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AI-Powered Digital Content Studio

FA-0090 · 3 Days

Agentic & Generative AI

Introduction

Transform Ideas into Strategic Content, High-Definition Visuals and Cinematic Video

Duration: 3 Days

Delivery Mode: In-person, instructor-led training

Class Size: 24 participants

Recommended Training Hours: 9:00 a.m. to 5:00 p.m.

Training Level: Foundation to Intermediate

Training Approach: Practical, production-focused and industry-oriented

Course Introduction

Digital marketing teams are no longer limited by how quickly they can write, design or edit. Their greater challenge is deciding what to create, maintaining quality across multiple channels and ensuring that faster production does not weaken originality, accuracy or brand trust.

This three-day programme introduces participants to the practical use of artificial intelligence across the modern content-production lifecycle. It moves from digital marketing transformation and structured prompt engineering into AI-assisted communication, high-definition visual generation, infographic development, video restoration and cinematic image-to-video production. Participants will also learn how to organise these capabilities into repeatable content systems rather than relying on disconnected, one-time prompts.

Responsible use is embedded throughout the programme. The governance component reflects current industry concerns involving accuracy, privacy, bias, intellectual property, disclosure and human oversight. Current frameworks such as the NIST Generative AI Profile emphasise the need to identify and manage risks specific to generative systems, while Content Credentials and related provenance standards are increasingly being used to provide transparency about how digital media was created or modified.

The instructor has more than 30 years of industry experience and will deliver the programme using real, industry-demanded workflows and production considerations rather than an overly academic treatment of the subject. The emphasis will remain on sound judgement, practical application, efficient content operations and outputs that participants can adapt to their organisations.

Learning outcomes

By the end of the programme, participants will be able to:

- Explain how artificial intelligence is transforming digital marketing and content operations
- Identify appropriate uses of generative AI across common marketing workflows
- Distinguish between generative AI models, automation tools and conventional digital applications
- Construct clear, creative and structured prompts for text, image and video generation
- Apply role, context, task, constraint and output-format instructions within prompts
- Improve weak AI outputs through systematic prompt refinement
- Use AI to support professional communication, ideation and collaborative content development
- Maintain brand voice, message consistency and audience relevance across AI-generated content
- Develop high-definition visual prompts using composition, lighting, camera and style terminology
- Generate concepts for campaign visuals, social media assets and marketing collateral
- Convert information into structured infographic concepts and visual narratives
- Establish practical review procedures for accuracy, quality and brand compliance
- Recognise ethical, privacy, copyright, bias and misinformation risks associated with generative AI
- Apply human oversight and responsible AI governance principles to content production
- Design reusable prompt libraries, templates and content-production workflows
- Organise AI-assisted content into scalable strategic content systems
- Understand the fundamentals of video restoration and visual enhancement
- Develop prompts for video repair, reframing, upscaling and visual continuity
- Plan a cinematic content channel using a repeatable image-to-video pipeline
- Develop visual sequences with consistent characters, environments and creative direction
- Prepare AI-generated media for responsible publication and distribution

Prerequisites

Participants should have:

- Basic computer and internet literacy
- Familiarity with digital marketing, communications, media, branding or content creation
- Basic experience using a web browser and cloud-based applications
- A laptop capable of accessing modern browser-based AI platforms
- An active email account for registering with approved training platforms
- Access to presentation or document-editing software
- Basic familiarity with image and video file formats
- Headphones or earphones for reviewing audio and video content
- Organisational brand guidelines, where available
- Sample marketing content or communication materials for contextual reference
- No previous programming or advanced design experience is required

Recommended Physical Training Configuration

- Six participant groups with four members per group
- One laptop per participant
- Reliable high-speed internet connectivity
- Projector or large-format display
- Audio playback system
- Extension sockets and charging facilities
- Shared digital workspace for exchanging files
- Approved AI text, image and video-generation platforms
- Sample image, data and video assets for trainer-led demonstrations
- Sufficient workspace for group review and content planning

Training outline

1. Digital Marketing Transformation and Introduction to AI

The Changing Digital Marketing Environment

- Evolution from manual production to AI-assisted workflows
- Data-driven and generative marketing operations

- Changes in audience discovery and content consumption
- Personalisation and content-volume expectations
- Speed, quality and consistency pressures
- Human creativity within AI-enabled marketing

Artificial Intelligence Fundamentals

- Artificial intelligence, machine learning and generative AI
- Large language models
- Multimodal AI systems
- Text, image, audio and video generation
- AI assistants and content-production platforms
- Automation versus generative capability
- Model limitations and probabilistic outputs

AI Applications in Digital Marketing

- Market and audience research support
- Campaign ideation
- Content planning
- Copy development
- Visual asset generation
- Content repurposing
- Marketing communication support
- Performance-analysis support
- Customer journey content
- Multichannel adaptation

Evaluating AI Opportunities

- Task suitability assessment
- Productivity-value assessment
- Creative-value assessment
- Risk and sensitivity assessment
- Human review requirements
- Tool-selection considerations
- Build, buy and subscription considerations

Limitations of Generative AI

- Hallucination and factual inaccuracy
- Outdated or incomplete information
- Context-window limitations
- Inconsistent outputs

- Bias and representation concerns
- Confidentiality risks
- Overreliance and creative sameness
- Platform-specific restrictions

2. Mastering Creative and Structured Prompt Engineering

Prompt Engineering Foundations

- Prompt objectives
- Input and output relationships
- Context quality
- Instruction clarity
- Specificity and creative flexibility
- Prompt complexity management
- Iterative prompt development

Structured Prompt Architecture

- Role definition
- Task definition
- Audience description
- Background context
- Source information
- Output requirements
- Tone and voice
- Constraints and exclusions
- Quality criteria
- Formatting instructions

Prompting Approaches

- Zero-shot prompting
- Few-shot prompting
- Template-based prompting
- Sequential prompting
- Decomposition prompting
- Comparative prompting
- Critique-and-revision prompting
- Question-led prompting
- Multimodal prompting

Creative Prompt Development

- Concept generation
- Divergent and convergent ideation
- Campaign-angle development
- Theme and narrative direction
- Audience-centred creativity
- Emotional and rational appeals
- Brand-aligned ideation
- Creative variation controls

Prompt Quality Improvement

- Diagnosing vague outputs
- Removing conflicting instructions
- Strengthening context
- Controlling response scope
- Reducing generic language
- Improving factual discipline
- Establishing acceptance criteria
- Developing revision prompts
- Comparing alternative outputs

Prompt Libraries and Reuse

- Prompt naming conventions
- Modular prompt components
- Variable and placeholder fields
- Departmental prompt templates
- Version control concepts
- Prompt testing records
- Approved-prompt repositories
- Prompt maintenance and retirement

3. Smart Communication and Co-Creating Content with AI

AI-Assisted Professional Communication

- Communication objectives
- Audience and stakeholder analysis
- Tone selection
- Message hierarchy

- Clarity and conciseness
- Calls to action
- Sensitive-message review
- Formal and informal communication channels

Marketing Copy Development

- Headlines and campaign hooks
- Value propositions
- Product and service descriptions
- Social media copy
- Email communication
- Landing-page content
- Advertising copy
- Promotional announcements
- Frequently asked questions
- Customer-support messaging

Human-AI Co-Creation

- Human-led creative direction
- AI-supported ideation
- Draft generation
- Editorial refinement
- Fact verification
- Voice and style alignment
- Originality enhancement
- Final human approval

Brand Voice Management

- Brand personality
- Tone dimensions
- Preferred vocabulary
- Prohibited terminology
- Message consistency
- Channel-specific adaptation
- Audience-specific adaptation
- Brand voice prompt frameworks
- Brand compliance review

Content Repurposing

- Long-form to short-form conversion

- Cross-platform adaptation
- Text-to-visual transformation
- Visual-to-caption development
- Video-to-text conversion
- Campaign content atomisation
- Message consistency across formats
- Content lifespan extension

Content Quality Assurance

- Accuracy review
- Relevance review
- Readability review
- Brand compliance
- Cultural and contextual sensitivity
- Claims and evidence verification
- Duplication and originality checks
- Editorial approval procedures

4. HD Visual Generation and Data Infographics

Fundamentals of AI Visual Generation

- Text-to-image systems
- Image-to-image transformation
- Reference-image conditioning
- Generative editing
- Inpainting and outpainting
- Resolution and aspect ratio
- Image variation
- Model and platform differences

Visual Prompt Structure

- Primary subject
- Action and expression
- Environment and background
- Composition and framing
- Camera position
- Lens characteristics
- Lighting direction

- Colour palette
- Surface and material detail
- Visual style
- Mood and atmosphere
- Output dimensions

High-Definition Visual Direction

- Detail hierarchy
- Subject-background separation
- Natural and studio lighting
- Depth and dimensionality
- Texture definition
- Colour accuracy
- Photographic realism
- Stylised visual treatments
- Sharpness and clarity
- Artefact reduction

Marketing Visual Applications

- Campaign key visuals
- Social media assets
- Product presentation concepts
- Corporate communication imagery
- Event-promotion visuals
- Editorial illustrations
- Background and environmental assets
- Presentation visuals
- Thumbnail concepts
- Branded visual series

Visual Consistency

- Character consistency
- Product consistency
- Environment consistency
- Colour-system consistency
- Lighting continuity
- Composition consistency
- Style references
- Reusable visual prompt frameworks

- Seed and reference concepts
- Visual quality-control checklists

Data-to-Infographic Planning

- Communication objective
- Data selection
- Information hierarchy
- Key-message extraction
- Narrative sequence
- Comparison structures
- Process structures
- Timeline structures
- Statistical structures
- Geographic structures

Infographic Design Fundamentals

- Headline hierarchy
- Section organisation
- Chart and diagram selection
- Iconography
- Colour coding
- Labelling
- Annotation
- White space
- Visual balance
- Accessibility and readability

AI-Assisted Infographic Workflow

- Source-data preparation
- Data summarisation
- Narrative generation
- Layout ideation
- Visual asset generation
- Chart specification
- Text reduction
- Accuracy verification
- Final assembly
- Publication-format preparation

5. AI Governance, Ethics and Human Creativity

Responsible AI Principles

- Human-centred use
- Accountability
- Transparency
- Fairness
- Reliability
- Safety
- Privacy
- Explainability
- Human oversight

Generative AI Risk Categories

- Inaccurate information
- Misleading content
- Harmful bias
- Privacy exposure
- Confidential-information leakage
- Intellectual-property concerns
- Impersonation
- Synthetic-media misuse
- Brand and reputational risk
- Operational dependency

Information and Data Governance

- Public, internal and confidential information
- Personal and sensitive data
- Approved and prohibited inputs
- Platform data-retention considerations
- Account and access management
- Secure file handling
- Organisational approval requirements
- Records and audit trails

Copyright and Intellectual Property

- Ownership considerations
- Training-data concerns
- Reference-material use

- Trademark and brand elements
- Publicity and personality rights
- Licensing considerations
- Attribution requirements
- Human authorship and contribution
- Organisational legal review

Bias and Representation

- Dataset bias
- Prompt-induced bias
- Stereotyping
- Cultural representation
- Inclusive language
- Visual diversity
- Accessibility considerations
- Bias detection and correction

AI Disclosure and Content Authenticity

- AI-generated content labelling
- AI-assisted content disclosure
- Content provenance
- Content Credentials
- Metadata and authenticity records
- Editorial transparency
- Platform disclosure requirements
- Stakeholder trust

Human Creativity and Editorial Control

- Human creative intent
- Original insight and lived experience
- Cultural and contextual judgement
- Emotional intelligence
- Strategic decision-making
- Editorial responsibility
- Avoiding creative homogenisation
- Human approval gates

Organisational AI Governance

- Acceptable-use policies
- Approved-tool registers

- Risk classification
- Review and approval workflows
- Ownership and accountability
- Incident reporting
- Periodic policy review
- Staff awareness and capability development

6. Building Strategic Content Systems

From Individual Prompts to Content Systems

- Isolated-task limitations
- Repeatable workflows
- Content-system components
- Input and output standardisation
- Quality-control checkpoints
- Human decision points
- System documentation
- Continuous improvement

Strategic Content Planning

- Business objectives
- Audience segments
- Customer journey stages
- Content pillars
- Campaign themes
- Channel requirements
- Content formats
- Publishing frequency
- Resource considerations
- Success indicators

Content Production Architecture

- Research inputs
- Content briefs
- Master-content development
- Content atomisation
- Channel adaptation
- Visual asset production

- Review and approval
- Publication preparation
- Archiving and retrieval

AI-Assisted Editorial Workflows

- Idea capture
- Brief generation
- Source organisation
- Draft production
- Visual planning
- Editing and refinement
- Compliance review
- Stakeholder approval
- Publishing handover
- Performance feedback

Content Templates

- Campaign brief templates
- Audience persona templates
- Copywriting templates
- Social content templates
- Visual prompt templates
- Infographic planning templates
- Video concept templates
- Review checklist templates
- Approval templates

Content Operations and Collaboration

- Roles and responsibilities
- Workflow ownership
- Naming conventions
- Folder structures
- Asset management
- Version management
- Feedback consolidation
- Approval status tracking
- Reuse and localisation
- Content lifecycle management

Performance and Optimisation

- Output-quality indicators
- Production-time indicators
- Content consistency indicators
- Engagement indicators
- Conversion indicators
- Prompt-performance reviews
- Content-gap identification
- Workflow bottleneck identification
- System refinement

7. Video Restoration and Fundamentals of Visual Prompting

Video Restoration Fundamentals

- Video quality assessment
- Resolution limitations
- Compression artefacts
- Noise and grain
- Blur and focus issues
- Colour degradation
- Frame instability
- Aspect-ratio concerns
- Audio-quality considerations

AI-Assisted Video Enhancement

- Upscaling
- Denoising
- Deblurring
- Sharpening
- Frame interpolation
- Stabilisation
- Colour correction
- Colourisation concepts
- Detail reconstruction
- Audio cleanup concepts

Restoration Planning

- Source-quality evaluation
- Intended output platform

- Realistic enhancement limits
- Authenticity preservation
- Processing priorities
- Quality-versus-processing trade-offs
- File-format selection
- Version preservation
- Final review criteria

Visual Prompting for Video

- Subject and action
- Scene and setting
- Shot size
- Camera angle
- Camera movement
- Lens language
- Lighting
- Colour treatment
- Motion intensity
- Atmospheric effects
- Duration and pacing
- Aspect ratio

Cinematic Visual Language

- Establishing shots
- Wide, medium and close framing
- Point-of-view shots
- Tracking and dolly movement
- Pan and tilt movement
- Crane and aerial movement
- Static and handheld styles
- Depth of field
- Motivated lighting
- Visual continuity

Video Prompt Quality Control

- Subject consistency
- Motion coherence
- Physical plausibility
- Background stability

- Facial consistency
- Lighting continuity
- Camera-path clarity
- Artefact detection
- Brand suitability
- Publication readiness

8. Cinematic Video Channel Production

Channel Strategy

- Channel purpose
- Audience definition
- Content positioning
- Subject focus
- Format selection
- Visual identity
- Publishing consistency
- Platform requirements
- Content sustainability

Content Series Development

- Series concept
- Episode themes
- Narrative structure
- Hook development
- Story progression
- Recurring visual elements
- Intro and outro concepts
- Call-to-action placement
- Content continuity

Pre-Production Planning

- Creative brief
- Script outline
- Scene breakdown
- Shot list
- Storyboard structure
- Character profiles

- Environment profiles
- Style frames
- Visual references
- Audio direction

Image Generation for Video

- Keyframe development
- Opening and closing frames
- Character reference frames
- Environment reference frames
- Prop and product references
- Shot-specific composition
- Lighting continuity
- Colour continuity
- Aspect-ratio management
- Image-sequence organisation

Image-to-Video Pipeline

- Source-image preparation
- Motion description
- Camera-movement prompting
- Subject-animation prompting
- Environmental-motion prompting
- Clip-duration planning
- Transition planning
- Clip generation
- Variation comparison
- Output selection

Cinematic Sequence Construction

- Shot order
- Pacing
- Visual rhythm
- Continuity
- Match cuts
- Transitional shots
- B-roll integration
- Scene-to-scene consistency
- Narrative clarity

- Emotional progression

Audio and Post-Production Fundamentals

- Voice-over planning
- Music direction
- Sound-effects planning
- Audio levels
- Captioning
- Titles and lower thirds
- Logo placement
- Colour consistency
- Export settings
- Platform-specific versions

Channel Production System

- Topic pipeline
- Production calendar
- Script templates
- Prompt templates
- Asset libraries
- File-naming conventions
- Review checkpoints
- Publishing workflow
- Archive structure
- Performance feedback loop

Publication and Governance Review

- Factual verification
- Brand approval
- Copyright review
- Disclosure requirements
- Content Credentials considerations
- Platform-policy review
- Accessibility review
- Final human approval

Three-Day Training Schedule

Day 1 — AI Transformation, Prompt Engineering and Smart Communication

Time	Module
9:00 a.m.–9:30 a.m.	Registration, programme orientation and participant expectations
9:30 a.m.–10:30 a.m.	Digital Marketing Transformation and the Changing Role of AI
10:30 a.m.–10:45 a.m.	Morning break
10:45 a.m.–12:00 p.m.	Generative AI Fundamentals, Capabilities and Limitations
12:00 p.m.–1:00 p.m.	Structured Prompt Engineering Foundations
1:00 p.m.–2:00 p.m.	Lunch break
2:00 p.m.–3:15 p.m.	Creative Prompting, Prompt Frameworks and Output Control
3:15 p.m.–3:30 p.m.	Afternoon break
3:30 p.m.–4:30 p.m.	Smart Communication and Human-AI Content Co-Creation
4:30 p.m.–5:00 p.m.	Prompt Review, Content Quality Assessment and Day-One Consolidation

Day 2 — HD Visuals, Infographics, Governance and Content Systems

Time	Module
9:00 a.m.–9:20 a.m.	Day-one review and visual-production orientation
9:20 a.m.–10:30 a.m.	Visual Prompting Fundamentals and High-Definition Image Direction
10:30 a.m.–10:45 a.m.	Morning break
10:45 a.m.–12:00 p.m.	Composition, Camera, Lighting, Style and Visual Consistency
12:00 p.m.–1:00 p.m.	Data Infographic Planning and AI-Assisted Visual Storytelling
1:00 p.m.–2:00 p.m.	Lunch break
2:00 p.m.–3:00 p.m.	AI Governance, Ethics, Copyright, Privacy and Content Authenticity
3:00 p.m.–3:15 p.m.	Afternoon break
3:15 p.m.–4:20 p.m.	Building Strategic Content Systems and Reusable Prompt Libraries
4:20 p.m.–5:00 p.m.	Content Workflow Mapping, Governance Review and Day-Two Consolidation

Day 3 — Video Restoration and Cinematic Channel Production

Time	Module

9:00 a.m.–9:20 a.m.	Day-two review and cinematic-production orientation
9:20 a.m.–10:30 a.m.	Video Restoration, Upscaling, Stabilisation and Enhancement Fundamentals
10:30 a.m.–10:45 a.m.	Morning break
10:45 a.m.–12:00 p.m.	Visual Prompting for Camera Movement, Motion and Cinematic Continuity
12:00 p.m.–1:00 p.m.	Channel Strategy, Content Series and Pre-Production Planning
1:00 p.m.–2:00 p.m.	Lunch break
2:00 p.m.–3:15 p.m.	Image Generation, Keyframes and Image-to-Video Pipeline
3:15 p.m.–3:30 p.m.	Afternoon break
3:30 p.m.–4:20 p.m.	Cinematic Sequence Assembly, Audio and Publication Preparation
4:20 p.m.–4:45 p.m.	Governance, Quality-Control and Final Production Review
4:45 p.m.–5:00 p.m.	Programme summary, participant reflections and closing

Time Allocation Summary

Content Area	Approximate Guided Time
Digital marketing transformation and AI foundations	2 hours
Prompt engineering	2 hours 15 minutes

Communication and content co-creation	1 hour
HD visual generation and visual prompting	2 hours 25 minutes
Data infographics	1 hour
AI governance, ethics and human creativity	1 hour
Strategic content systems	1 hour 5 minutes
Video restoration	1 hour 10 minutes
Cinematic video and image-to-video production	3 hours 20 minutes
Orientation, reviews and programme consolidation	1 hour 45 minutes
Breaks and lunch	4 hours 30 minutes

Delivery Considerations

The available three-day duration is sufficient to establish practical competence across the listed subject areas, but it is not intended to provide advanced mastery of every AI platform, professional design discipline or video-editing application. Priority should therefore be given to transferable prompting principles, content-system design, visual direction, responsible governance and a complete image-to-video workflow.

For a class of 24 participants, group-based production is recommended during longer practical segments. Six groups of four will allow the instructor to review outputs efficiently while ensuring that every participant contributes to creative direction, prompt development, quality assurance and publication planning.

Current responsible-AI practice increasingly combines innovation with documented human oversight, risk management and transparency. Google’s published principles similarly emphasise responsible development and deployment, while the OECD’s updated AI Principles call for trustworthy AI that respects human rights and democratic values.

Disclaimer

This course outline and its accompanying schedule are provided as a good-faith instructional guideline based on the stated programme duration, delivery format and anticipated participant profile. The trainer reserves the right to amend, reorganise, substitute, expand or omit any topic, activity, platform or time allocation where reasonably necessary to accommodate participant progress, operational circumstances, technology availability, platform changes or emerging industry requirements. Such adjustments may be made at the trainer's professional discretion without prior notice, provided that the overall learning purpose and intended standard of the programme are substantially maintained.

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