

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.

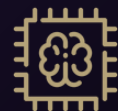
PROGRAM HIGHLIGHTS



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



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](#).