



Foundations of GEN AI for Creatives

Course ISI-1601 Instructor-led, Hands-on/Demo

Introduction

This class teaches students to use the latest Generative AI models in creative fields. Through demos and hands-on exercises, students will learn to create text, audio, video, and graphics using AI tools and effective prompt engineering techniques. The course also covers fundamental concepts in AI ethics, safety, regulation, and law.

This course is designed for creatives, including writers, musicians, filmmakers, and visual artists, who are eager to integrate AI into their work. It is also suitable for educators and professionals looking to enhance their understanding of AI's role in creative industries.

For dedicated classes, this course can be run as a 1-day, 2-day, or 3-day class. NOTE: Depending on the duration of the requested class, we may not have time to cover all topics or complete all the labs listed in the outline. For a 1-day class, the labs will be converted to instructor demos.

At Course Completion

After completing this course, students will be able to:

- Understand the basics of artificial intelligence and its applications
- Explore the various types of generative AI models
- Learn to create compelling text using advanced AI tools
- Generate high-quality audio content through AI techniques
- Produce dynamic video sequences with the assistance of AI
- Design graphics utilizing AI capabilities
- Explore the art of prompt engineering for effective AI interaction
- Experiment with different prompts, seeds, and parameters
- Evaluate the capabilities and limitations of AI models
- Integrate generative AI into existing creative workflows
- Apply ethical considerations when using AI in projects
- Stay informed about the latest developments in AI safety, regulation, and law

Course Materials

The student kit includes a workbook and other necessary materials for this class.

Contact ISInc for more information at 916.920.1700 or by visiting our website at <http://www.isinc.com>

Course Outline

Module 1: Foundations of Artificial intelligence for Creatives

- What is intelligence, AI, Generative AI?
- Types of Generative AI Models with Demos
- Prompts, Seeds, Parameters
- Model Capabilities and Limitations
- Integrating Generative AI into Design Workflows

Module 2: Fundamentals of Prompt Engineering

- Introduction to Prompt Engineering
- How to create effective prompts
- Understanding Zero-Shot, Few-Shot, and Chain-of-Thought techniques
- Tips for designing and optimizing prompts
- Using prompts for alt text, captions, and accessibility

Lab – Creating sample copy

Module 3: Fundamentals of Visual Prompt Engineering

- Understanding prompt structure and syntax
- Adding specificity and detail to prompts
- Using modifiers and parameters (like art styles and aspect ratios)
- Refining prompts iteratively
- Exploring tools and platforms for image generation (such as Midjourney, Imagen, Stable Diffusion)
- Promoting diversity and inclusion in human imagery

Lab – Ideating with GenAI Imagery

Module 4: Generative AI for Audio

- Introduction to text-to-audio and audio-to-audio AI
- Exploring platforms and tools (like Murf, Elevenlabs, etc.)
- Techniques for generating audio prompts (voice styles, emotions, music)
- Using AI for sound design and audio mixing

Lab – Creating sample voice-overs

Module 5: Generative AI for Video

- Generating videos, lip syncing, and removing backgrounds
- Using frame interpolation, color grading, and stylization
- Exploring platforms and tools (like Runway, Murf, etc.)
- Techniques for generating video prompts
- Adding captions, audio descriptions, and other accessibility features

Lab – Mock-Up advertisements with Audio and Video

Module 6: Combining Generative & Traditional Design

- Combining AI-generated content with traditional design elements
- Using brand guidelines with GenAI
- Improving workflow efficiency with AI
- Understanding copyright and ownership of AI-generated content

Lab – Integrating traditional design elements with GenAI content

Module 7: Ethical Considerations and the Future of AI in Design

- Understanding copyright and ownership of AI-generated content
- Labelling AI-generated content
- Addressing bias and representation in AI models
- The impact of AI on the design industry and job market
- Responsible use of AI in creative fields

Lab – Design Projects Showcase