

🎨 Module 1: Idea Generation and **Brainstorming**

1.1 Inspiration & Concept Creation

Overview:

Explore how generative AI can spark ideas across disciplines—from visual art and scriptwriting to product design—by transforming minimal prompts into elaborate creative seeds.

Tools:

- **ChatGPT (GPT-4)** for idea generation and creative brainstorming.
- **Text-to-Image Turbo Models** for real-time image inspiration (e.g., DALL·E 3 with Turbo).
- **Storyboarding with Text-to-Image** visual storytelling via sequential prompt design.

Reading Material & Summaries:

1. "Don't Ask If AI Can Make Art – Ask How AI Can Be Art" – The Verge Read article

Summary: This article explores the concept of AI as an *interactive medium*, where creativity emerges from the collaboration between human intent and AI's generative processes challenging traditional views of authorship and artistry.

2. "How Generative AI Is Unlocking Creativity" – Adobe Blog

Read article

Summary: Adobe explains how generative AI tools are reshaping creativity by helping artists, designers, and storytellers reduce time spent on routine tasks, enabling more experimentation and innovation.

3. "Using AI for Storyboarding: A Comprehensive Guide for 2024" – Medium Read article

Summary: Learn how to storyboard fast with AI with AI storyboarding software - From cinematic photorealism with MidJourney v6 and Dall-E, to Script to Storyboard conversion with ChatGPT, and even animatics with generative AI video..

Featured Videos:

Adobe Firefly: Family of New Creative Generative AI Models Watch video

Summary: Adobe introduces Firefly, its suite of creative AI tools that empower users to generate text effects, images, and more using natural language prompts.

• Midjourney AI Tutorial 2025 – Beginner to Advanced Course

Watch video

Summary: This video offers a comprehensive walkthrough of Midjourney, demonstrating how to generate visuals with cinematic flair, ideal for both beginners and intermediate creators.

X Exercises:

- 1. **Brainstorm 10 character ideas** using ChatGPT for a fantasy graphic novel.
- 2. **Generate 3 visual prompts** for a futuristic product design using a Text-to-Image tool.
- 3. **Storyboard a short scene (3 panels)** using AI-generated images and a caption for each.

? Quizzes (Answers Hidden):

- 1. What's one way AI like ChatGPT supports concept ideation?
 - A) Adds visual effects
 - B) Suggests narrative directions
 - C) Edits audio
 - D) Writes code
- 2. Which AI tool is best for generating real-time concept images?
 - A) Grammarly
 - B) GPT-4
 - C) DALL·E 3 Turbo
 - D) Audacity
- 3. What can text-to-image models help create in storyboarding?
 - A) Audio tracks
 - B) Code snippets
 - C) Image sequences
 - D) Slide decks
- 4. Which creative field uses AI for sequential scene visualization?
 - A) Fashion
 - B) Scriptwriting
 - C) Cinematography
 - D) Storyboarding
- 5. AI tools like ChatGPT can generate:

- A) Website hosting
- B) Story prompts
- C) Video compression
- D) Hardware specs

1.2 Exploration of Variations

Overview:

Discover how AI tools generate variations of a single idea—expanding creative options in design, layout, characters, and visual storytelling.

Tools:

- **Freepik AI Image Generator** for multiple graphic design and layout options.
- **Magnific AI** for upscale and variation generation of images.

Reading Material & Summaries:

1. **"16 Best AI Tools for Web Designers"** – Designmodo

Read article

Summary: A curated list of AI-powered tools for visual design, layout generation, content assistance, and idea exploration—ideal for web and UX/UI creatives.

2. "The Rise of AI Image Generators "- The Verge

Read article

Summary: A deep dive into tools like Midjourney and DALL·E, featuring insights from founders and artists on how generative AI is reshaping visual creation and enabling new forms of artistic expression.

3. "Character Iteration With AI" - Keywords Studios

Read article

Summary: Explores how artists use AI to explore different moods and styles from a single prompt.

Patured Videos:

• Runway AI – Tutorial for Beginners in 13 Minutes

Link: Watch video

Summary: A concise beginner-friendly tutorial on Runway ML's Gen-2 features, covering text-to-video generation, video editing, and integration with creative workflows.

Mastering AI Image Generation with Leonardo AI

Link: Watch video

Summary: Learn how to use Leonardo AI to produce stunning concept art and stylized visuals, with examples of prompts and rendering adjustments.

Exercises:

- 1. **Create 5 variations** of a digital poster using Freepik AI Generator.
- 2. **Enhance and upscale** a simple drawing or sketch using Magnific.
- 3. **Compare two AI-generated versions** of the same prompt and reflect on how they communicate different moods.

? Quizzes (Answers Hidden):

- 1. What is the core function of Freepik's AI image tool?
 - A) Composes music
 - B) Generates multiple visual designs
 - C) Writes blog posts
 - D) Animates video
- 2. Magnific is known for:
 - A) Creating animations
 - B) Composing dialogue
 - C) High-detail image upscaling
 - D) Translating languages
- 3. What aspect of design does AI often vary?
 - A) Grammar
 - B) Resolution
 - C) Style and layout
 - D) File type
- 4. AI visual variation can support:
 - A) Brainstorming new design directions
 - B) Data encryption
 - C) Sound editing
 - D) Color calibration only
- 5. Exploring variations helps creators:
 - A) Lock in a final product immediately
 - B) Avoid collaboration
 - C) Refine or pivot design intent

1.3 Prompt Engineering



Q Overview:

Understand the power of crafting thoughtful, clear, and specific prompts to influence generative AI outcomes, whether text-based or visual.

Tools:

- **OpenAI GPT-4** for detailed, text-based creative outputs.
- **Midjourney Prompting** for visual composition, lighting, and thematic detail.

Reading Material & Summaries:

1. "Production Best Practices" - OpenAI API

Link: Read article

Summary: A technical guide for developers and creators using GPT models in production. Covers prompt design, token usage, and safety best practices when scaling AI-based tools.

2. "Midjourney Prompting Handbook" - GitHub Community

Read article

Summary: Offers categorized keywords and styles for visual artists using Midjourney.

3. "Unlocking the Art of Prompting, Output Refinement and Creative Collaboration with Generative AI" - Professional Developer

Read article

Summary: To excel in crafting prompts for generative AI tools like ChatGPT, Claude, or Perplexity, you need to fundamentally shift your understanding of the interaction.

Featured Videos:

Building a Stylized Long-Form Narrative Workflow in Unreal Engine 5

Link: Watch video

Summary: Demonstrates the use of Unreal Engine and AI to build rich, stylized stories in games and immersive media, focusing on workflow, scene layout, and AI-driven scripting.

• The Ultimate MidJourney Prompting Guide

Watch video

Summary: How to get the best out of MidJourney along with some nice MidJourney "Cheat Codes".

Exercises:

1. **Create 5 text prompts** in GPT-4 to write the same story in different tones (e.g., humorous, dark, romantic).

- 2. **Generate an image in Midjourney** using a cinematic scene prompt with a defined art style (e.g., "neo-noir cyberpunk").
- 3. **Refine a prompt 3 times** and document how each tweak changes the result (text or image).

? Quizzes (Answers Hidden):

- 1. What is "prompt engineering"?
 - A) Coding for design tools
 - B) Editing AI-generated images
 - C) Crafting inputs to guide AI outputs
 - D) Marketing strategies for AI tools
- 2. A good prompt is usually:
 - A) Random and vague
 - B) Clear and specific
 - C) Long and unrelated
 - D) Non-verbal
- 3. Midjourney responds well to:
 - A) Paragraphs of dialogue
 - B) Descriptive keywords (e.g., lighting, style)
 - C) Hashtags only
 - D) Video links
- 4. GPT-4 can adjust tone if:
 - A) You change the device
 - B) You add a tone directive in the prompt
 - C) You reload the app
 - D) You delete cookies
- 5. Prompt iterations help you:
 - A) Confuse the AI
 - B) Shorten your work
 - C) Get closer to desired output
 - D) Break the tool

<details><summary>Answer</summary>C) Get closer to desired output</details>



Module 2: Content Creation

2.1 Text Generation

Objective:

Utilize AI for writing and content generation.

Reading Material

1. How GPT-4 Generates and Refines Text

- Summary: Understand the underlying architecture of GPT-4, how it generates coherent text, and how it can be prompted to refine or expand content.
- How GPT-4 Works
- OpenAI's GPT-4 Technical Report

2. QuillBot AI - Best AI writing assistant

- Summary: Learn how tools like Quillbot can paraphrase content, adjust tone (formal/informal), and reframe writing for different audiences.
- Read: How Quillbot Enhances Writing

Partured Videos

ChatGPT 4 Writes Like a Human

Link: Watch video

Summary: It looks like Chat GPT 4 is SO good it can write content that passes AI Detection test right out of the gate with no need for paraphrasing content!

Paraphrase Like a Pro with QuillBot (Easy Tutorial)

Link: Watch video

Summary: This tutorial demonstrates how to effectively use QuillBot for paraphrasing, showcasing its capabilities in enhancing writing by improving sentence structure and clarity. It serves as a practical guide for users aiming to refine their writing skills.

📝 Exercises

- 1. Use GPT-4 to write a short blog post on "The Future of AI in Creative Work."
- 2. Input the GPT-4 generated content into Quillbot and adjust it for a more informal tone.
- 3. Refine a paragraph from a past project using GPT-4 to make it more concise and professional.

? Quizzes

- 1. What is the main function of GPT-4 in creative writing?
 - a) Data analysis
 - b) Visual design
 - c) Natural language generation
 - d) Audio synthesis

 $\|\mathbf{c}\|$

- 2. Which tool is primarily used to adjust tone and rephrase sentences?
 - a) Midjourney
 - b) Quillbot
 - c) AIVA
 - d) Udio

 $||\mathbf{b}||$

3. True or False: GPT-4 can be fine-tuned by users directly on their own data.

||False||

- 4. Quillbot allows users to modify tone. Which of the following is NOT a tone Quillbot offers?
 - a) Formal
 - b) Sarcastic
 - c) Simple
 - d) Academic

 $||\mathbf{b}||$

- 5. Which concept describes GPT-4's ability to generate contextually relevant follow-ups?
 - a) Style transfer
 - b) Zero-shot learning
 - c) Context window
 - d) Prompt chaining

 $\|\mathbf{d}\|$

2.2 Visual Creation



Use AI to create visual assets.

📚 Reading Material

- 1. Intro to Generative Art with Midjourney
 - Summary: Dive into how prompts influence art generation in Midjourney and explore community-generated examples.
 - Read: Midjourney Prompt Guide
- 2. Comparing Leonardo and Stable Diffusion for Artists

- Summary: Learn the key differences between Leonardo's fine-tuned models and the flexibility of Stable Diffusion.
- Leonardo Learn
- Stable Diffusion Learning Hub

Partured Videos

• Free Leonardo AI Course for Beginners (AI Art Generation Tutorial)

Link: Watch video

Summary: This beginner-friendly course provides a comprehensive tutorial on using Leonardo AI for art generation. It covers the basics of the platform, guiding users through the process of creating AI-generated images with ease.

• NEW Stable Diffusion 2.1 Tutorial – Easy Setup + What You Need to Know

Link: Watch video

Summary: This tutorial walks users through the setup and usage of Stable Diffusion 2.1, highlighting its capabilities in generating high-quality images. It provides step-by-step instructions, making it accessible for beginners interested in AI art creation.

Exercises

- 1. Create a poster for a fictional event using Midjourney or Leonardo.
- 2. Use Stable Diffusion to generate 3 concept variations of a fantasy landscape.
- 3. Compare results between Midjourney and Stable Diffusion for the same prompt.

? Quizzes

<details><summary>Answer</summary>C) Get closer to desired output</details>

- 1. Which tool operates primarily through Discord?
 - a) Leonardo
 - b) Midjourney
 - c) AIVA
 - d) Quillbot

 $||\mathbf{b}||$

- 2. Stable Diffusion uses which kind of learning technique?
 - a) Supervised Learning
 - b) Reinforcement Learning
 - c) Latent Diffusion
 - d) Neural Translation

 $\|\mathbf{c}\|$

3. True or False: Leonardo is only usable via desktop apps.

||False||

4. Which of these is known for higher prompt responsiveness?

- a) Leonardo
- b) Midjourney v5
- c) GPT-4
- d) AIVA

 $||\mathbf{b}||$

5. What does the term "prompt engineering" refer to in visual creation tools?

- a) Coding AI models
- b) Compressing images
- c) Crafting effective input phrases
- d) Enhancing resolution

 $\|\mathbf{c}\|$

2.3 Music Composition

Objective:

Understand AI-assisted music composition.

Reading Material

1. Composing with AIVA

- Summary: Explore how AIVA helps musicians generate classical or cinematic scores and adapt to genres.
- Read: AIVA's Features and Use Cases

2. Suno and Udio for Contemporary Music Creation

- Summary: Learn how Suno and Udio generate beats, lyrics, and melodies based on simple prompts.
- Suno AI Overview
- Udio | AI Music Generator Official Website

Link: Explore site

Summary: Udio's official website introduces their AI-powered music generation platform, allowing users to create and share music effortlessly. It showcases the latest technology enabling AI music creation in seconds, catering to both novice and experienced users

🎥 Featured Videos

- AIVA Create Emotional Soundtracks (YouTube)
- Using Suno AI to Create Sounds & Make Beats: A Producer's Guide
- Udio Walkthrough (YouTube)

Exercises

- 1. Compose a 30-second piano piece using AIVA.
- 2. Generate a hip-hop loop using Suno and write a few lyrics for it.
- 3. Use Udio to create a musical intro for a podcast.

? Quizzes

- 1. Which AI is designed to mimic emotional classical scores?
 - a) Suno
 - b) Udio
 - c) AIVA
 - d) Quillbot

 $\|\mathbf{c}\|$

2. True or False: Suno can generate lyrics and beats.

||True||

- 3. Udio's primary strength is in:
 - a) Movie editing
 - b) Podcasting
 - c) Audio mastering
 - d) Contemporary music generation

 $\|\mathbf{d}\|$

- 4. Which platform focuses more on structured composition like sonatas?
 - a) AIVA
 - b) Suno
 - c) Midjourney
 - d) GPT-4

||a||

- 5. A key differentiator of Udio is:
 - a) It uses images as input
 - b) It focuses on full-song production
 - c) It only works offline
 - d) It requires a DAW

 $||\mathbf{b}||$

2.4 Multimedia Content Generation

Objective:

Combine AI-generated text, images, and sound.

Reading Material

- 1. Creating Videos with Runway ML
 - Summary: Learn how Runway ML enables creators to combine video, audio, and text with AI models like Gen-2.
 - Read: Runway ML's Gen-2 Guide
 - Getting Started with Generative Video

Partured Videos

- Introducing Gen-2: Text to Video | Runway
- Creating Cinematic Short Films with AI & Runway Gen-2

Exercises

- 1. Script and storyboard a 30-second AI video using GPT-4 and Midjourney.
- 2. Use Runway ML to animate a short scene using generated images.
- 3. Add AI-generated voice-over or background music to your video using Udio or Suno.

? Quizzes

- 1. Runway ML's Gen-2 allows:
 - a) Image editing only
 - b) Music mastering
 - c) Text-to-video generation
 - d) Script writing

 $\|\mathbf{c}\|$

- 2. What's essential for a good AI-generated video?
 - a) Coding experience
 - b) Prompt engineering and assets
 - c) DSLR cameras
 - d) Paid actors

 $||\mathbf{b}||$

3. True or False: Runway ML only supports still image generation.

||False||

- 4. Which AI tool is best paired with Runway for voiceovers?
 - a) Quillbot
 - b) GPT-4
 - c) Udio
 - d) Leonardo

 $\|\mathbf{c}\|$

- 5. Which of the following combinations represents a full multimedia project stack?
 - a) GPT-4 + Midjourney + AIVA
 - b) GPT-4 + Leonardo + Quillbot
 - c) GPT-4 + Midjourney + Udio + Runway ML
 - d) GPT-4 + Stable Diffusion + Quillbot

 $\|\mathbf{c}\|$



X Module 3: Automation of Repetitive Tasks

3.1 Image & Video Editing

Objective:

Use AI tools to streamline and enhance editing processes, from applying filters to batch-processing visual content.

Tools:

• **ComfyUI** – A powerful, node-based UI for automating image editing pipelines using Stable Diffusion models and AI filters.

Reading Material & Summaries:

1. "A Beginner's Guide with Hands-On Practice"

Read article

Summary: Walk through the basics of ComfyUI and explore its features

2. "AI workflow automation "

Read article

Summary: AI workflow automation refers to the use of AI to streamline, optimize, and automate tasks or processes within a workflow.

Featured Videos:

- Getting Started with ComfyUI: Beginners Tutorial Watch on YouTube
- AI Image Enhancement Demo (Before & After) Watch on YouTube

Exercises:

- 1. **Install and set up ComfyUI**, then run a pre-built workflow to apply a vintage filter to a portrait.
- 2. **Batch edit 5 images** by changing lighting and contrast with AI nodes in ComfyUI.

3. **Compare a manually edited image vs AI-enhanced version** and reflect on efficiency and quality.

? Quizzes (Answers Hidden):

- 1. What is ComfyUI primarily used for?
 - A) Video game development
 - B) Audio mastering
 - C) Image editing automation
 - D) Code debugging
- 2. AI filters in ComfyUI work through:
 - A) Sliders
 - B) Node-based workflows
 - C) HTML coding
 - D) Cloud rendering
- 3. One benefit of AI-powered image editing is:
 - A) Random file renaming
 - B) Pixel destruction
 - C) Faster repetitive task completion
 - D) Larger file sizes
- 4. What feature does ComfyUI offer for editing?
 - A) Real-time multiplayer collaboration
 - B) Procedural 3D modeling
 - C) Drag-and-drop image nodes
 - D) Manual layer masking
- 5. AI-enhanced editing is especially helpful when:
 - A) You're working with one image only
 - B) Batch editing a collection
 - C) You need to encode video
 - D) Writing dialogue

3.2 Data Organisation & Analysis

Objective:

Leverage AI to automate data-heavy creative tasks like tagging, cataloging, and content classification—freeing you to focus on creative decision-making.

Tools:

• **Azure Computer Vision (via Microsoft Azure AI)** – For tagging images, extracting text, and categorizing visual content at scale.

Reading Material & Summaries:

1. "What is Azure AI Vision?" - Microsoft Docs

Read article

Summary: Describes how the tool automates metadata creation, OCR, and image description for large content libraries.

2. "Organize Raw and Edited Creative Assets" - Uplifted

Read article

Summary: Practical use cases for tagging photos, categorizing assets, and managing media archives.

3. "Azure AI Vision" - Microsoft Docs

Read article

Summary: Covers using Azure's object detection and OCR to make creative content searchable and navigable.

Partured Videos:

- What is Azure AI Vision? | Quick Explainer Watch on YouTube
- Automatically Tag Azure Resources using Azure Policy Watch on YouTube

Exercises:

- 1. **Upload a batch of 10 images** to Azure Computer Vision and extract tags for each.
- 2. **Use OCR in Azure** to pull text from scanned posters or design mockups.
- 3. **Organize a folder of assets** (e.g., photos, illustrations) into themes or categories using AI-generated tags.

? Quizzes (Answers Hidden):

- 1. What does Azure Computer Vision do?
 - A) Compose songs
 - B) Translate websites
 - C) Analyze and tag images
 - D) Animate characters
- 2. Which feature extracts text from images in Azure?
 - A) Tagging Engine
 - B) Object Detection
 - C) OCR (Optical Character Recognition)
 - D) Style Transfer
- 3. What's a key benefit of AI for creative asset management?
 - A) Reducing image quality
 - B) Faster uploads
 - C) Automatic tagging and classification
 - D) Secure hosting
- 4. You can use Azure AI to:
 - A) Compress audio files
 - B) Identify content in photos
 - C) Animate vector shapes
 - D) Mix soundtracks
- 5. AI helps creatives by:
 - A) Replacing creativity
 - B) Eliminating idea generation
 - C) Reducing manual repetitive tasks
 - D) Writing legal contracts

Module 4: Customisation & Personalisation

4.1 Tailored Content for Audiences

Objective:

Leverage AI to craft personalized messaging, campaigns, and creative outputs tailored to individual user profiles, behavior, and preferences.

Reading Material & Summaries:

1. "The Rise of AI in Hyper-Personalized Marketing" - Linked In

Read article

Summary: Analyzes how leading brands use AI to create customized content in real-time based on user behavior and interests.

2. "AI-driven personalization: Unraveling consumer perceptions in social media engagement" – ScienceDirect

Read article

Summary: Practical guide on using tools like Einstein GPT to personalize email, website, and ad experiences.

3. "How To Use AI In Your Content Strategy: A Guide" – RivalFlow Read article

Summary: Focuses on how creatives and marketers can use AI tools for audience segmentation and targeted storytelling.

Preatured Videos:

- How to Use AI for Personalization in Marketing Watch on YouTube
- Write personalized emails with ChatGPT in Google Sheets Watch on YouTube

🗱 Exercises:

- 1. **Use GPT-4** to draft three personalized product descriptions based on different customer personas.
- 2. **Design an AI-driven email campaign** targeting two audience segments (e.g., gamers vs artists).
- 3. **Analyze an existing campaign** (real or fictional) and rewrite it with AI personalization for tone, offer, and call-to-action.

? Quizzes (Answers Hidden):

- 1. What is a key benefit of AI in marketing?
 - A) Reducing image quality
 - B) Personalized content delivery

- C) Randomized messaging
- D) One-size-fits-all approach
- 2. Salesforce Einstein is used for:
 - A) Designing logos
 - B) Creating music
 - C) AI-powered personalization
 - D) Video editing
- 3. What data helps AI personalize content?
 - A) User behavior
 - B) Stock market trends
 - C) DNS records
 - D) IP routing
- 4. AI can tailor messages based on:
 - A) Horoscope signs only
 - B) Birthday and height
 - C) Demographics and interaction history
 - D) Shoe size
- 5. GPT-4 can personalize emails by:
 - A) Adding emojis randomly
 - B) Copying and pasting templates
 - C) Adjusting tone and content for specific users
 - D) Using only generic greetings

4.2 Interactive and Immersive Experiences

Objective:

Explore how AI is transforming games, experiences, and immersive environments through real-time adaptation and intelligent behavior.

Reading Material & Summaries:

1. "Adaptive Worlds: Generative AI in Game Design and Future of Gaming, and Interactive Media" – Lindenwood

Read article

Summary: This article explores the transformative potential of generative AI, emphasizing the implications for the future of edutainment, gaming, and beyond.

2. "Immersive storytelling: empowering the next generation of XR entrepreneurs" – UnrealEngine

Read article

Summary: Explores AI-driven simulations, virtual humans, and procedural scene building in Unreal Engine.

3. "How AI is Making Immersive Experiences More Powerful" – rockpaperreality Read article

Summary: Reviews current uses of generative AI in AR/VR content, interactive worlds, and adaptive gameplay.

Preatured Videos:

- Unity ML Agents Tutorial Penguins Watch on YouTube
- Easily Set Up Conversation for AI Characters in Unreal Engine Watch on YouTube

Exercises:

- 1. **Use Unity with ML-Agents** to create a basic AI character that responds to user movement.
- 2. **Design a branching conversation scene** in Unreal Engine using AI prompts or NPC behavior tools.
- 3. **Storyboard an interactive AR experience** that changes based on user choices, powered by generative text/image elements.

? Quizzes (Answers Hidden):

- 1. Unity's ML-Agents allow you to:
 - A) Bake lighting
 - B) Train AI characters
 - C) Create audio effects
 - D) Compress builds
- 2. AI in immersive experiences enhances:
 - A) Loading screens
 - B) Creative control over NPCs
 - C) Credit rolls
 - D) GPU overheating
- 3. Unreal Engine integrates AI for:

- A) Hair simulation only
- B) Procedural storytelling and smart scenes
- C) Keyboard layouts
- D) Excel plugins
- 4. Generative AI is useful in AR/VR for:
 - A) Making headsets heavier
 - B) Dynamic content personalization
 - C) Upload speeds
 - D) Fixing Wi-Fi
- 5. One advantage of AI in game dev:
 - A) Higher production costs
 - B) Static gameplay
 - C) Real-time player response and adaptation
 - D) Fewer creative options

4.3 Adaptive Storytelling

Objective:

Use AI-powered tools to build dynamic, branching, and responsive story experiences in games, virtual productions, or interactive media.

Reading Material & Summaries:

1. "Conversational experiences: testing free-text entry with Charisma.ai" – BBC Read article

Summary: Overview of how Charisma uses natural language and emotion-aware AI to drive story progression and character response.

2. "Interactive storytelling: Story Branching: The Many Paths of Story Branching" – FasterCapital

Read article

Summary: Discusses the rise of interactive narratives driven by user choices and AI-generated plot shifts.

3. "How AI Story Writers Are Changing the Future of Fiction Writing" – AI Story Writer Engine

Read article

Summary: Covers AI tools for co-writing, character generation, and emotional tone adaptation in storytelling.

Partured Videos:

• Charisma.ai: Getting Started Watch on YouTube

Branching Scenarios Using AI

Watch on YouTube

Exercises:

- 1. **Create a simple AI-driven story** in Charisma.ai with at least 3 branching paths.
- 2. **Write a scene with multiple emotional responses**, then use GPT-4 to rewrite it with different tones (e.g., optimistic, mysterious, suspenseful).
- 3. **Design a story map** that evolves based on reader/player input and use AI to auto-generate outcomes.

? Quizzes (Answers Hidden):

- 1. Charisma.ai helps you:
 - A) Make 3D models
 - B) Build adaptive dialogue and narratives
 - C) Animate skeletons
 - D) Play music
- 2. Adaptive storytelling responds to:
 - A) Screen resolution
 - B) User interaction
 - C) Refresh rate
 - D) Social media trends
- 3. GPT-4 can assist in storytelling by:
 - A) Creating interactive content
 - B) Rendering backgrounds
 - C) Importing sprites
 - D) Setting up payments
- 4. A branching story provides:
 - A) One linear plot
 - B) Non-stop tutorials
 - C) Multiple user-determined outcomes

- D) Only exposition
- 5. AI helps creative writers by:
 - A) Removing creativity
 - B) Writing clichés
 - C) Generating options and variations
 - D) Reducing vocabulary



Module 5: Collaboration and Co-Creation

5.1 Pairing with Human Creativity

Objective:

Explore the dynamics of working alongside AI to amplify human creativity—while maintaining ethical boundaries and human-centric vision.

Reading Material & Summaries:

1. "Artificial Intelligence Will Enhance Human Creativity, Not Replace It" - Bloomberg Read article

Summary: Explores the idea that AI should be treated as a tool to enhance, not replace, human creative thinking. Emphasizes collaboration and experimentation.

2. "The Ethics of Co-Creating with AI" - Idetegum

Read article

Summary: Focuses on copyright, authorship, transparency, and bias when working with generative AI in creative disciplines.

3. "Best Practices for Using Generative AI" – hcaiinstitute

Read article

Summary: A practical guide to ethically and efficiently integrating AI into the creative workflow—from attribution to iteration.

Patured Videos:

- Adobe's Approach to Generative AI Watch on YouTube
- The Ethics of AI || Where Do We Draw the Line? Watch on YouTube
- #Artists #AI #Creativity #ArtTech #DigitalArt #CreativeProcess Watch on YouTube

Exercises:

1. Creative Partner Project:

Use GPT-4 or a generative image/music model to create a collaborative piece. You start with a concept, let the AI iterate, then refine the final output as a duo.

2. Ethical Audit Activity:

Choose an AI-generated creative work and analyze it through the lens of ownership, originality, and ethical use.

3. Role-Switching Brainstorm:

Alternate between human and AI suggestions in a writing or visual brainstorming session. Reflect on which parts felt most "alive" or "innovative."

? Quizzes (Answers Hidden):

- 1. The main role of AI in co-creation is:
 - A) To fully automate art
 - B) To replace human input
 - C) To assist and augment creativity
 - D) To eliminate brainstorming
- 2. A key ethical concern in AI-human collaboration is:
 - A) AI response time
 - B) Attribution and originality
 - C) File storage
 - D) Low resolution
- 3. In creative AI tools, iteration refers to:
 - A) Deleting old ideas
 - B) Repeating code
 - C) Refining output through cycles
 - D) Compressing files
- 4. Which statement aligns with best practices?
 - A) Always claim full credit for AI-generated content
 - B) Disclose use of AI in your process
 - C) Let AI handle all content creation
 - D) Avoid editing AI outputs
- 5. The term "centaur model" in creativity refers to:
 - A) An AI that makes centaurs

- B) Hybrid work where human + AI collaborate
- C) Autonomous robots
- D) Fantasy storytelling models

X Module 6: Prototyping & Conceptualisation

6.1 Rapid Prototyping

Objective:

Use AI to speed up early-stage product and experience mockups, especially in visual design and industrial prototyping.

Reading Material & Summaries:

 "Role of AI in Industrial Design in the Future" – InfoYouTrust Read article

Summary: This article explores how AI will shape the future of industrial design, from concept generation to sustainable manufacturing.

2. "Improve product design with generative AI and simulation" – Siemens Read article

Summary: AI-powered design tools can incorporate feedback from real-world usage to iteratively refine designs.

3. "How AI Can Actually Help Designers, Not Harm Them" – Venngage Read article

Summary: The integration of AI is more than just a technological advancement; it is a transformative force shaping the creative landscape.

Partured Videos:

- How to quickly render your sketches and ideate in Vizcom Watch on YouTube
- AI 3D Modeling Image to 3D Tripo Watch on YouTube

Exercises:

1. Sketch to Mockup Challenge:

Create a basic sketch (pen/pencil or digital) and upload it to Vizcom or Tripo AI to generate a concept render.

2. Design Sprint Simulation:

Choose a simple product (e.g., a lamp, chair, or headphone set) and develop three design variants using AI assistance.

3. Before & After Iteration Log:

Start with a manual mockup. Use an AI tool to evolve it, and compare both versions, noting improvements and surprises.

? Quizzes (Answers Hidden):

- 1. Which of the following tools converts sketches into visual prototypes?
 - A) GPT-4
 - B) Vizcom
 - C) Midjourney
 - D) Runway ML

<details><summary>Answer</summary>B) Vizcom</details>

- 2. Tripo AI is primarily used for:
 - A) Editing photos
 - B) Composing music
 - C) 3D prototyping and product design
 - D) Writing scripts

<details><summary>Answer</summary>C) 3D prototyping and product design</details>

- 3. One benefit of rapid AI prototyping is:
 - A) Final product manufacturing
 - B) Faster iteration of design ideas
 - C) Automated payment processing
 - D) Scheduling meetings

<details><summary>Answer</summary>B) Faster iteration of design ideas</details>

- 4. AI-generated prototypes can help creatives by:
 - A) Removing all manual input
 - B) Offering design inspiration and iteration
 - C) Auto-publishing to stores
 - D) Blocking creative freedom

<details><summary>Answer</summary>B) Offering design inspiration and iteration</details>

5. Which step comes first in AI-assisted prototyping?

- A) Manufacturing
- B) Final animation
- C) Initial sketch or idea input
- D) Color correction

<details><summary>Answer</summary>C) Initial sketch or idea input</details>

6.2 Concept Art and Storyboarding

© Objective:

Use AI tools to quickly generate storyboards and visual narratives for projects like films, animations, or games.

Reading Material & Summaries:

1. "The Impact of AI on Concept Art and Storyboarding" - Picsagon

Read article

Summary: Explains how the integration of AI into concept art and storyboarding has opened up new possibilities and avenues for creativity in the art world..

2. "The Future of Storyboarding: How AI is Changing the Game for Creatives" – Together

Read article

Summary: Provides insights on how AI is revolutionising the creative process, experience with AI-assisted storyboarding and offers a perspective on what the future holds for creatives.

3. "From Script to Screen: Can AI Write and Direct a Movie?" – Stage and Cinema Read article

Summary: This article explores how AI is shaping the film industry, its current limitations, and whether it could ever fully replace human filmmakers.

Patured Videos:

- Storyboarder Tutorials
 - Watch on YouTube
- Boords AI (quick review)

Watch on YouTube

Exercises:

1. Storyboard a Scene:

Write a short scene and use Boords or Storyboarder to generate a 6-frame storyboard.

2. AI Moodboarding:

Use AI-generated images to create a moodboard that defines the style of your concept film.

3. Character Entrance Sequence:

Create a storyboard where a character enters a new setting—show emotional tone, angle shifts, and lighting changes using AI-generated frames.

? Quizzes (Answers Hidden):

- 1. Storyboarder is a tool primarily used for:
 - A) Sound design
 - B) Writing scripts
 - C) Visual storytelling and scene planning
 - D) 3D modeling

<details><summary>Answer</summary>C) Visual storytelling and scene planning</details>

- 2. Which tool allows you to annotate and rearrange AI-generated storyboards?
 - A) Boords
 - B) DALL·E
 - C) Photoshop
 - D) Synthesia

<details><summary>Answer</summary>A) Boords</details>

- 3. One advantage of AI in storyboarding is:
 - A) Film distribution
 - B) Time-saving scene previews
 - C) Budget planning
 - D) Casting actors

<details><summary>Answer</summary>B) Time-saving scene previews</details>

- 4. A storyboard helps visualize:
 - A) Dialogue edits
 - B) Scene flow and camera angles
 - C) Soundtrack pitch
 - D) Subtitle placement

<details><summary>Answer</summary>B) Scene flow and camera angles</details>

- 5. Moodboarding helps define:
 - A) FPS in animation

- B) The emotional tone and aesthetic
- C) Dialogue length
- D) Font selection

<details><summary>Answer</summary>B) The emotional tone and aesthetic</details>

Module 7: Experimentation with New Styles and Techniques

7.1 Style Transfer

Objective: Explore AI-driven style transformation to apply different artistic styles to images.

Reading Material

• Understanding Neural Style Transfer

This tutorial by TensorFlow introduces neural style transfer, a technique that blends the content of one image with the style of another using deep learning.

Read more here

• Magnific AI: Advanced Style Transfer

Magnific AI offers a sophisticated tool for image upscaling and enhancement, allowing users to reimagine image details guided by prompts and parameters.

Read more here

Adobe Firefly: Style Reference Feature

Adobe Firefly enables users to match the style of generated images to a reference image, facilitating consistent visual aesthetics across projects.

Read more here

Featured Videos

- Magnific Style Transfer Tutorial: Turn Any Storyboard Into A Film Still Watch video
- Adobe Firefly: Match Composition and Style of Any Image

Watch video

• Neural Style Transfer Tutorial with Tensorflow and Python in 10 Minutes

Watch video

Exercises

- 1. Exercise 1: Applying Style Transfer with Magnific AI
 - Visit Magnific AI

- Upload a personal photograph.
- Choose an artistic style (e.g., watercolor, oil painting).
- Apply the style and download the transformed image.

2. Exercise 2: Utilizing Adobe Firefly's Style Reference

- Access Adobe Firefly
- Upload a reference image with a distinct style.
- Enter a text prompt for the desired content.
- Generate the image and observe how the style is applied.

3. Exercise 3: Exploring Neural Style Transfer with TensorFlow

- Follow the TensorFlow tutorial
- Use provided sample images or your own.
- Run the code to generate the stylized image.
- Experiment with different content and style combinations.

Quizzes

What is the primary goal of neural style transfer?

- A) To detect image objects
- B) To blend the content of one image with the style of another using deep learning techniques
- C) To generate high-resolution images
- D) To segment backgrounds from portraits

Which neural network architecture is commonly used for style transfer?

- A) Recurrent Neural Networks (RNNs)
- B) Convolutional Neural Networks (CNNs)
- C) Transformers
- D) GANs

In neural style transfer, what does the 'content image' represent?

- ✓ A) The image whose structural elements are to be preserved in the final output
- B) The brushstroke reference
- C) The target texture
- D) The style definition

What role does the 'style image' play in neural style transfer?

- A) It defines object boundaries
- B) It controls file compression
- C) It provides the artistic style (e.g., brushstrokes, color palette) to be applied to the content image
- D) It limits the resolution

Which loss functions are typically used in neural style transfer?

- A) Classification and entropy loss
- B) Content loss and style loss, often combined into a total loss function

Module 8: Creative Discovery Through AI-Generated Outputs

8.1 Unexpected Connections & Novel Outputs

Objective: Use AI for creative breakthroughs by exploring randomness, surprise, and serendipity in generative outputs.

Reading Material

• Serendipity in AI: Can Machines Create the Unexpected?

Artificial intelligence (AI) is often celebrated for its precision, efficiency, and ability to handle vast amounts of data. But can machines produce something beyond mere calculations—unexpected brilliance, perhaps even serendipity?

Read more here

Unlock AI Creativity with Controlled Randomness

How Randomness and Serendipity Shape Discovery in People and Synths.

Read more here

• Funny ChatGPT Prompts You'll Love

This article delves into the fascinating realm of comedic ChatGPT prompts, offering a unique blend of information, inspiration, and amusement.

Read more here

Featured Videos

How to use randomness as a creative tool

Can randomness spark creativity? Discover how embracing uncertainty leads to innovation in art, writing, music, and problem-solving.

Watch video

• How to Use Remix Mode in Midjourney with Prompts

Detailed tutorial on Midjourney AI's new feature REMIX - which allows you to edit your prompts during variations!

Watch video

• The Funniest ChatGPT Conversations

A fun video demonstrating how unexpected prompts lead to surprising stories, settings, and characters using ChatGPT.

Watch video

Exercises

1. Exercise 1: Prompt for Surprise

- Use ChatGPT or another AI text generator.
- Input a playful, random, or surreal prompt (e.g., "What advice would a time-traveling toaster give to a lost moon explorer?").
- Write a short story or idea based on the output.

2. Exercise 2: Remix and Reframe

- Use Midjourney or a similar text-to-image model.
- Enter a combination of unrelated ideas (e.g., "Jazz-playing jellyfish in a dystopian desert").
- Create an illustration or storyboard inspired by the generated image.

3. Exercise 3: Creative Constraints Challenge

- Use randomness to impose limits (e.g., use a random word generator to pick 3 elements).
- Create a project—song, design, scene, poem—incorporating all of them meaningfully.

Quizzes

- 1. What is the creative benefit of randomness in AI-generated content?
- A) It increases word count
- B) It limits possibilities
- C) It introduces novelty and breaks conventional thought patterns, often leading to unexpected inspiration
- D) It corrects grammar
- 2. Which AI tool is commonly used for surreal image generation?
- A) Grammarly
- B) Synthesia
- C) Midjourney
- D) Google Translate
- 3. What kind of prompts are best for generating surprising or novel AI outputs?
- A) Highly structured academic prompts
- B) Only questions
- C) Absurd, playful, or juxtaposed prompts
- D) Technical instructions
- 4. How can AI outputs be used in early-stage ideation?
- (A) As raw material for brainstorming, remixing, or developing original concepts
- B) For publication without edits
- C) To evaluate stock prices
- D) As final deliverables without review
- 5. Why is "creative reframing" important when using AI outputs?

A) It simplifies technical writing

B) It allows the user to reinterpret AI outputs as a foundation for unique, meaningful ideas rather than simply copying them

C) It validates coding routines

D) It reduces spelling errors

Supplementary Components

Latest Research and Trends

Objective: Provide learners with insights into current breakthroughs, innovations, and future directions in generative AI.



📚 Reading Material

• Introducing GPT-4.5

A research preview of our strongest GPT model. Available to Pro users and developers worldwide. Read more here

Gemini 2.5: Our most intelligent AI model

Gemini 2.5 is a thinking model, designed to tackle increasingly complex problems.

Read more here

• Introducing Runway Gen-4

With Gen-4, you are now able to precisely generate consistent characters, locations and objects across scenes.

Read more here



🎥 Featured Videos

Introduction to GPT-4.5

An introduction and demo of GPT-4.5

Watch video

• Gemini 2.5 Flash - Hybrid Reasoning on Demand

Gemini 2.5 *Flash* is the first Hybrid Reasoning model where you can toggle "thinking" on or off. Watch video

• Introducing Runway Gen-4 | Runway

Introducing Runway Gen-4: State of the art AI models for media generation and world consistency. Watch video



Exercise

Research a recent generative AI tool or innovation (e.g., a new model, plugin, or platform). Prepare a brief presentation that includes:

- Tool name and description
- Use case in the creative industry
- Why it represents a breakthrough or trend
- Include visual or audio examples if possible

📝 Quizzes

- 1. What is the main feature of Gemini 2.5 that differentiates it from earlier models?
- A) It runs offline only
- B) It only supports short prompts
- C) Hybrid reasoning with toggleable depth of thought
- D) It requires manual tuning by developers
- 2. What can Runway's Gen-4 model generate?
- A) Only background images
- B) Random text captions
- C) Consistent characters, locations, and objects across scenes
- D) Video subtitles only
- 3. What limitation is acknowledged in GPT-4.5?
- A) Occasional hallucinations in niche topics
- B) No multilingual support
- C) Only works in dark mode
- D) Doesn't support code generation
- 4. Which creative industries benefit most from generative video tools?
- A) Film, advertising, and gaming
- B) Agriculture and logistics
- C) Legal services and auditing
- D) Translation services only
- 5. Why is it important to track AI trends in creative fields?
- A) To avoid copyright laws
- B) To replace all human creators
- C) To stay informed, innovate, and prepare for disruption
- D) To automate government policy

Ethical, Legal, and Societal Implications

Objective: Encourage critical thinking around the impact of AI in creative industries.



• WIPO: Copyright and Artificial Intelligence

An official guide from the World Intellectual Property Organization on how copyright law interacts with AI-generated content.

Read more here

• How Generative AI Could Disrupt Creative Work

In the face of technological change, creativity is often held up as a uniquely human quality, less vulnerable to the forces of technological disruption and critical for the future.

Read more here

• European Parliament Report on AI and Intellectual Property

A detailed look at how the EU is approaching regulation around AI-generated works and copyright. Read more here

Property Featured Videos

• Who Owns AI-Generated Art? Navigating Copyright and Creativity in the Digital Age

A discussion of legal frameworks and debates around ownership.

Watch video

• The Ethics of AI | Stuart J. Russell

To ensure that AI does not destroy the order that humans have created over the years or pose threats to our existence, there must be ethics and clear principles for AI research and development. Watch video



Debate Prompt:

Split into two teams and debate the following topic:

"AI-generated creative works should be eligible for copyright protection under the same conditions as human-created works."

- Team A: For
- Team B: Against
 Use real-world examples and legal references to support arguments.

📝 Quizzes (Answers hidden)

- 1. Who currently holds copyright on AI-generated work in most countries?
- A) The AI model itself
- B) The human who provided input
- C) The AI developer
- D) The hosting platform
- 2. What is a common ethical concern with AI-generated content?
- A) Too much transparency
- B) Lack of attribution or originality
- C) Overuse of color
- D) Too many fonts used
- 3. How does bias enter AI-generated creative outputs?
- 🔽 A) Through biased training data and human reinforcement

- B) By using random number generators
- C) Because of GPU overheating
- D) Through user interface design
- 4. What legal framework is actively exploring AI ownership rights?
- A) The World Bank
- B) The European Union (EU)
- C) The FDA
- D) The Olympic Committee
- 5. Why is transparency important in AI-assisted creation?
- A) It allows audiences to evaluate authenticity and accountability
- B) It improves spelling accuracy
- C) It reduces server load
- D) It guarantees viral success

Capstone Projects and Presentations

Objective: Allow learners to apply generative AI tools to a creative project and reflect on the process.

Reading Material

• Creative AI Projects

A curated collection of innovative **Generative AI projects** designed to push the boundaries of artificial intelligence.

Explore projects

AI as a co-creator and a design material: Transforming the design process

This paper explores AI's role as both a co-creator and a design material, focusing on its impact on the ideation and evaluation stages of the design process.

Read more here

Partured Videos

• Museum of Modern Art: AI-Generated Art "Unsupervised"

The Museum of Modern Art (MoMA) in New York has embraced this innovation with the installation "Unsupervised," a collaboration between AI artist Refik Anadol and a team of data scientists.

Watch video

• Creative AI

CreativeAI explores the exciting world of artificial intelligence (AI) in art and creative expression. From music and poetry to illustration and literature, use AI to create, interpret, and showcase a wide range of artistic works.

Watch video

Activity

Capstone Assignment:

Develop a final project using at least one generative AI tool (e.g., ChatGPT, Midjourney, Runway, Firefly, etc.). Your project can be:

- A short story, script, or comic
- A music composition or soundscape
- A visual art piece or animation
- A short video or interactive prototype

Presentation Requirements:

- Briefly explain your process
- Show original and AI-generated components
- Reflect on what AI added, challenged, or inspired in your work