Faysal Aziz

AI for All

Demystifying Artificial Intelligence and Mastering Prompt Engineering

FA-0061 · one-day

Agentic & Generative AI

Introduction

Artificial Intelligence (AI) has rapidly transformed from a niche field into a cornerstone of modern technology, influencing various aspects of daily life and industry. Understanding AI is no longer reserved for specialists; it's essential for professionals across all sectors.

This comprehensive **one-day** course is designed to provide participants with a solid foundation in AI, focusing on prompt engineering—the art of crafting effective inputs to guide AI models. We'll explore the latest advancements in AI, including models like ChatGPT, Claude, Gemini, and Midjourney, and introduce OpenAI's video generation model, Sora. Led by an instructor with over 30 years of industry experience, this course emphasizes practical, industry-relevant content to equip you with the skills needed to leverage AI effectively.

Learning outcomes

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

- Comprehend the fundamental concepts and applications of Artificial Intelligence.
- Understand the significance of prompt engineering in optimizing AI model outputs.
- Identify and utilize the latest AI models, including ChatGPT, Claude, Gemini, and Midjourney.
- Apply best practices in prompt engineering to achieve desired outcomes from AI models.
- Explore the capabilities of OpenAI's video generation model, Sora, and understand its applications.
- Recognize ethical considerations and potential challenges in AI deployment.

Prerequisites

- Basic computer literacy.

- No prior experience in AI or programming is required.
- Certain subscriptions may be required if participants wish to parctice

Training outline

1. 1. Introduction to Artificial Intelligence

- Definition and Scope of AI
- Historical Evolution of AI
- Real-World Applications of AI Across Industries
- Understanding Machine Learning and Deep Learning

2. 2. Understanding Prompt Engineering

- Definition and Importance of Prompt Engineering
- Role of Prompts in AI Model Performance
- Crafting Effective Prompts: Techniques and Strategies
- Common Pitfalls and How to Avoid Them

3. 3. Overview of Latest AI Models

a. ChatGPT

- Evolution of ChatGPT: From GPT-3 to GPT-4 and Beyond

- Overview of ChatGPT Pro Subscription and Features

- Capabilities and Limitations

- Practical Applications and Use Cases

b. Claude

- Introduction to Claude by Anthropic

- Key Features and Differentiators

- Use Cases in Various Industries

c. Gemini

- Overview of Google's Gemini AI Model
- Recent Developments and Enhancements
- Applications and Integration

d. Midjourney

- Introduction to Midjourney's AI Capabilities
- Model Versions and Their Features
- Creative Applications in Art and Design

4. 4. Practical Session: Crafting Prompts for AI Models

- Hands-On Experience with ChatGPT
- Developing Prompts for Claude and Gemini
- Exploring Creative Prompts with Midjourney
- Analyzing Outputs and Refining Prompts

5. Introduction to OpenAI's Sora

- Overview of Sora: OpenAI's Video Generation Model
- Capabilities and Use Cases
- Demonstration of Sora in Action
- Ethical Considerations in AI-Generated Media

6. Ethical Considerations in AI

- Understanding Bias and Fairness in AI
- Privacy Concerns and Data Security
- Ethical Use of AI-Generated Content
- Regulatory Landscape and Compliance

7. Future Trends in AI

- Emerging Technologies and Innovations
- The Role of AI in Shaping Future Industries
- Preparing for an AI-Driven World

This course is designed to be interactive, with a blend of theoretical knowledge and practical application, ensuring participants gain a comprehensive understanding of AI and prompt engineering. The instructor's extensive industry experience will provide valuable insights into real-world applications and the latest trends in AI technology.

© 2026 Faysal Aziz · Kuala Lumpur