Deep Tech

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# Ethical AI Skills for Creative Educators

## Competence Framework

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# Ethical AI Skills for Creative Educators

## Competence Framework

## DeepTech for Creative Trust: Countering Deepfakes and Enabling Ethical AI in the Audio-Visual Industry (DeepTech)

**Project Number: 2025-2-LU01-KA210-VET-000371932**

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# 1. Executive Summary

This document presents the Competence Framework for “Ethical AI for Creative Trust”, developed as part of Activity 1 of the DeepTech for Creative Trust project. The mapping defines the pedagogical structure, learning logic, and competence coverage of a six-module training programme addressing the ethical, legal, and practical challenges of generative AI and deepfake technologies in the audio-visual and creative sectors.

Building on a cross-country needs analysis and expert focus group interviews conducted in Luxembourg, Germany, and Bulgaria, the programme responds to clearly identified skills gaps among educators, trainers, and creative professionals. It integrates AI literacy, deepfake detection, ethical reasoning, legal and copyright awareness, and responsible creative workflows as cross-cutting competences throughout all modules.

Aligned with EQF Level 4 and European ethical AI principles, the training programme combines conceptual understanding with applied practice, ensuring accessibility for non-technical learners while maintaining professional relevance. This mapping document serves as a shared reference framework for partners and guides the development of training materials, case studies, and hands-on exercises within the project.

# 2. Purpose and Scope of the Document

This document presents the structured mapping of the training programme “Ethical AI for Creative Trust”, developed within Activity 1 of the *DeepTech for Creative Trust* project. The purpose of this deliverable is to define the pedagogical architecture of the programme, ensuring coherence between identified needs, competence development, learning outcomes, assessment methods, and teaching strategies.

The mapping process represents a critical transition from needs analysis and stakeholder consultation (Tasks 1 and 2) to the concrete design of training content. It ensures that the programme responds directly to the challenges identified by educators, creative professionals, and AI experts in Luxembourg, Germany, and Bulgaria, while remaining aligned with European policy priorities and ethical AI frameworks.

This deliverable serves as a reference framework for partners during the subsequent development of learning materials, exercises, and case studies, and as a transparent documentation of the programme design logic for external stakeholders and evaluators.

## 2. Design Principles and Methodological Approach

The mapping of the training programme follows a learner-centred, practice-oriented, and ethics-by-design approach. The programme is structured in six progressive modules aligned with EQF Level 4, ensuring accessibility for non-technical learners while maintaining conceptual and practical depth.

The design is guided by the following principles:

- Relevance to professional practice in the audio-visual and creative industries
- Accessibility for educators, trainers, and creative professionals with diverse technical backgrounds
- Integration of ethical, legal, and societal considerations throughout all modules
- Balance between theory and hands-on application
- Cross-country adaptability across different VET and HE contexts

A key outcome of Tasks 1 and 2 was the identification of five critical missing skills that currently limit responsible AI use in creative education and practice. These skills are embedded across all modules and revisited from different perspectives throughout the programme.

### Identified Missing Skills (Cross-Cutting)

1. AI literacy related to generative and synthetic media

2. Deepfake detection and verification competences
3. Ethical reasoning and critical judgement
4. Legal and copyright awareness in AI-generated content
5. Responsible and transparent creative workflows

## 3. Overall Training Structure

The training programme consists of six interrelated modules, designed to be delivered sequentially or adapted to local training needs. Each module defines clear learning outcomes, assessment approaches, and teaching strategies, ensuring pedagogical coherence and progression.

The modules move from foundational understanding to applied practice, enabling learners to gradually develop confidence and competence in dealing with deepfakes and ethical AI in audio-visual contexts.

## 4. Module Mapping and Description (Appendix 1)

### Module 1: Understanding Deepfake Technologies and Generative AI

This introductory module establishes a shared conceptual foundation by explaining how generative AI and deepfake technologies function in audio-visual production. Participants explore key concepts such as training data, model limitations, synthetic media generation, and the distinction between authentic and manipulated content.

**Learning outcomes**

Participants understand the basic mechanisms, capabilities, and limitations of generative AI and deepfake technologies and can critically reflect on their implications for creative work.

**Teaching strategies**

Visual explanations, simplified technical models, real-world examples, and guided discussions.

**Skills addressed**

AI literacy.

## Module 2: Detecting and Analysing Manipulated Audio-Visual Content

This module focuses on practical detection skills and analytical approaches. Participants learn to recognise visual, audio, and contextual indicators of manipulation and are introduced to accessible verification tools and methods.

**Learning outcomes**

Participants can identify common forms of manipulated or synthetic media and apply basic detection and verification techniques.

**Teaching strategies**

Hands-on demonstrations, comparative media analysis, step-by-step tool walkthroughs.

**Skills addressed**

Deepfake detection and verification, AI literacy.

## Module 3: Ethical, Legal, and Copyright Implications of AI Use

This module addresses the ethical and legal dimensions of AI-generated content, with a focus on consent, authorship, copyright, accountability, and professional responsibility. Emphasis is placed on translating abstract legal principles into practical understanding.

**Learning outcomes**

Participants understand key ethical risks and legal considerations related to AI-generated audio-visual content and can apply ethical reasoning to concrete scenarios.

**Teaching strategies**

Case studies, moderated group discussions, simplified legal frameworks.

**Skills addressed**

Ethical reasoning, legal and copyright awareness.

### Module 4: Responsible AI Workflows for Creative Professionals

This module translates ethical and legal principles into everyday creative and educational workflows. Participants explore how responsibility, transparency, and accountability can be embedded throughout the creative production process.

**Learning outcomes**

Participants can design and apply responsible AI-supported workflows adapted to their professional or educational context.

**Teaching strategies**

Process mapping, practical templates, collaborative exercises.

**Skills addressed**

Responsible creative workflows, ethical reasoning.

### Module 5: Restoring Trust and Transparency in Digital Media

This module focuses on trust as a core value in digital and creative ecosystems. Participants explore strategies to enhance transparency, credibility, and communication when AI tools are used in content creation.

**Learning outcomes**

Participants can apply transparency and disclosure strategies that strengthen trust in AI-supported creative outputs.

**Teaching strategies**

Media literacy scenarios, trust-building practices, role-based exercises.

**Skills addressed**

Ethical reasoning, responsible workflows.

### Module 6: Applied Deepfake Analysis and Hands-on Verification Techniques

The final module consolidates learning through applied practice. Participants work with real or simulated cases to perform structured deepfake analysis and document verification outcomes.

**Learning outcomes**

Participants can conduct systematic analysis of suspected deepfake content and communicate verification results clearly and responsibly.

**Teaching strategies**

Hands-on labs, real-life case walkthroughs, structured analysis templates.

**Skills addressed**

Deepfake detection and verification, responsible workflows.

## 5. Pedagogical Coherence and Assessment Logic

Across all modules, assessment is primarily formative, supporting reflection, experimentation, and competence development. The programme avoids purely theoretical testing in favour of applied, practice-oriented evaluation aligned with real-world professional contexts.

Teaching strategies are designed to be adaptable to different delivery formats (in-person, hybrid, or online) and to support diverse learner profiles, including educators, trainers, and creative professionals.

## 6. Contribution to Activity 1 and Next Steps

This Training Programme Mapping Document represents a key deliverable of Activity 1, providing a clear and shared structure for the development of training materials, case studies, and exercises. It ensures that all subsequent outputs are grounded in stakeholder needs, ethical principles, and European policy frameworks.

The document will guide partners during content development and serve as a reference point for quality assurance, dissemination, and future adaptation of the training programme beyond the project's lifetime.

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## Appendix 1

| Module | Module Title | Core Focus | Main Learning Outcomes | Key Skills Addressed |
|---|---|---|---|---|
| **1** | Understanding Deepfake Technologies and Generative AI | Foundations of generative AI and synthetic media | Understand how deepfakes and generative AI systems function, including capabilities and limitations | AI literacy |
| **2** | Detecting and Analysing Manipulated Audio-Visual Content | Identification and verification of manipulated media | Identify manipulated or synthetic content and apply basic detection techniques | Deepfake detection, AI literacy |
| **3** | Ethical, Legal, and Copyright Implications | Ethical risks and legal responsibilities | Apply ethical reasoning and understand copyright, consent, and authorship issues | Ethical reasoning, legal & copyright awareness |
| **4** | Responsible AI Workflows for Creative Professionals | Ethical integration of AI into creative processes | Design responsible and transparent AI-supported workflows | Responsible workflows, ethical reasoning |
| **5** | Restoring Trust and Transparency in Digital Media | Credibility, transparency, and trust-building | Apply disclosure and transparency strategies in AI-supported content | Ethical reasoning, responsible workflows |
| **6** | Applied Deepfake Analysis and Hands-on Verification | Consolidation through applied practice | Conduct structured deepfake analysis and communicate verification results | Deepfake detection, responsible workflows |