Mastering Generative AI: Practical Techniques and Applications

Innovation Empowering Creativity: Harnessing AI Generator for Real-time Image/ Video Generation

CONNECTION TECHNOLOGY 裝備未來
FUTURESKILLS

Course Fee: HK$3,000

In today's digital era, the importance of effective visual communication has become paramount as businesses and organsations are actively conducting operations in online environments.

In this comprehensive course on generative AI, you will unlock the power to unleash your creativity in trailer making, short video production for social media, as well as create captivating promotions image. With cutting-edge technology and innovative techniques, you will learn how to harness the full potential of generative AI to elevate your creative output to new heights.

Programme code	10017717
Duration and time	1 day 9:30-17:00
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong
Language	Cantonese
Course fee	HK$3,000
Who should attend	Students, Tutor, Visual artists, You-tubers, Marketing Manager, Advertising Professionals as well as technology enthusiasts

Trainer Information

Alex YIU is a highly skilled professional with a Bachelor's degree in Graphic Design from the School of Design at Hong Kong Polytechnic University. With an impressive 22 years of experience in the design field, Alex possesses extensive expertise in design and management. Their proficiency particularly shines in game eLearning and AI generator , where they have demonstrated remarkable skills in successfully overseeing large-scale technology projects throughout his career.

Award of Certificate of Accomplishment

Certificate of Accomplishment issued by the Hong Kong Productivity Council will be awarded to participants in full attendance.

Course Outline

Module 1: Introduction to Generative AI
- Understanding the basic of artificial intelligence and machine learning
- Empathetic the fundamentals of Generative AI and its applications in creative fields
- Exploring the impact of Generative AI on trailer making, social media videos, and marketing promotion

Module 2: Elevating Marketing Promotion Image with Generative AI
- Transforming marketing campaigns with the power of Generative AI
- Creating visually stunning advertisements, personalised content, and interactive elements to captivate target audiences
- Analysing successful marketing promotion campaigns that utilised Generative AI techniques

Module 3: Crafting Compelling Film Trailers with Generative AI
- Techniques for generating captivating visuals, immersive soundtracks, and compelling narratives using AI algorithms
- Integrating Generative AI seamlessly into the trailer production workflow
- Case studies and analysis of successful trailer campaigns utilising Generative AI techniques

Module 4: Engaging Social Media Videos with Generative AI
- Leveraging Generative AI to create short and impactful videos for social media platforms
- Techniques for generating eye-catching visuals, dynamic animations, and personalised content through AI-driven approaches
- Optimising videos for various social media platforms and understanding audience preferences

Module 5: Hands-on Projects and Practical Exercises
- Applying the knowledge gained throughout the course to create your own trailer, social media video, and presentation using Generative AI techniques
- Receiving guidance, feedback, and support from experienced instructors and fellow participants
- Q & A and about Legal Law concern

Enrolment Methods

1. Scan the QR code to complete the enrolment and payment online OR
2. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) to HKPC Academy, Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Mr Desmond CHAN). Please indicate the course name and course code on the envelope.

Enrolment Link

Supporting Organisations (In arbitrary order)

HONG KONG COMPUTER SOCIETY 香港電腦學會

WTIA 香港無線科技商會

Hong Kong Software Industry Association 香港軟件行業協會

Inquiry
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