

# AI in Action

Crafting Effective Prompts for Creative and Professional Success

## Course Description

"AI in Action: Crafting Effective Prompts for Creative and Professional Success" is a Generic but Dynamic, hands-on course designed to help participants master the art of AI prompting across text, image, and video domains. Over two engaging days, you will learn foundational techniques and advanced strategies to craft impactful prompts, explore industry-specific applications, and unleash your creativity. Whether you're an AI novice or looking to sharpen your skills, this course provides the tools and confidence to apply AI in real-world scenarios effectively.

## Learning Outcomes

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

1. Understand the fundamentals of AI prompting and the principles of clarity, specificity, and creativity.
2. Create effective text prompts for generating clear, engaging, and context-specific content.
3. Develop descriptive prompts to generate impactful images and videos using AI tools.
4. Apply advanced techniques such as context-based and iterative prompting.
5. Design AI-powered solutions tailored to specific industries and business scenarios.
6. Collaborate and innovate using AI tools in team-based challenges and activities.

## Pre-Requisites

- No prior experience with AI tools is required.
- Basic familiarity with using computers and the internet.
- A willingness to experiment and engage in creative problem-solving.

## Software and Device Requirements

1. Software/Tools:
  - AI tools for text, image, and video generation (e.g., ChatGPT, Canva AI, DALL·E, SORA).

- Browser-based access to AI platforms; no installation required for most tools.

## 2. Devices:

- A laptop or desktop computer with an internet connection.
  - Optional: Smartphone or tablet for additional exploration and exercises.
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## Targeted Audience

This course is ideal for:

- Professionals looking to integrate AI tools into their creative or business workflows.
- Educators and trainers seeking to enhance their teaching with AI-generated content.
- Entrepreneurs exploring AI for marketing, branding, or product development.
- Students and beginners interested in learning practical AI applications.
- Individuals from any industry aiming to improve their productivity and creativity with AI.

## Course Outline

### Day 1: Foundation and Fundamentals

#### Welcome and Icebreaker

- Fun activity: "AI Detective" – Guess AI-generated text, images, or videos.
- Introduction to the program and objectives.

#### Understanding AI Prompting Basics

- What is AI prompting?
- Overview of AI tools for text, image, and video.
- Key principles of effective prompts (clarity, specificity, and creativity).

#### Text Prompting: From Basic to Creative Writing

- Basics of text generation: structure, tone, and style.
- Practice: Writing simple, clear, and specific prompts.

- Activity: Create a fun, collaborative story using prompts.

## Image Prompting: Visual Creativity

- Introduction to AI image tools (e.g., DALL·E, Canva AI).
- How to describe visuals effectively in prompts.
- Activity: Generate themed images and share stories behind them.

## Video Prompting: Storyboarding and Ideas

- Exploring tools like Synthesia or Runway.
- Basics of storytelling for video prompts.
- Activity: Draft a video script or concept using prompts.

## Prompting Workshop and Q&A

- Participants craft prompts in groups for text, image, and video.
- Review and feedback session.

# Day 2: Advanced Prompting and Application

## Advanced Text Prompting Techniques

- Using context, chaining prompts, and iterative refinement.
- Activity: Solve a business scenario using advanced prompts.

## Advanced Image and Video Prompting

- Combining tools for creative outputs (e.g., text-to-image-to-video workflows).
- Activity: Collaborate to create a mini campaign using all three modalities.

## Industry-Specific Applications

- Examples of AI prompting in different industries (marketing, engineering, healthcare, etc.).
- Breakout groups: Develop industry-relevant use cases.

## Fun Challenges and Creativity Sprint

- AI Art Battle: Compete to create the most engaging output.
- “Prompting Olympics”: Solve creative challenges under time pressure.

## Wrap-Up and Certification

- Reflect on key takeaways.
  - Award certificates and prizes for standout participants.
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## Key Features of the Program:

- **Hands-On Practice:** Every session includes real-time exercises and collaborative activities.
- **Inclusive Design:** Content structured to accommodate diverse industries and experience levels.
- **Engaging Delivery:** Humor, energy, and interactivity to keep participants motivated.