COURSE SYLLABUS

Generative AI Certificate (Self-Paced)

Develop practical AI skills on your own schedule with this self-paced certificate program covering business, marketing, design, data analytics, and more. You'll learn how to apply generative AI to optimize Excel workflows, create engaging video and graphic content, analyze data efficiently, and boost productivity across everyday professional tasks.

For more information, visit https://www.creativelive.com/learning-path/generative-ai-certificate-self-paced

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Course Outline

This package includes these courses

- Generative AI with ChatGPT Online (Self-Paced) (6 Hours)
- ChatGPT Level 2 Online (Self-Paced) (6 Hours)
- AI for Workplace Productivity with Microsoft Copilot (Self-Paced) (6 Hours)
- AI for Marketing Bootcamp (Self-Paced) (18 Hours)
- AI for Graphic Design (Self-Paced) (12 Hours)
- AI for Video & Motion Graphics (Self-Paced) (12 Hours)
- AI for Data Analytics (Self-Paced) (12 Hours)

Attend the AI for the Workplace with Claude course for free as part of this certificate.

AI for the Workplace with Claude (Self-Paced)

Generative AI with ChatGPT Online (Self-Paced)

Harness the creative power and efficiencies of AI with this hands-on workshop. Explore the cutting-edge world of artificial intelligence (AI) and learn how to generate text, ideas, images, and more with the innovative technology of ChatGPT.

- Understand the fundamentals of generative AI, including its applications and potential impact across various industries
- Learn how generative AI models like GPT and Stable Diffusion work at a conceptual level
- Learn how to write prompts that generate useful responses
- Gain hands-on experience with popular generative AI tools and platforms
- Discover practical ways to integrate generative AI into creative workflows, problem-solving, and innovation
- Analyze examples of generative AI in action and explore its ethical implications
- Develop a foundational understanding to continue learning and working with generative AI technologies

ChatGPT Level 2 Online (Self-Paced)

Build on your foundational skills with advanced techniques to customize ChatGPT's behavior, enhance its research abilities, and explore voice, image, and project-based tools. This hands-on course is ideal for users looking to work more efficiently and creatively with the latest features in ChatGPT.

- Compare different ChatGPT models to understand their strengths, limitations, and ideal use cases
- Use reasoning and research models effectively, including how to leverage deep research features and connected apps
- Train ChatGPT to reflect your unique writing style or tone using targeted prompts and style adjustments
- Customize ChatGPT with saved preferences and learn how to create and manage personalized instructions
- Work with Projects and Custom GPTs to organize tasks, files, and workflows tailored to your specific goals
- Explore ChatGPT's voice and image generation capabilities, including hands-on practice using Sora for visual outputs

AI for Workplace Productivity with Microsoft Copilot (Self-Paced)

Learn how to work more efficiently and creatively with Microsoft Copilot, the AI assistant built into Microsoft 365. This course offers practical, hands-on instruction to help you confidently apply Copilot across everyday workplace tools and tasks.

- Understand the basics of artificial intelligence and how large language models like Copilot generate responses
- Learn to write clear, effective prompts and fine-tune Copilot's output for different work scenarios
- Use Copilot across Microsoft 365 apps, including Word, Excel, PowerPoint, Outlook, Teams, and OneDrive
- Automate and improve common tasks such as drafting emails, summarizing meetings, analyzing data, and creating documents
- Generate AI-based images and graphics while learning best practices and understanding the limits of generative AI
- Compare Copilot with ChatGPT and GitHub Copilot to know when each tool is most effective
- Explore emerging AI tools and mobile apps to extend your workflow beyond the desktop

AI for Marketing Bootcamp (Self-Paced)

Learn how to incorporate AI in your marketing strategy with this in-depth course. Explore how to use AI-driven tools to help your SEO, SEM, social media marketing, analytics tracking, paid advertising, and more.

- Leverage AI-driven strategy in your marketing campaigns
- Integrate AI into SEO, SEM, content, advertising, and analytics
- Measure the real-world impact of your AI marketing efforts
- Complete a capstone project to showcase your work

AI for Graphic Design (Self-Paced)

Explore how artificial intelligence is transforming graphic design with hands-on projects that integrate tools like Adobe Firefly, Midjourney, and ChatGPT. Learn to streamline creative workflows, enhance visual assets, and build cohesive brand packages using cutting-edge AI platforms.

- Generate vector illustrations, photo edits, and layouts using AI tools in Illustrator, Photoshop, and InDesign
- Create original visuals through prompt-based image generation with Midjourney, Leonardo AI, and DALL·E 3
- Enhance and restore images with AI-powered sharpening, upscaling, and de-noising techniques
- Use ChatGPT and Notion AI to develop creative briefs, brand names, and design directions
- Build moodboards, style guides, and concept sets with free and paid AI design tools
- Assemble a complete brand identity using multiple AI platforms in a simulated design workflow

AI for Video & Motion Graphics (Self-Paced)

Learn how to integrate generative AI into your video and motion graphics projects. This course covers AI-powered asset creation, workflow development, and the legal implications of AI-generated content.

- Understand how generative AI tools work and how they apply to creative production
- Use AI to support each stage of a motion design/video project: research, scripting, design, animation, audio, and delivery
- Prompt effectively across different AI tools (text, image, audio, video) for usable results
- Create AI-enhanced visual assets, scripts, voiceovers, and animatics
- Generate and run basic JavaScript/ExtendScript code using ChatGPT to automate repetitive tasks in Adobe Creative Cloud apps
- Deliver a short motion graphics or video piece enhanced by AI tools from start to finish

AI for Data Analytics (Self-Paced)

Explore the core skills and tools used in AI-driven data analytics through this self-paced course:

- Get an introduction to widely used AI platforms such as IBM Watson, Google AI, Tableau, and Microsoft Azure AI
- Learn how to automate data cleaning, including handling missing values, outliers, and inconsistent data using AI tools
- Use AI to generate summary statistics, create visualizations, and uncover patterns within datasets
- Build and evaluate predictive models by applying regression, classification, and clustering techniques with AI support
- Explore practical uses of natural language processing for text analysis and AI-powered time series forecasting