AI on Set: Safety First, People First – Design Process and Prototype Storyboard

A Rapid Prototype built with SAM and Articulate Rise 360

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⚠️ This AI Intro & Safety prototype is for portfolio purposes only and is not intended as actual training for on-set safety.

Design Overview

I created this prototype to showcase my instructional design skills, technical fluency, and ability to rapidly design in a field new to me. The course simulates how artificial intelligence could one day be used to support (but never replace) safety decisions on set. My goal was to produce a strong first draft that a subject matter expert (SME) and I could use as a foundation to quickly align and refine.

This project is based on a real-world need identified by my prospective employer — how to introduce AI safely and responsibly to film and television crews. It was also an exercise in addressing and educating union adult learners on an important and often sensitive topic with candidness, grace, and empathy. I worked to bring learners up to speed on commonly heard AI terms, dispel myths, and address the elephant in the room — fears of AI replacing jobs.

Approach: Rapid Prototyping with SAM + Iterative ADDIE

I blended the SAM model with an iterative ADDIE mindset to move fast while staying structured:

- Preparation – Researched union concerns (SAG-AFTRA), CSATF Safety Bulletins, and OSHA guidance. Defined the audience as represented/union crew members (grip, electric, transpo, set ops).
- Iterative Design – Sketched a storyboard flow that emphasized story-driven scenarios: intro → common AI terms → what AI isn't doing → crew scenarios (harness, lightning, forklift) → wrap-up.
- Prototyping – Built directly in Rise 360, refining blocks (accordion, process, knowledge checks) on-screen instead of over-documenting. Iterated with visuals, alt text, and lesson transitions.

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Lesson Flow & Content

Lesson 1: AI on Set: What It Is (and Isn't)

Set expectations and clear myths. Flashcard block (Myth/Reality format). Key message: AI may one day support, but crew always make the calls. Visuals: Crew at work; myth vs reality images.

Lesson 2: Common AI Terms in Plain Language

Define terms crew may hear but not fully understand. Accordion block. Content: AI, Machine Learning, Generative AI, Algorithm, Data, Automation. This gave learners grounding before exploring scenarios. Visuals: Kept text-only for clarity and consistency.

Lesson 3: Addressing the Elephant in the Room

Directly acknowledged fears around AI replacing crew jobs or creative work. Myth/Reality flashcards explained SAG-AFTRA concerns, voice/image misuse, and reassured learners with union guardrails. Goal: Build trust with candidness, empathy, and clarity.

Lesson 4: Harness Alert Scenario

Showed how AI might one day provide reminders for safety harness use. Process block with intro, steps, summary. Visuals: Images of scissor lift, harness clipping, and crew at height. Knowledge Check reinforced: crew always make the call.

Lesson 5: Lightning Hold Scenario

Reinforced Safety Bulletin #38 Lightning Addendum. Process block with intro, steps, summary. Visuals: Storm clouds, weather app, crew waiting safely indoors. Knowledge Check on lightning hold rules.

Lesson 6: Forklift Alert Scenario

Illustrated possible future AI alert for forklift/pedestrian proximity. Process block with intro, steps, summary. Visuals: Forklift in warehouse/set, crew nearby, clear lane. Knowledge Check emphasized: crew judgment always leads.

Lesson 7: Wrap-Up & Key Takeaways

Reinforced main learning points: AI may one day support, but people always make the calls. Flow: text block with green check icons for takeaways → Reflection block → Hero image → Thank You. Visuals: Crew at sunset, clapperboard closing.

Result & Reflection

In a short time, I produced a polished demo that demonstrates how I:
- Researched and adapted to a new technical domain with minimal SME input.
- Translated complex and sensitive union topics into plain-language learning with empathy.

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- Brought learners up to speed on AI terms, dispelled myths, and addressed the elephant in the room about job replacement.
- Used SAM + iterative ADDIE to rapidly create a strong first draft for SME collaboration.
- Applied visual design, accessibility (alt text), and interactivity in Rise to make the course engaging and learner-friendly.

This project reinforced my ability to take initiative, work autonomously, and quickly deliver value in areas outside my prior industry experience. If this were a live project, I'd now be ready to sit down with SMEs and safety officers to refine, validate, and finalize content — but the prototype already demonstrates how I work and the value I bring.