

# COMMUNICATIONS AND STORYTELLING IN THE AI ERA

AI Summer Academy | August 1-15th, 2026

## Spend your summer in Seattle - an innovation hub

As AI transforms communications, content and storytelling professionals are increasingly essential—crafting policies, shaping narratives, launching campaigns, and defining strategies.

This **2-week program** from UW's award-winning **Communication Leadership Master's Program** blends AI expertise with storytelling fundamentals. Learn from industry-leading faculty in Seattle's innovation hub, leveraging 25 years of excellence in developing future-ready communication professionals.

Through lectures, guest speakers, workshops, and projects, students will create marketing campaigns, develop research strategies, and establish responsible AI guidelines for storytelling. The program provides hands-on AI experimentation while grounding itself in the principles that make human storytelling essential.

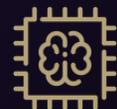
### PROGRAM HIGHLIGHTS



AI practicum with human-centric focus



Designed by industry-experts & UW faculty



2-week immersive engagement



Tuition: \$2,600  
Accommodation & Meals: \$1500/\$2300  
(Double Room/Single Room)



Certificate of completion & UW-digital badge

# Course Modules

## MODULE 1

Narrative +  
Automation



### Learning Focus:

How can AI manage technical and repetitive storytelling tasks so humans can focus on creative and strategic work?

## MODULE 2

Human Creativity +  
Responsible Storytelling



### Learning Focus:

How do creative constraints spark innovation? What happens when we design within AI's capabilities?

## MODULE 3

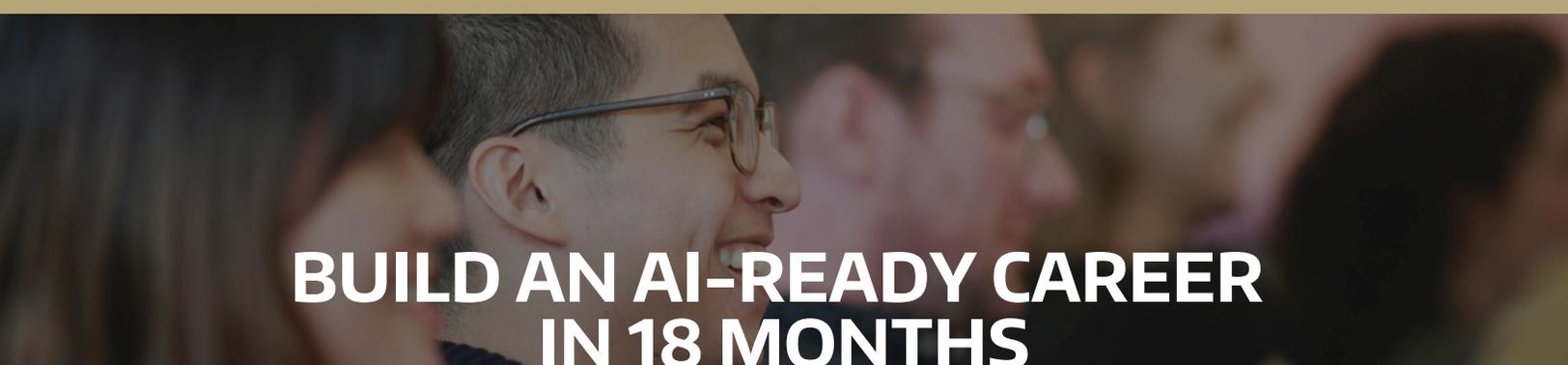
Global Storytelling +  
Local Resonance



### Learning Focus:

How do AI-generated stories travel across cultures? What is lost or gained through language, translation, and localization?

For more program details and questions, reach us at [commleadacademy@uw.edu](mailto:commleadacademy@uw.edu)



# BUILD AN AI-READY CAREER IN 18 MONTHS

 INTERNATIONAL APPLICATIONS DEADLINE: APRIL 01

Our full-time award-winning master's program is designed for those pursuing careers in communications and marketing. Preparing our graduates with future-ready skills through an AI-integrated curriculum focused on storytelling, content, and purpose-driven leadership.

Learn more about the degree options and how to apply [here](#).