



## Digital Education Council AI Literacy For All Marketing and Communications Guide

This guide is designed to support higher education institutions in launching the *AI Literacy for All* course for their students.

It includes an overview of the course, suggested messaging templates for student outreach, and branding guidelines to ensure consistent communication.



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# 1. Course Overview

## 1.1 Course Title and Description

**Course Title:** AI Literacy for All

**Description:** A foundational course designed to rapidly equip students with key knowledge and practical skills to navigate the impact of AI in their studies and career. It covers key concepts such as best practices for prompting, evaluate AI output, critical thinking, respect academic integrity, and emerging workforce skills.

**Thumbnail Image (optional):** [linked here](#)

**Duration:** 4 hours

## 1.2 Learning Objectives

**By the end of the course, students will be able to:**

1. Understand key concepts of artificial intelligence including its capabilities, limitations, and ethical implications to enable informed use in academic and professional settings
2. Apply best practices for prompting AI tools and critically evaluate AI generated output to enhance productivity, creativity, and accuracy
3. Demonstrate responsible and ethical use of AI tools in alignment with academic integrity standards and professional ethical principles
4. Identify emerging workforce skills influenced by AI and understand how to leverage these skills to enhance your employability

## 1.3 Syllabus Modules

- Module 1: AI Literacy Fundamentals
- Module 2: Best Practices for Prompting
- Module 3: Evaluating AI Output
- Module 4: Critical Thinking and Creativity in the Age of AI
- Module 5: Respecting Academic Integrity
- Module 6: Preparing for an AI-driven Workforce

## 2. Student Communication Templates

### 2.1 Email 1: Course Launch

**Subject:** Upcoming Course: AI Literacy for All

**Body:**

Dear students,

We are pleased to announce that [Your Institution Name] will be offering access to *AI Literacy for All*, a foundational online course developed by the Digital Education Council.

As artificial intelligence continues to shape education and the workplace, this course equips you with essential knowledge and practical skills to engage with AI responsibly and effectively.

Topics include foundations of AI, prompting best practices, critical evaluation of AI output, academic integrity, and emerging workforce skills.

The course also features guest interviews with leading industry experts from organisations such as Deloitte, IBM, and Meta, offering real-world insights on AI and the future of work.

The course is self-paced, accessible online, and suitable for students from all disciplines. Further access details will be shared shortly.

To make sure you don't miss any updates, add [noreply@notify.digitaleducationcouncil.com](mailto:noreply@notify.digitaleducationcouncil.com) to your contact list.

Kind regards,

[Institution Name or Department Name]

## **2.2 Email 2: Access Instructions**

**Subject:** Now Available: Access the AI Literacy for All Course

**Body:**

Dear students,

You now have access to *AI Literacy for All*, a foundational online course developed by the Digital Education Council.

This course introduces core concepts of artificial intelligence, including:

- Foundations of AI technologies
- Best practices for prompting and evaluation of AI output
- Academic integrity in the age of AI
- Ethics, safety, and responsible AI use
- Future workforce skills influenced by AI

It also features **guest interviews with global AI experts**, offering real-world perspectives from industry leaders at Deloitte, IBM, and other major organisations.

 Estimated course duration: 4 hours

 Access period: 90 days

### **How to access the course:**

Log in using your [Institution Name] credentials via Single Sign-On (SSO) at the following link:

 [Insert Course Access Link]

Upon completion, you will receive a **Certificate of Completion** and a **shareable digital badge**, which we encourage you to share on LinkedIn and other platforms.

Please check your spam or junk folder if you do not see the course welcome email in your inbox. To prevent delivery issues, add [noreply@notify.digitaleducationcouncil.com](mailto:noreply@notify.digitaleducationcouncil.com) to your contact list.

For assistance, contact [info@digitaleducationcouncil.com](mailto:info@digitaleducationcouncil.com).

Kind regards,

[Institution Name or Department Name]

### **2.3 Email 3: Final Reminder**

**Subject:** Final Reminder: Complete AI Literacy for All

**Body:**

Dear students,

This is a final reminder to complete the *AI Literacy for All* course.

The course is designed to help you build a strong foundation in AI and its responsible use in academic and professional contexts.

It covers key topics including prompting, evaluation of AI output, academic integrity, and ethics. You will also hear directly from global experts on how AI is shaping the future of work.



Estimated course duration: 4 hours



Still accessible for: [Insert remaining access duration or end date]

**Access the course here:**



[Insert Course Access Link]

You can log in using your [Institution Name] credentials via Single Sign-On (SSO).

Students who complete the course will receive a **Certificate of Completion** and a **digital badge**, which can be shared on LinkedIn and other platforms.

If you did not receive previous messages, please check your spam or junk folder. To ensure future delivery, add [noreply@notify.digitaleducationcouncil.com](mailto:noreply@notify.digitaleducationcouncil.com) to your contact list.

For any support, contact

Kind regards,

[Institution Name or Department Name]

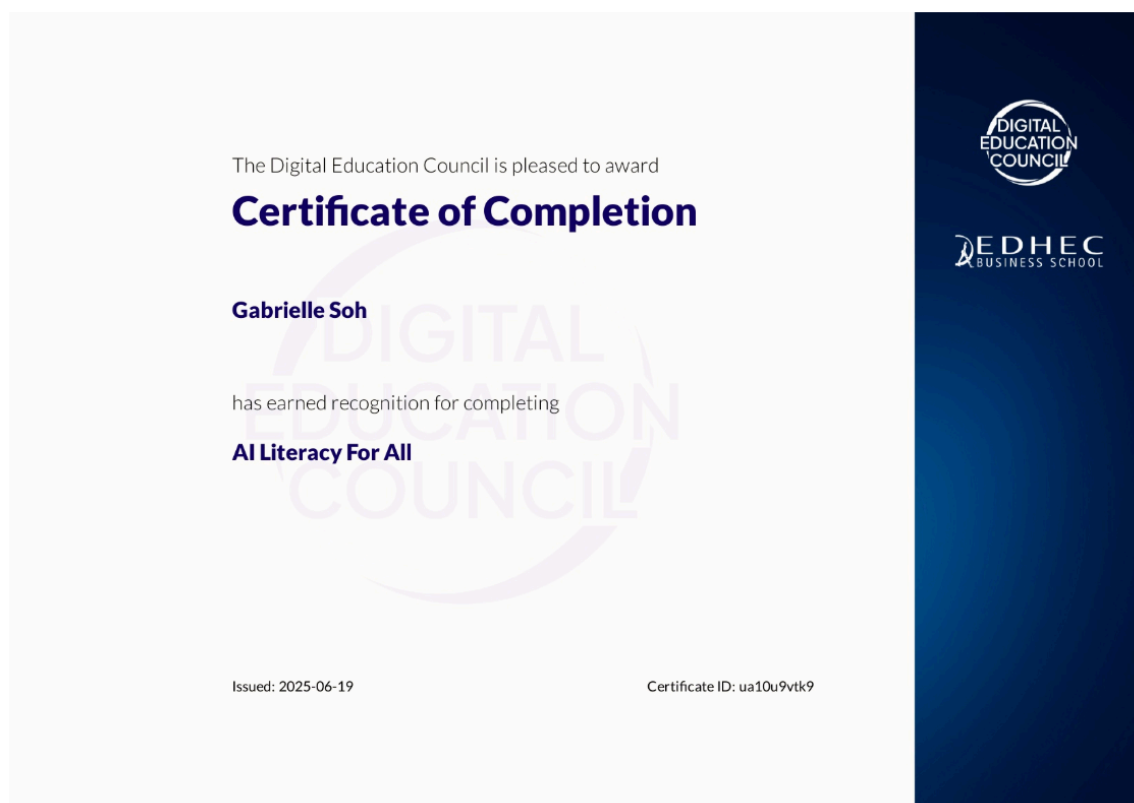
## 3. Certificate of Completion

### 3.1 Co-branded Certificate

Students will receive a Certificate of Completion upon finishing the course, which can be **co-branded with your institution's logo**.

The certificate will be available to download as a PDF and can be shared on LinkedIn.

[Sample Certificate Below]



**Student:** Gabrielle Soh    **School:** Digital Education Council    **Course:** AI Literacy For All    **Certificate ID:** ua10u9vtk9  
**Issued:** 2025-06-19    **Expires:** No expiry date

[COPY LINK](#)

[DOWNLOAD PDF](#)



## 4. DEC Branding and Messaging Guidelines

- **Course Name Usage:** Always refer to the course as AI Literacy for All
- **DEC Logos:** [linked here](#)
- **For More Information**  
About the AI Literacy for All Course: [linked here](#)  
About Digital Education Council: [linked here](#)

## 5. DEC Contact Information

For any questions or technical issues, please contact:

- [benita@digitaleducationcouncil.com](mailto:benita@digitaleducationcouncil.com)
- [gabriellesoh@digitaleducationcouncil.com](mailto:gabriellesoh@digitaleducationcouncil.com)