

Video Script: Module 1, Lesson 1 - What AI Actually Is

Target Length: 2-3 minutes

Tone: Professional, demystifying, encouraging.

1. Intro (Face to Camera)

Visual: Jimmy, Full Screen. Friendly & Direct.

Audio:

"Hi, I'm Jimmy. Welcome to the Maru AI Academy.

If you've watched sci-fi movies, you might think AI is this magic robot brain that can do anything—or maybe take your job.

But let's cut through the hype.

In this first lesson, I want to show you what modern AI *actually* is, and why it's about to become the most powerful productivity tool in your toolkit.

Let's dive in."

2. The Concept: Pattern Matching (0:20 - 1:00)

Visual: Animation of a person reading a library of books. Then show a phone keyboard "predicting" the next word.

Audio:

"At its core, tools like ChatGPT and Gemini are Large Language Models (LLMs).

Think of them as 'Autocomplete on Steroids'.

They have read billions of documents—books, websites, articles—and learned the *patterns* of human language.

When you ask a question, it's not 'thinking' like a human. It's calculating, with incredible accuracy, which word comes next."

💡 3. The Metaphor: The Brilliant Intern (1:00 - 1:45)

Visual: Split screen. Left side: A stressed expert. Right side: An eager intern with a stack of files.

Audio:

"The best way to think about AI today is like hiring a **Brilliant, but Junior, Intern.**

They have read every book in the library (they're smart).

But they don't know your specific business context (they're junior).

If you give them a vague instruction like 'Do the report', they will fail.

But if you give them clear instructions, context, and examples, they will produce work in seconds that would take you hours."

4. Practical Takeaway (1:45 - 2:15)

Visual: Screen recording showing a simple prompt input and output. Text overlay: "Garbage In = Garbage Out".

Audio:

"This brings us to the golden rule of AI: **Quality of Input determines Quality of Output.**

If you treat it like a magic search engine, you'll get generic, boring answers.

If you treat it like a collaborative partner and guide it, you'll get gold.

We call this skill **Prompt Engineering**, and that is exactly what you are going to master in this course."

👉 5. Outro (Face to Camera)

Visual: Jimmy, Full Screen.

Audio:

"So, don't worry about the robots taking over yet.

Focus on learning the patterns.

In the next step below, I want you to write your very first professional prompt using the playground.

Give it a try, and I'll see you in the next lesson."