FLIP SMARTER, NOT HARDER: TRANSFORMING TEACHING THROUGH ARTIFICIAL INTELLIGENCE AND INTERACTIVE LEARNING

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How can educators make learning more engaging, interactive and meaningful? This question inspired *"Flip Smarter, Not Harder: AI Tools for Modern Educators"*, a workshop organised by the Department of Pharmaceutical Chemistry, Faculty of Pharmacy, Universiti Teknologi MARA (UiTM), on 24 September 2026.

Held at the Faculty's SmartClassroom in Puncak Alam, with online participation during the morning sessions, the workshop welcomed 34 participants comprising academic staff, support staff, students and external participants. The programme explored how thoughtful instructional design and emerging technologies could transform conventional teaching into active, student-centred learning experiences.



The workshop began with Associate Professor Dr Fazlin Mohd Fauzi's session, "Design, Attention & the Art of the Unignorable Classroom", highlighting the importance of capturing students' attention through purposeful educational design. This was followed by Mohammad Hafizie Dianel's "Pre-Flipped & Post-Flipped Classroom" session, which explored how structured learning activities before and after class could strengthen students' preparation, engagement and knowledge retention.



The afternoon focused on practical applications. Participants explored customised artificial intelligence (AI) tools during “Build Your Own GPT”, facilitated by Associate Professor Dr Fazlin. The subsequent session, “From Passive to Playful: Crafting Flipped Videos and Interactive Magic with ClassPoint”, demonstrated approaches to developing engaging educational content and encouraging classroom participation. An Open Design Clinic concluded the programme, providing opportunities for participants to brainstorm ideas, troubleshoot challenges and explore applications in their teaching.

Feedback reflected the workshop's positive reception. All 20 respondents rated the content highly for relevance, while 16 of 17 respondents expressed confidence in applying the demonstrated approaches.

Beyond introducing digital tools, the workshop reinforced a fundamental message: meaningful educational innovation begins with purposeful instructional design. By combining technology, creativity and active learning, educators can develop more engaging learning experiences that encourage students to participate, collaborate and take ownership of their learning.

Ultimately, flipping the classroom is not simply about changing where learning happens, but about transforming how it happens.