

# Continuing Education and Training

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# Generative AI

Harness the power of generative AI in digital media with our program. Gain hands-on experience and essential knowledge to transform your creative process, applying AI ethically in visual arts, design, photography, music, and more. You'll be equipped to lead AI-driven projects and innovate in the digital media landscape.





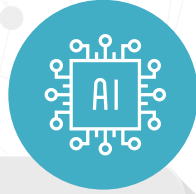
# Learning OUTCOME



By the end of this course,  
you will be able to:

1

Understand and articulate the role of generative AI in transforming digital media, including its impact on visual arts, graphic design, photography, audio, music, and video production.



2

Create innovative digital media content using generative AI techniques, demonstrating a deep understanding of how AI can augment and streamline the creative process.



3

Collaborate effectively in teams to develop a comprehensive generative media project, integrating knowledge from multiple AI-powered tools to produce high-quality digital media outputs.

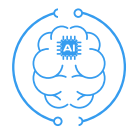


# Course **OBJECTIVE**



Understanding generative AI fundamentals and its benefit to the organization.

1



Hands-on application of different generative models.

2



Ethical and responsible use of Generative AI.

3



Creative applications and content generation.

4



# Course STRUCTURE



01

## Introduction to Generative AI (30 Minutes)

Explore the application of AI in digital media and its impact on various aspects of life. Learn how AI is transforming visual art, including creative reconstruction and the production of new media art materials.

02

## AI Digital Graphics (1.5 Hour)

Discover the influence of AI on graphic design and how it enhances creativity and streamlines workflows.

**Featured AI Models:** Leonardo AI, Stable Diffusion.

03

## AI Storyboarding & Digital Photography (2Hour)

Learn how AI is revolutionizing digital photography by enhancing creative quality and streamlining the workflow.

**Featured AI Models:** Open AI Dalle-E 3, Adobe Firefly, Boords, Krock

04

## AI Audio and Music (2 Hour)

Understand how AI is shaping the future of audio and music, and learn to create new music samples across genres and styles using generative AI.

**Featured AI Models:** Naturalreaders, Chat GPT, Beatovenai, Soundraw

05

## AI Digital Video (2 Hour)

Learn how AI can assist or automate various aspects of video creation, from scripting and filming to editing and enhancing, including generating realistic and diverse video content.

**Featured AI Models:** invideo.io, veed.io

\*Please be advised that the duration of each session is approximate and may be adjusted based on the needs and pace of the participants.  
The feature AI models might change depending on the workflow.

# Why This PROGRAM?



**1** Gain a general understanding of AI's impact on digital media, including graphic design, photography, music, and video production



**2** Obtain hands-on experience with advanced generative AI models for real-world applications and skill enhancement.



**3** Boost creativity by showcasing AI's ability to generate new ideas and expand digital media possibilities.



**4** Participate in team-based projects that encourage collaboration, idea-sharing, and learning in a supportive environment.



**5** Address the ethical implications of AI, helping participants navigate its societal impacts responsibly.



**6** Prepare for industry trends and succeed in the evolving digital media landscape.





# Things To **KNOW**

## Prerequisite:



- A basic understanding of digital media tools such as browsers (Safari, Microsoft Edge, or Google Chrome) is recommended. Familiarity with graphic design, photography, or video editing software is helpful but not required. No prior experience with AI is necessary.

## Class Information:



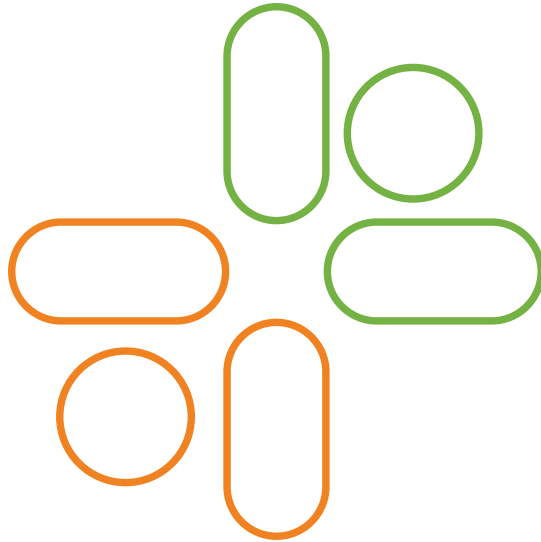
- Duration: 8 Hours
- Mode: Seminar / Face-to-Face

## Minimum computer requirements:



- Windows 10 / 11 Operating System or later version (**MAC OS is also supported**)
- Dual-Core CPU at 1.4 GHz or higher (Intel i4 / i6 or equivalent)
- At least 30 GB of available storage (more may be needed for large datasets)
- 64-bit Processor
- 8 GB (minimum) or 16 GB (recommended)
- Microsoft 2010 or above
- Connection to Internet with Wi-Fi access






**Capable. Elevated. Thriving.**



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