

TECHNICAL EXPERTISE SERIES

Create & Edit Like a Pro:

AI Tools for Image, Video & Audio Productions

Training Description

As digital demands increase, organisations and creators must produce high-quality media quickly. Generative AI now makes it possible to create, edit, and animate content easily, enabling anyone to develop professional visuals, videos, and audio without technical expertise. This workshop provides practical, hands-on exposure to AI tools for image generation, animation, video editing, and audio creation. Participants will explore essential AI platforms through demonstrations and guided exercises, learning how to transform text prompts into polished creative assets. They will practise generating images, animating stills, editing videos with CapCut, and producing voiceovers and music to support marketing, training, and communication needs.

By the end of the program, participants will complete an AI-enhanced content package and understand how to apply these tools effectively in real-world contexts. The workshop also reinforces ethical and responsible use of AI-generated media to ensure safe and confident adoption in the workplace.

Training Duration 1 Day

Who Should Attend?

Content Creators, Designers, and Multimedia Teams – Individuals producing visuals, videos, and digital assets who want faster, AI-supported creative workflows.

Marketing, Branding, and Social Media Professionals – Teams responsible for campaigns, ads, and online content who need quick, high-quality creative output using AI tools.

Trainers, L&D Specialists, and Educators – Those creating training materials, e-learning content, lesson videos, and educational visuals using AI-generated media.

Communications, PR, and Corporate Affairs Teams – Professionals preparing announcements, internal messages, visual explainers, and presentation content.

Business Owners, Entrepreneurs, and Startups – Individuals who need cost-effective ways to produce marketing visuals, promo videos, storytelling assets, and brand content.

EAdministrative and Support Staff – Staff involved in preparing presentations, reports, or simple visuals who want to improve content quality through AI.



Workshop Learning Objectives

By the end of this training, participants will be able to:

- 01** Understand the key Generative AI tools used for creating and editing images, animations, videos, and audio, and how they support fast, high-quality content production.
- 02** Apply structured prompt frameworks (e.g., SHINES, DIMS) to generate stronger images, scripts, and creative outputs for various media formats.
- 03** Use AI tools to enhance and refine images—removing backgrounds, fixing imperfections, restoring old photos, and preparing visuals for video use.
- 04** Animate images by converting still photos into motion graphics and create short text-to-video clips using AI-powered video generation tools.
- 05** Produce marketing-ready visuals such as posters, thumbnails, banners, and social media graphics using AI design and image-generation platforms.
- 06** Edit videos in CapCut, including adding captions, transitions, effects, audio layers, and exporting polished short-form videos.
- 07** Generate AI voiceovers and background music to enhance multimedia projects, using text-to-speech and AI music tools.
- 08** Develop longer-form video content using AI workflows—including scripting, voice integration, avatar creation, and multi-scene video assembly.
- 09** Create complete mini content packages combining images, animations, video clips, voiceovers, music, and AI-generated assets.
- 10** Use AI tools responsibly, following ethical guidelines, copyright awareness, and safe content usage practices for organisational compliance.