshop experience.

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Co-funded by the Erasmus+ Programme of the European Union

Project Number: 2024-2-DE02-KA210-VET-000295591

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.