

ACTIVITY TITLE: Interactive AI Career Map

Activity code: ncC4G01



 DURATION	90 minutes
 AGE GROUP	17-18 years old
 TOPICS	ARTIFICIAL INTELLIGENCE (AI) VOCATIONAL EXPLORATION DATA VISUALIZATION



Description of the project

The activity “Interactive AI Career Map” invites students to explore their future professional opportunities through the lens of Artificial Intelligence and inclusive design. Working in collaborative teams, participants will investigate careers linked to their academic interests using ChatGPT, analyze job data (sectors, salaries, technical and soft skills), and then translate this information into an interactive visual infographic using Canva.

During the activity, students will categorize professions, highlight gender gaps, and use design principles to create inclusive, readable, and visually engaging career maps. They will also reflect on how AI influences career decision-making and present their findings through digital storytelling and peer feedback.

Key concepts explored include artificial intelligence, gender equity in STEM, data visualization, 21st-century skills, digital storytelling, and inclusive design.

By the end of the session, each group will have produced and presented a digital infographic that synthesizes their research, demonstrates awareness of equity and sustainability, and articulates personal and collective insights about future careers.



Objectives: What will I learn?

- **Investigate career opportunities** based on real data and AI, by using ChatGPT and job databases, for the purpose of identifying relevant and inclusive professional paths connected to students' areas of interest.
- **Organize information according to objective and critical criteria** (sector, salary, skills, equality),

through comparative analysis and thematic classification exercises, for the purpose of constructing a coherent and evidence-based understanding of career options.

- **Create an interactive infographic with inclusive design and social symbolism**, using Canva and guided visual storytelling techniques, for the purpose of communicating researched data effectively and accessibly to diverse audiences.
- **Promote gender representation and visibility of diverse profiles**, by integrating female and underrepresented role models into the infographic design, for the purpose of fostering equity awareness and inclusive professional aspirations.
- **Reflect on sustainability, traditional knowledge and social inclusion** in professions, through classroom discussion prompts and comparative analysis of modern and traditional roles, for the purpose of recognizing the ethical, cultural and environmental implications of professional choices.
- **Develop leadership, collaboration and critical review skills (iterative design)**, by rotating group roles, giving/receiving peer feedback, and revising products accordingly, for the purpose of strengthening teamwork, self-evaluation, and improvement processes in creative STEAM tasks.



Materials: What do I need?

1. Provided by the teacher/institution:

- Access to Canva (Free Version)
- Access to ChatGPT or Similar AI Tool (Free Version)
- Worksheet: “Interactive Career Map with AI”
- Guide to Suggested Prompts for ChatGPT
- Illustrative Profiles of 3 Real Women in STEAM

2. Provided by students:

- Computer with Internet Access
- Canva Account (Free)
- ChatGPT Account (Free)
- Notebook and Writing Materials

3. Downloadable resources:

- [Worksheet](#)
- [AI-Powered Career Exploration Prompts Guide](#)
- [Canva Guide template](#)



Previous preparation

To ensure the activity runs smoothly, the following actions should be completed in advance:

Organizing Groups

- Divide students into mixed teams of 3–4 members, ensuring gender balance and diversity in participation.
- Assign or explain rotating roles within each group:
 - **Data Researcher** – leads the information gathering process using ChatGPT
 - **Graphic Designer** – oversees Canva layout and visual organization
 - **Spokesperson** – presents the group’s infographic and reflects on key findings

Technology and Software Setup

- Ensure that all students have:
 - Access to a computer with internet connection
 - A Canva account (free version) – guide them to register prior to the session
 - A ChatGPT or similar AI account (free version) – confirm working login credentials
- Test accessibility of the AI prompt guide and Canva template links beforehand on student devices.
- Verify that all devices are compatible with Canva and ChatGPT and that browsers are updated.

Materials and Resources

- Print or distribute digitally (editable PDFs or Docs) the following:
 - The “Interactive Career Map with AI” worksheet
 - The AI Question Guide
 - The STEAM Skills by Industry reference sheet
- Distribute the profiles of 3 real women in STEAM to be reviewed as examples during the activity.

Introductory Framing

- Open with a brief guided discussion on students’ current career expectations, prior knowledge of AI, and awareness of gender in the workplace.
Suggested opening prompts:
 - *What career(s) are you currently considering?*
 - *How might AI influence your career choices?*
 - *Do you think all genders have equal visibility in your chosen field?*



RESEARCH



Have a look at these resources

Why is it important to explore our future careers with AI?

Choosing a career is one of the most impactful decisions in a student’s life. Yet, many young people

face this decision without access to updated or personalized information. With the rise of Artificial Intelligence (AI), new tools are now available to explore job opportunities, compare roles across sectors, and identify the skills most in demand in today's rapidly changing labor market.

This activity allows students to use AI not only as a source of career insight but also as a means to develop critical digital literacy. It connects career exploration with 21st-century skills such as data analysis, visual communication, and inclusive design. The students will reflect on their own aspirations while also examining gender equity, inclusion, and sustainability in different professional paths.

Real-world examples to guide your research

- *AI in hiring:* Today, many companies use AI to filter résumés, match candidates to roles, or even predict their fit within an organization's culture.
- *LinkedIn Career Explorer:* This free tool visualizes employment pathways and suggests job transitions based on real-world labor data.
- *Canva in the workplace:* Designers, marketers, and students use Canva to build professional portfolios, design recruitment infographics, and prepare visuals for career events.
- *Digital career maps:* Governments and NGOs are now offering interactive job-matching platforms that rely on AI and real-time employment trends (e.g., Future of Work Lab, EURES).

Key questions to explore and reflect on

- What are the most common or emerging careers related to your field of study?
- How can tools like ChatGPT help you make more informed professional decisions?
- What types of skills (technical and soft) are most valued in your chosen sectors?
- Are some professions still affected by gender inequalities or representation gaps?
- In what ways can inclusive design and storytelling influence how careers are presented?



CREATE



Some things you need before beginning

Relevant facts and curiosities:

- Most of tomorrow's jobs don't exist yet.
According to the World Economic Forum, by 2030, 85% of the jobs that today's students will do are not yet invented. That means today's students are preparing for a world of work that is still taking shape — one that demands adaptability, critical thinking, and creativity more than memorization.
- Artificial Intelligence is already influencing how we choose careers.

AI tools like ChatGPT and algorithms used in HR platforms can suggest professions based on your strengths, predict future labor trends, and even filter résumés. Learning how to use these tools responsibly and critically is part of becoming digitally literate and career-ready.

- Visual and digital literacy are essential 21st-century skills. Employers increasingly value the ability to communicate ideas visually — whether through presentations, portfolios, infographics, or personal branding. Using tools like Canva and structuring information clearly helps professionals stand out in a digital-first world.
- Gender equality in careers is still a work in progress. Despite progress, many fields — especially in STEAM — still show unequal access, visibility, and treatment across genders. By examining gender equity as part of your career exploration, you can learn to recognize bias, challenge stereotypes, and imagine more inclusive futures.



Now, follow these steps

Step 1. Explore your career identity and goals

- Begin with a short personal reflection in your notebook:
 - What career are you currently most interested in, and why?
 - What skills do you think are needed to succeed in that role?
 - What are your personal values or goals for your future job?
- In groups, share highlights of your reflections and find any commonalities or differences.
- As a team, review the AI Prompt Guide and discuss which questions you'll use to begin your research.

Step 2. Investigate professions using AI

- Use ChatGPT to explore:
 - Common professions linked to your course (identify at least 3 modern professions, 1 traditional or sustainable profession and 1 profession with clear gender and cultural inequality)
 - Associated technical skills, soft skills, salary ranges, and work environments, gender/cultural inequalities...
 - Compare your findings with at least two other sources (e.g., LinkedIn Career Explorer, EURES) to check for differences or contradictions. Gather the information in the notebook.

Step 3. Identify patterns and inequalities

- **Use the worksheet to:**

- Organize findings by sector, salary range, and skill type
- Mark which roles show visible gender and cultural inequalities
- Highlight any roles that reflect traditional knowledge (e.g., artisan, local health worker, musician, fisher...)

Step 4. Explore History

- Investigate how your selected careers have evolved over time with the information you have gathered about the professions related to your course. Take a step back and explore how those careers have changed across history:
 - Choose 1 or 2 key careers from your research.
 - Search for the origins of each profession:
 - When and where did it begin?
 - What tools, tasks, or knowledge were involved in earlier forms of the job?
 - Compare:
 - What has changed? (e.g., required skills, technologies, gender roles, work environments)
 - What has stayed the same or remained rooted in tradition?
 - Identify key historical turning points (e.g., industrial revolution, digitalization, inclusion policies).
- The research should answer to:
 - *Did this profession exist 50 or 100 years ago? If not, when did it appear, and why?*
 - *Use at least one historical or cultural source (not just AI) to support your findings.*

Step 5. Design your career map

- Create a visual infographic in Canva with the information from your research. “Use the Canva guide template”. It must include:
 - A visual organization of the selected careers (by category, sector, or timeline)
 - Clear labeling of: technical skills, soft skills, salary range, inclusion or exclusion risks
 - One section that shows the historical evolution of at least one profession: compare its past and present forms, highlight changes in tools, accessibility, gender roles, or status, use a timeline, “Then vs. Now” panel, or visual storytelling element
 - Use inclusive design elements (clear fonts, accessible color contrast, diverse icons)
 - Include at least one underrepresented role model

Step 6: Analyze the social and environmental impact

- Add a section in your infographic highlighting:
 - The societal value of the career (who it benefits, who it excludes)
 - Its role in promoting or challenging sustainability, equity, or inclusion
 - Mark each career with a symbol or color to indicate positive social impact



COMMUNICATE

Each group will present their Interactive Career Map to the class. Your presentation should:

- Explain the structure and visual choices of your map:
 - Why did you organize the information this way?
 - What design decisions reflect clarity, accessibility, and inclusion?
 - Highlight the tools you used and your collaborative process (how roles were distributed, feedback loops, etc.).
- Compare your personal expectations with what you discovered and share:
 - What you thought your future career would be before the activity
 - What surprised you in the research process
 - Whether your perspective changed and why
- Highlight inclusion, equity, and representation, and point out:
 - How your map reflects gender balance or representation of underrepresented groups
 - Which traditional or historically excluded professions you chose to include and why
 - How your design choices support social and environmental impact awareness
- Prepare short, honest responses to these guiding questions:
 - What inequalities or gaps did you find in the careers you studied?
 - What professions or facts surprised you the most?
 - In what way did you feel represented (or underrepresented) in the data you explored?
 - How do you think this project could help you in future decisions (personal, academic, or professional)?



It's time to share!

Share your results using the hashtag:

#IACareersMap

1. LinkedIn: <https://www.linkedin.com/company/steambrace-project/posts/?feedView=all>
2. Instagram: https://www.instagram.com/steambrace_eu/



KEEP ON LEARNING



How can I make a similar project by myself?

Reflection Questions:

- What was the biggest challenge during the project?
(Was it finding clear information? Reaching group consensus? Designing your infographic?)
- What information or result surprised you the most?
(Did anything challenge a bias or assumption you had?)
- How did your team manage creative differences or technical limitations?
(Did you compromise, try new tools, ask for help?)
- What would you improve or expand if you had more time or better tools?
(Would you add animation? Make your map interactive? Include more global comparisons?)

Reflect on yourself and your future:

- How has this project influenced your career goals or personal expectations?
(Did you discover a new path? Rethink a dream job?)
- Did you see yourself reflected in the careers and data?
(If not, what stories or voices were missing?)
- What role can representation and design play in helping others explore their futures more fairly?

Ideas to take this project even further:

- Create a “Then vs. Now” visual timeline for a profession of your choice and display it at school or online.
- Interview someone in a traditional or emerging profession and add their story to your map.
- Transform your infographic into a short video or animation using Canva, Adobe Express, or Powtoon.
- Design a mini-workshop to guide younger students through their first AI-powered career exploration.
- Explore careers that link tech, equity, and creativity—like inclusive UX designer, career guidance innovator, or ethical AI researcher.



Which are other connected projects?

If you're interested in this topic, you can continue exploring it. Below are some examples you can use to continue learning about the use of AI.

- **Build a future careers database** that highlights inclusive and sustainable professions for your classmates.

- **Host a career-map gallery** in school—invite teachers, families, and community leaders to explore what students envision.
- **Write a fictional story** or visual comic that imagines yourself 20 years in the future in your chosen profession.
- **Interview a professional** in your dream field and compare their path with your map—what matched? What surprised you?



LINKS FOR FURTHER INFORMATION

- <https://chat.openai.com/>
- <https://www.canva.com/>
- <https://linkedin.github.io/career-explorer/>
- <https://www.unimelb.edu.au/futureofwork>
- <https://europa.eu/eures/portal/jv-se/home?lang=en>

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