

Ethics, Integration & Capstone

Responsible AI Use, Workflow Integration & Your Final Brand Campaign Project

The final module: understand AI ethics and limitations, connect AI to real productivity tools like Google Sheets, and complete a hands-on capstone project building a full brand campaign in 2 hours.

A Study Guide for AI Learners

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1. Copyright, Hallucinations, and Data Privacy

Copyright

AI-generated content raises real copyright questions. Laws are still evolving worldwide and vary by country, so always check current regulations before commercial use.

- Never assume AI output is automatically free of copyright issues — some models are trained on copyrighted material.
- Avoid generating content that closely mimics a specific living artist's style for commercial use without permission.
- Check the terms of service of each tool — ownership rights over generated content differ between platforms.
- For client work, disclose AI usage where relevant and required by local law or contract.

Hallucinations

LLMs sometimes generate confident-sounding but false information — this is called a hallucination. It happens because models predict plausible text, not verified facts.

- Always fact-check names, dates, statistics, citations, and quotes before publishing.
- Ask the model to say 'I'm not sure' when uncertain, and cross-verify with a search or trusted source.
- Be extra cautious with legal, medical, or financial information — never rely on AI alone for these.

Rule of thumb: the more specific and checkable a fact is, the more important it is to verify it independently.

Data Privacy

- Never paste sensitive personal data, passwords, or confidential business information into public AI tools.
- Check whether a tool uses your inputs to train future models — many offer an opt-out or business tier that doesn't.
- For company use, follow your organization's AI usage policy and data-handling guidelines.

2. Connecting AI to Google Sheets

Add-ons like 'GPT for Sheets' let you call an AI model directly inside spreadsheet cells using a custom formula — turning your spreadsheet into an AI-powered data processor.

Common Use Cases

- Bulk-generate product descriptions from a list of product names.
- Classify or tag rows of data (e.g. sentiment, category, priority) automatically.
- Summarize long text in one column into a short summary in another.
- Translate a whole column of text into another language in one go.

```
=GPT("Write a 1-sentence product description for: " & A2)
```

Tip: Write your prompt once, test it on a few rows, then drag the formula down the column to apply it to your entire dataset — a huge time-saver for repetitive writing or classification tasks.

3. Capstone Project: Full Brand Campaign in 2 Hours

This is where everything from the course comes together. Your goal: build a complete mini brand campaign for a product or business idea of your choice, using only AI tools, within about 2 hours.

Suggested Workflow

- **Step 1 (10 min):** Define your brand — name, product, target audience, and personality/tone.
- **Step 2 (20 min):** Generate your logo using a text-to-image tool (Midjourney/Leonardo.ai).
- **Step 3 (15 min):** Brainstorm and select a tagline using an LLM (ChatGPT/Claude), testing several variations.
- **Step 4 (30 min):** Write a blog post introducing the brand/product using prompt chaining (outline then draft).
- **Step 5 (35 min):** Create a short ad video: write a script, generate a voiceover (ElevenLabs), add visuals/motion (RunwayML), and background music (Suno AI).
- **Step 6 (10 min):** Review everything together for consistency in tone, colors, and messaging.

4. Capstone Deliverables

Logo

Use the text-to-image prompting formula from earlier modules: describe the brand's industry, personality, and preferred visual style with a plain background for easy reuse.

Tagline

"Generate 10 short, punchy taglines (under 6 words) for a sustainable sneaker brand called 'Terra Step'. Tone: bold and eco-conscious."

Blog Post

Use prompt chaining: outline first, then expand each section, then ask the AI to tighten the intro and add a strong call-to-action at the end.

Ad Video

- Write a 15-30 second script with a clear hook, message, and call-to-action.
- Generate a voiceover matching your brand's tone.
- Create or animate visuals with a text-to-video tool.
- Add background music that matches the mood and energy of the ad.

5. Capstone Checklist

- ■ Brand name, audience, and personality defined
- ■ Logo generated and reviewed for clarity/simplicity
- ■ Tagline chosen from multiple AI-generated options
- ■ Blog post drafted, edited, and fact-checked
- ■ Ad script written with hook + message + CTA
- ■ Voiceover, visuals, and music combined into a short video
- ■ All assets checked for consistent tone, colors, and branding
- ■ Content reviewed for hallucinations, copyright, and privacy concerns

6. Quick-Reference Cheat Sheet

Concern	What To Do
Copyright	Check tool ToS; avoid mimicking specific living artists commercially
Hallucination	Verify facts, names, stats, and quotes independently
Data Privacy	Never input sensitive/confidential data into public AI tools
Sheets Integration	Use =GPT() style formulas to process data at scale
Capstone Flow	Brand basics -> Logo -> Tagline -> Blog -> Ad Video -> Review

Congratulations on reaching the capstone! Using AI responsibly and combining tools skillfully is what separates a hobbyist from a true AI-powered creator.