

AI Art & Animation Training Program

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Program Title

AI Art & Animation: Prompt Engineering & Workflow Mastery for Designers

Program Overview

A 20-hour immersive training delivered over 5 days (25, 26, 27, 29, 30 Sept; 9:00 AM – 1:00 PM IST) via Zoom. This program equips designers with advanced skills in AI-powered art and animation, focusing on prompt engineering, workflow compliance, and interactive practice. Participants will engage in live demonstrations, team and individual assignments, and structured reflection to master AI-assisted creative production.

Expected 15-25 participants dialing in online.

Mode of Delivery

- **Platform:** Zoom (live, interactive). Aristocrat team set up the link.
- **Format:** Trainer-led sessions, live demos, guided practice, peer reflection, and group projects
- **Interactivity:** Q&A, polls, team discussions, and project-based assignments

Tools Covered

- **Visual AI:** Firefly, MidJourney, DALL·E, Canva, MS Designer

- **Reasoning AI:** ChatGPT, Gemini, Claude
- **Anchor Tools:** Adobe Creative Cloud (Photoshop, Illustrator), Firefly
- **Motion AI (demo exposure):** Runway, Google Veo, Sora [This is not part of this training – very high level for concept understanding.]

Day-Wise Detailed Structure with Performance Indicators

Day 1 (4 hrs): Kickoff & Exploration

Activities: Orientation, AI tool demonstrations, and hands-on practice with sketch uploads and refinement.

Assignment: Generate 10 or more variations of a detailed prompt and annotate 3 learnings.

Performance Indicator (PI): Produce at least 10 variations and explain a minimum of 3 differences in the outputs.

Expanded Hourly Breakdown:

- Hour 1: AI Tool Landscape and Mindset. A quick tour of essential AI tools for the gaming industry, including MidJourney, Firefly, Stable Diffusion, ChatGPT, and Gemini. The core principle of "Think it → Prompt it → Polish it" will be introduced.
- Hour 2: What is a Prompt? This session will compare messy beginner prompts with descriptive ones. Participants will write five short prompts (3-7 words), generate images, and debrief on which words had the most impact.
- Hour 3: Prompt Evolution Ladder. A practical exercise in growing a single subject from a simple 3-word prompt to a detailed 100-word prompt. This involves adding elements like pose, background, lighting, and mood step-by-step.
- Hour 4: Ten Core Prompt Parameters. Focus on the ten essential parameters: subject, pose, background, lighting, color, mood, style, detail level, aspect ratio, and exclusions. Participants will toggle one parameter at a time to review the outcomes.

Day 2 (4 hrs): Compliance & Workflow Foundation

Activities: Debrief of homework, compliance grounding, prompt journaling, and an ideation warm-up.

Assignment: Refine 20 or more prompts that are tied to enterprise use cases.

PI: Log at least 20 prompts with annotations and capture 3 or more compliance insights.

Expanded Hourly Breakdown:

- Hour 1: Character Creation. Participants will build a hero character prompt and ideate on what and how to create them. The focus will be on creating four different poses for one hero character.
- Hour 2: Background Creation. This hour covers creating natural, stylized, and abstract backgrounds that remain light. The same character will be placed across four backgrounds to compare mood and readability.
- Hour 3: Assets and Thumbnails. Focus shifts to creating icons, props, slot symbols, and other side accessories. Participants will design thumbnail prompts that produce clean shapes for visual ideation.
- Hour 4: Variation with Consistency. Learn techniques to keep a character's identity stable while changing the color palette, mood, or adding an event skin. This session will highlight using MidJourney for fast ideation and Firefly for production control.

Day 3 (4 hrs): Prompt Mastery & PARAM Method

Activities: Learning MidJourney commands, progressing from simple to complex prompting, applying the PARAM method, and exploring typography and backgrounds.

Assignment: Apply the PARAM cycle to an asset and produce 10–20 annotated prompts.

PI: Show a before/after improvement of an asset using the PARAM method and annotate at least 10 prompts with reasoning.

Expanded Hourly Breakdown:

- Hour 1: The PARAM Framework & The 3 I's. Introduction to the structured ideation methods of PARAM (Prepare, Analyze, Reflect, Adjust, Master) and the 3 I's (Intent, Iteration, Impact).
- Hour 2: The Two Tripods Drill. An interactive exercise where one volunteer maps out Photoshop or Illustrator steps, and another writes an AI prompt for the same intent. The trainer links both perspectives into a shared language.
- Hour 3: Roulette Design Bible. A group exercise to create a detailed specification sheet for 36 related assets (e.g., animals). The "bible" includes fields like animal, biome, silhouette, emotion, and prompt seed.
- Hour 4: Animation Thinking. Participants will define eight "micro motions" for a hero character. There will be a quick look at animation tools like DeepMotion, Mixamo, and Adobe Character Animator.

Day 4 (4 hrs): Integrated Project

Activities: Combining character, background, and typography elements; storyboarding; and simulating a project workflow.

Assignment: Each participant delivers 3 static art ideas, and each team creates a 2–3 panel storyboard.

PI: Each participant delivers at least 3 assets, and teams produce a storyboard with 2 or more panels.

Expanded Hourly Breakdown:

- Hour 1: AI to Illustrator Pipeline. A technical session on importing AI output, using auto-vectorization, cleaning up paths, and simplifying results for production.
- Hour 2: AI-Assisted Design in Adobe. A series of mini-examples showcasing features like Generative Recoloring , Pattern Recognition , Content-Aware Editing , and auto-vectorization from a sketch.
- Hour 3: Photoshop Polish That Matters. Focus on final touches like texture, light and shadow tweaks, and quick removals. The session will include readability checks at small sizes (128px and 32px).
- Hour 4: Export and Showcase. Learn to use the Asset Export panel and choose the right file formats for UI and sprites. Each group will present one team asset as part of the showcase.

Day 5 (4 hrs): Long-Form Prompting & Showcase

Activities: Advanced long-form prompting, final integration of project elements, and reflections.

Assignment: Create one output from a long-form prompt, document 3 workflow learnings, and the team delivers a 4–5 panel storyboard.

PI: Deliver at least one long-form prompt output, document 3 or more insights, and produce a storyboard of 4 or more panels.

Expanded Session Focus:

- Advanced Ideation and Research. Teams will research and develop concepts for new game characters or assets, leveraging reasoning AIs for creative support.
- Long-Form Prompt Mastery. Participants will practice incremental asset building by constructing complex, long-form prompts of 80-200 words and analyzing their usable outputs.
- Final Project Integration & Storyboarding. Teams will produce a final storyboard sequence of 4-5 panels that integrates the characters, assets, and backgrounds they have developed.

Showcase and Reflections. The session culminates in teams presenting their final storyboards and sharing key workflow learnings and reflections from the entire program.

Expected Outcomes

By program completion, participants will:

1. Confidently generate and refine prompts with compliance awareness.
2. Apply structured ideation (PARAM) to improve creative outputs.
3. Demonstrate fluency in Firefly, Photoshop, and MidJourney for production workflows.
4. Produce portfolio-ready static assets and storyboard sequences.
5. Showcase measurable growth between pre- and post-assessments.

Trainers

Sessions facilitated by two trainers from: **Pawan Nayar, Ankit Chopra, Krishna.**

Core Assessment Framework

- **Pre-Assessment:** 15-question diagnostic test (conducted on Day 1) to gauge baseline skills; results shape post-assessment.
- **Post-Assessment:** Repeat of pre-assessment later in program; verifies skill progress and learning outcomes.
- **Linkage:** Pre-assessment questions build post-assessment benchmarks to measure improvement.

Daily Assignments

- **Individual:** Hands-on prompt engineering tasks tied to real-world design test cases.
- **Team-Based:** Collaborative exercises (e.g., storyboarding or asset creation) simulating production workflows.
- Assignments are designed to reinforce session learning and generate portfolio-ready outputs.

Top 6 Performance Indicator (PI) Summary

- **Prompt Exploration & Variation**
 - ≥ 10 –20 prompt variations per participant; explain ≥ 3 differences.
- **Compliance-Aware Prompting**
 - ≥ 20 refined prompts; capture ≥ 3 compliance insights.
- **Structured Ideation via PARAM**
 - Apply PARAM method with before/after improvement; annotate ≥ 10 prompts.
- **Project-Relevant Asset Creation**
 - ≥ 3 static art ideas per participant; ≥ 2 -panel storyboard per team.
- **Long-Form Prompting Showcase**
 - ≥ 1 usable long-form prompt output; ≥ 3 workflow insights per participant.
- **Integrated Final Storyboard Output**
 - ≥ 4 -panel storyboard integrating characters, backgrounds, and typography.