



**AI INSTITUTE**  
PRIVATE LIMITED



## **KEY FEATURES OF THE COURSE:**

### **1. Completion Certificate**

Upon successful completion of the course, the institute issues an official completion certificate, validating the student's skills and knowledge.



### **2. Live Freelancing Training (Google Meet)**

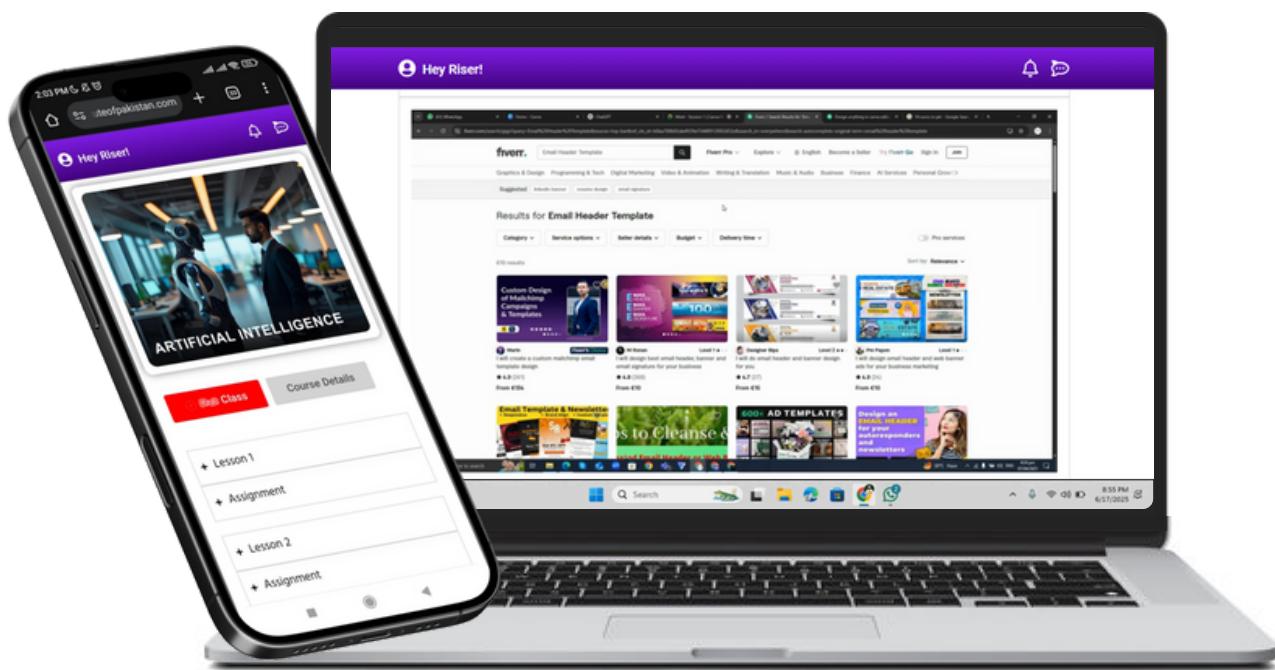
Every course includes a compulsory Freelancing Foundation Module through live Google Meet sessions, where students learn online earning methods, major freelance platforms, profile building, and basic project strategies—helping them turn their skills into income early on.

### **3. Online Classes:**

Freelancing classes are conducted live because important earning strategies are shared in real time. All other course lessons are recorded and available on the AI Institute LMS, kept fully updated and easy to watch anytime—allowing students to learn at their own pace and convenience.

### **4. Learning management System (LMS)**

Each student receives a personal LMS account with all assignments, notes, slides, and class recordings in one place. Students can revisit lessons anytime—even after the course—to revise and strengthen their skills.



### **5. Assignments & Study Material**

Assignments and study notes are shared through the LMS, helping students reinforce and practice what they learn.

### **6. Experienced Industry Mentors**

All courses are led by mentors who are actively working in the industry, ensuring students learn from professionals with real-world experience.

## 7. One-on-One Mentor Chat Support

Students can communicate directly with their mentors through a one-on-one chat feature for personalized guidance and support. Mentors respond within 24 hours to ensure timely help.

## 8. Dedicated Student Support Desk

A separate support system is available to handle student queries, technical issues, and complaints. Live support operates from 9 AM to 9 PM.



## 9. Final Project & Portfolio

At the end of the course, students complete a final project to apply what they've learned. This project becomes a part of their portfolio to showcase their skills.

AI Institute is registered with SECP and FBR, under the regulatory framework of the Government of Pakistan

[Learn more](#)





**AI INSTITUTE**  
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**OUTLINE**

## Artificial Intelligence

- **Course Duration:** 2+ Months
- **Class Mode:** Online (Recorded) via AI Institute LMS
- **Schedule:** Every Saturday and Sunday, 8:00 PM – 9:00 PM
- **Mentor:** Maryam Sana | AI Engineer, MPhil in AI, PhD in AI
- **Resources Available on LMS Portal:** Recorded Lessons, Assignments, Notes, Study material

# COURSE OUTLINE

## Lecture-1

### **Introduction to Artificial Intelligence:**

- What is AI?
- Where we used?
- Importance and Application of AI
- Examples of AI in daily life

## Lecture-2

### **Introduction to Prompt Engineering:**

- What is Prompt Engineering?
- Importance of prompts in AI models
- AI Tools

### Practical:

- How to use these tools.

## Lecture-3

### **Basics of Python:**

- What Programming is?
- Introduction of Python
- Basic syntax and data types

### Practical:

- Writing your first Python program to print "Hello, World!"

## Lecture-4

### **Python:**

- Master conditional statements (if, else)
- Basic syntax and data types

### Practical:

- Writing a program to use conditional statements.

# COURSE OUTLINE

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## Lecture-5

### Python:

- Loops (for, while)
- Basic syntax and data types

### Practical:

- Writing a program to use loops.

## Lecture-6

### Python:

- Functions and Modular Programming

### Practical:

- Create simple functions.

## Lecture-7

### Basics of Data:

- What is Data?
- Why is AI needed?
- Overview of Datasets

### Practical:

- Learn to get data from websites for projects.

## Lecture-8

### Basics of Exploratory Data Analysis (EDA):

- Visualization Techniques for EDA
- Detecting and Handling Outliers
- Mini Project

### Practical:

- Explore how EDA works.

# COURSE OUTLINE

## Lecture-9

### **Basics of Machine Learning:**

- What is Machine Learning?
- Where is it used?
- Types of Machine Learning: Supervised vs. Unsupervised

Practical:

- Explore how machines learn with guidance (Supervised) or on their own (Unsupervised).

## Lecture-10

### **Basics of Machine Learning:**

- What are ML Models?
- Importance of ML Models

Practical:

- Exploring the world of machine learning models and understanding their vital role in solving problems.

## Lecture-11

### **Machine Learning:**

- ML models (Classification vs Regression)
- Presentation

Practical:

- Exploring how machines make decisions (Classification) and predictions (Regression)

## Lecture-12

### **Machine Learning:**

- ML models (Training ML Regression model)
- ML models (Training ML Classification model)

Practical:

- Discovering how machines predict numbers and solve real-world problems with models

# COURSE OUTLINE

## Lecture-13

### Deep Learning:

- Introduction to Deep Learning
- Why Deep Learning
- Difference between ML and Deep Learning
- Applications of Deep Learning

### Practical:

- Exploring how Deep Learning (DL) works and its real-life applications

## Lecture-14

### Deep Learning:

- Overview of Neural Networks
- What is an Artificial Neuron?

### Practical:

- Writing a program to use PyTorch and create a simple Neural Network (NN)

## Lecture-15

- **Final Project** with Presentation

### Objective:

- Implement all the concepts studied during the course.

## Lecture-16

- **Final Project** with Presentation

Apart from the Artificial Intelligence course, you will also get free access to the Canvas Designing Advanced Course for Quick Skill development. This will help you gain an extra, essential skill that will be valuable for your future success.



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**OUTLINE**

## Graphic Design

- **Course Duration:** 1.5+ Months
- **Class Mode:** Online (Recorded) via AI Institute LMS
- **Schedule:** Every Saturday and Sunday, 8:00 PM – 9:00 PM
- **Mentor:** Yusra Farooq | Senior Graphic Designer, Freelancer
- **Resources Available on LMS Portal:** Recorded Lessons, Assignments, Notes, Study material

# COURSE OUTLINE

## Lecture 1: Introduction to Graphic Design & Illustrator Basics

- History of Design
- What is Graphic Design?
- Importance of Graphic Design in Different Fields
- Why Fundamentals Are More Important Than Tools
- Different Graphic Design Tools
- How to Install Adobe Illustrator
- Illustrator Interface Overview
- Practical: Create a simple abstract design using basic shape tools (Line, Rectangle, Ellipse) & coloring

## Lecture 2: Color Theory & Business Card Design

- Color Theory
  - Color Wheel & Relationships (Primary, Secondary, Tertiary)
  - Color Psychology: How Colors Create Emotions
  - Color Harmony: Complementary, Analogous, Triadic Schemes
  - Contrast & Readability: Making Text & Elements Stand Out
- Practical: Design a business card using color psychology

## Lecture 3: Typography in Graphic Design

- Typography Concepts
  - Font Categories: Serif, Sans-Serif, Script, Decorative
  - Hierarchy: Structuring Headings, Subheadings, & Body Text
  - Kerning, Leading, Tracking: Adjusting Spacing for Readability
  - Readability & Legibility: Choosing the Right Font Styles
- Practical: Create an Instagram post using typography & color psychology

## Assignment:

- Design a social media post using proper typography techniques.
- Write a comparison between good & bad typography with examples.

# COURSE OUTLINE

## Lecture 4: Design Principles

- Core Rules of Good Design
  - Balance: Symmetry & Asymmetry
  - Contrast: Using Color, Size, & Font Differences
  - Alignment: Structuring Elements Neatly
  - Hierarchy: Guiding Viewers' Attention
  - F-Pattern Design
- Practical: YouTube thumbnail design

## Lecture 5: Facebook Ad Creative & YouTube Thumbnails

- Understanding File Formats & Resolution (Notes)
  - Vector vs. Raster: AI, PNG, JPG, SVG
  - DPI & PPI: Resolution & Design Quality
  - CMYK vs. RGB: Print vs. Digital Colors
- Practical: Facebook Ad Creative Design
- Practical: Design a YouTube thumbnail in Illustrator using all principles

## Lecture 6: AI in Graphic Design

- Using AI Tools in Graphic Design
  - ChatGPT & DeepSeek for Content Writing
  - AI Prompt Generation for Image Design
  - Image Generation with AI Tools (Ideogram, Freepik AI, Google ImageFX etc)
  - Improving Designs with AI Suggestions

# COURSE OUTLINE

## Lecture 7: Brochure Design with AI Elements

- Full Brochure Design in Illustrator
  - Use AI tools to generate a company name
  - Create a logo using AI design tools
  - AI-generated images for brochure elements
  - AI-generated text content for the brochure
  - Assemble everything into an Illustrator-designed brochure

## Lecture 8: Website Banners Design

- Website Graphics
- Website Banners designing

## Lecture 9: Product Designing & Branding

- Logo Designing
- Product Designing
- Branding

## Lecture 10: Cartoon & 3d Designing

- Cartoon Characters
- 3D Designs
- Illustrations

## Lecture 11: QnA

- Live Question Answer session with Mentor

## Lecture 12: Portfolio, CV & Freelancing Guide

- Portfolio Creation
- CV Writing & Design
- Freelancing & Client Hunting (Fiverr, Upwork, LinkedIn)
  - Social Media Branding for Designers
  - Cold Messaging Clients
  - Importance of Free Work for Portfolio Building

# COURSE OUTLINE

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## OUTLINE

# E-Commerce with Shopify

- **Course Duration:** 1.5+ Months
- **Class Mode:** Online (Recorded) via AI Institute LMS
- **Schedule:** Every Saturday and Sunday, 8:00 PM – 9:00 PM
- **Mentor:** Mubasher Saleem | E-commerce Specialist (USA & Europe)
- **Resources Available on LMS Portal:** Recorded lectures, Assignments, Notes, Study material

# COURSE OUTLINE

## Lecture 1: Business & E-Commerce Fundamentals

- What is a business? Key business terms (Profit, Loss, ROI, Scaling, etc.)
- What is e-commerce, and why is it the future?
- Different e-commerce models (Local, International, Dropshipping, B2B, B2C)

## Lecture 2: Niche Selection & Free Product Research Methods

- How to find a profitable niche for e-commerce
- Free product research methods using:
- TikTok Trends
- Facebook Ads Library
- AliExpress & Amazon Best Sellers
- Avoiding saturated products & finding high-margin items

## Lecture 3: Shopify Store Setup – Part 1

- Registering on Shopify & setting up a store
- Adding Products & Collections
- Understanding of Navigations
- Add blogs and pages
- Select Themes

## Lecture 4: Shopify Store Setup – Part 2

- Customize the Theme
- Install important apps

## Lecture 5: Shopify Store Setup – Part 3

- Create discount codes
- See all important settings

# COURSE OUTLINE

## Lecture 6: Facebook Ads

- Creating a Facebook Business Page
- Setting up Facebook Business Manager
- Overview of Ads Manager

## Lecture 7: Facebook Ads Campaigns & Pixel Setup

- Understanding Facebook Ads structure
- Choosing the right campaign objectives
- Setting up Facebook Pixel & tracking

## Lecture 8: Running & Optimizing Facebook Ads

- Understand the Funnel system
- A/B Testing & audience targeting
- Awareness Campaign

## Lecture 9: Running & Optimizing Facebook Ads

- Run Sales Campaign
- Create ad creatives with the help of AI
- Use AI for audience targeting

## Lecture 10: Lead Generation for E-Commerce

- Organic Lead Generation
- Facebook Groups & TikTok Organic Marketing
- Email & SMS Marketing with Free Tools
- AI for Lead Generation
- Using ChatGPT for Cold Outreach Messages
- AI-based Personalized Email Campaigns

# COURSE OUTLINE

**Apart from the E-Commerce course, you will also get free access to the Canva Designing Advanced Course for Quick Skill development. This will help you gain an extra, essential skill that will be valuable for your future success.**

