

# Generative AI (Gen-AI) Program

**Master the Art of Creating with AI. Shape the Future of Intelligence.**

Generative AI is **revolutionizing content creation, design, programming, customer support, and more**. From **ChatGPT, DALL·E, Midjourney, and Stable Diffusion** to **audio, video, and code generation**, Gen-AI tools are empowering both creatives and engineers to **accelerate innovation, automate workflows, and enhance human potential**.

At **Certed Technologies**, our **Generative AI Program** is designed to help learners build real-world skills in **prompt engineering, AI tool integration, and generative content workflows**.





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## Why Generative AI? Why Now?

Gen-AI is not the future—it's already reshaping the way we **think, work, and create**.

Companies across domains are deploying AI-generated content, imagery, and conversations in marketing, design, development, and operations.

**Why you should learn Gen-AI now:**

-  Creative + Technical industries are rapidly integrating Gen-AI tools
  -  Rise in demand for Prompt Engineers, AI Creators & Automation Experts
  -  No-code tools now allow anyone to generate text, code, design, and media
  -  Early adopters are gaining significant business and career advantages
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## Learn from AI Creators and Prompt Engineers

Our instructors are seasoned Gen-AI professionals, designers, and technologists who have used Gen-AI to build solutions in **content creation, marketing, education, automation, and software development**.

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## Program Highlights

Feature	Details
Duration	2 Months / 60–70 Hours
Delivery Mode	Hybrid (Online + Offline)
Tools Covered	ChatGPT, DALL·E, Midjourney, Leonardo.ai, Stable Diffusion, Runway, etc.
Project Work	4+ Creative Projects + 1 Capstone Project
Certifications	Certed Technologies Certificate + Gen-AI Professional Badge
Career Support	Prompt Portfolio, LinkedIn Profile Design, AI Content Strategy Mentoring

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## What You'll Learn

### Module 1: Introduction to Generative AI

- What is Gen-AI? Applications Across Industries
- Types: Text, Image, Audio, Video, Code Generation
- Tools Landscape: OpenAI, Anthropic, Google, Stability.ai

### Module 2: Prompt Engineering Essentials

- Anatomy of a Prompt: Role, Context, Constraints
- Few-shot vs Zero-shot Prompting
- System Prompts, Chat Prompts, and Creative Instructions
- Prompt Debugging and Optimization

### Module 3: Text Generation with ChatGPT

- Generating Blogs, Emailers, Ad Copy, Scripts
- Ideation & Mind Mapping with GPT
- ChatGPT Custom Instructions and GPT Builder
- Content Curation and Summarization

## **Module 4: Visual Generation (AI Art & Design)**

- DALL·E, Midjourney, Leonardo.ai, and Stable Diffusion
- Image Prompts: Styles, Composition, Modifiers
- Product Design, Concept Art, Branding Materials
- Ethics of AI-Generated Visuals

## **Module 5: Audio, Code & Video Generation**

- Music and Voice Cloning Tools (e.g., ElevenLabs, Suno.ai)
- Gen-AI Video: Runway, Pika Labs, Sora Overview
- Code Generation using GitHub Copilot & ChatGPT
- Automating Workflows with Zapier + GPT

## **Module 6: Capstone Project**

- Real-World Gen-AI Application
- Example Projects: Brand-in-a-Box, Educational Tutor GPT, Portfolio Creator
- Shareable Output + Prompt Documentation

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## **Who Should Enroll?**

Best for:

- Final-year students from CS, IT, Design, Media
  - Marketers, Content Creators, Designers
  - Educators, Product Managers, Entrepreneurs
  - Tech enthusiasts exploring AI without coding
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## Career Outcomes

Become ready for roles like:

- Prompt Engineer
- Gen-AI Content Strategist
- AI Creator / Media Specialist
- AI Automation Consultant
- AI-Powered Marketing Associate

### In-demand Sectors:

EdTech | Media & Publishing | Marketing | HR Tech | SaaS | Gaming | E-commerce

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## Tools & Platforms Covered

ChatGPT | DALL·E | Midjourney | Stable Diffusion | Canva AI | Leonardo.ai | Pika Labs |  
Runway | ElevenLabs | Suno.ai | Notion AI | GitHub Copilot | Zapier | Make | GPT Builder

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## Sample Project Ideas

- AI-Generated Brand Kit (Name, Logo, Visuals)
  - Resume + Cover Letter Assistant
  - Educational Tutor GPT with Lesson Generator
  - Campaign Generator for Marketing Agencies
  - Storyboard + Audio Narration for eLearning
  - Gen-AI Art Portfolio for Designers
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## Certification

Earn a **Joint Certification from Certed Technologies + Industry Experts**, and a **Generative AI Professional Badge**. Build a portfolio showcasing your creativity and applied AI thinking.

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## What Makes This Course Unique?

- ✓ Learn 15+ Gen-AI Tools
  - ✓ Prompt Engineering & Creativity Fusion
  - ✓ No-Code / Low-Code Workflows
  - ✓ Showcase-Worthy Capstone Projects
  - ✓ Career Support + Freelance Guide
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## Upcoming Batch

Batch Start Date	Mode	Status
15 July 2025	Online	Open
22 July 2025	Offline	Few Seats Left
05 August 2025	Hybrid	Open

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## Custom Gen-AI Training for Colleges & Enterprises

We design custom workshops and programs for:

- Colleges: Final Year Projects, Content Labs, AI+Design Workshops
- Corporates: Marketing, L&D, HR & Product Innovation Teams
- Media Agencies & Design Studios: AI Creative Acceleration
- Educators: Personalized Content Generation for Learning




### Corporate Customization Options

- Prompt Engineering for Business Teams
- Gen-AI for HR: JD, Resume, Interview Flows
- AI-Powered Branding Workshop
- GPT Integration with Company Workflows



### Talk to an Advisor

 Email: [support@certedtechnologies.com](mailto:support@certedtechnologies.com)

 Call/WhatsApp: +91-8920158923 | +91-9009015026



### Ready to Become a Gen-AI Creator?

**“The next billion-dollar ideas will be co-created—with AI.”**

Build with the most powerful creative tools of our generation—start your Gen-AI journey today.

[ [Enroll Now](#)]    [ [Request a Callback](#)]



### Frequently Asked Questions (FAQs)

1. **Do I need to know coding to use Gen-AI tools?**  
No. Most tools are visual and require only smart prompting.
  2. **Is this course more for designers or developers?**  
Both! It covers content generation, design, and even light code automation.
  3. **Will I work on real projects?**  
Yes. You'll build multiple AI-generated assets and submit a capstone project.
  4. **Can I use this course for freelance or side income?**  
Absolutely. You'll gain tools and strategies to deliver Gen-AI services.
  5. **Is prompt engineering part of this course?**  
Yes. We dedicate modules to mastering prompt engineering for various Gen-AI tools.
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