

The Power of AI Tools: A Starter Guide

Duration : 8 hours

Chapter 1: Introduction to AI Tools and Prompt Engineering (1 Hour)

Objective: Build foundational knowledge of AI tools and the importance of prompts.

1. Overview of AI in Creative and Analytical Work
 - Basics of generative AI and its applications.
 - Introduction to text-based and image-based AI tools.
 2. Understanding Prompt Engineering
 - Crafting effective prompts: Clarity, context, and specificity.
 - Common mistakes and how to avoid them.
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Chapter 2: ChatGPT Basics for Creative Content (2 Hours)

Objective: Learn to create brand-aligned and engaging text content using ChatGPT.

1. Writing Product Descriptions
 - Creating concise and appealing product descriptions.
 2. Generating Marketing Copy
 - Writing taglines, social media posts, and email content.
 3. Refining and Enhancing Text
 - Improving tone, grammar, and overall readability.
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Chapter 3: ChatGPT for Data Analysis and Insights (1 Hour)

Objective: Explore how ChatGPT can be used to analyze and summarize data.

1. Summarizing Traffic and Conversion Data
 - Generating actionable insights from raw data.
 2. Writing Clear Reports
 - Crafting concise summaries and recommendations.
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Chapter 4: Basics of Image Generation and Prompting (2 Hours)

Objective: Understand the basics of AI image generation tools like MidJourney.

1. Introduction to Image Generation Tools

- Overview of MidJourney and its alternatives.
- Navigating features and settings.

2. Structuring Image Prompts

- Key elements of effective prompts for visuals (style, theme, detail).

3. Aligning Images with Brand Language

- Ensuring output reflects brand guidelines.
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Chapter 5: Hands-On Practice with Image Generation (2 Hours)

Objective: Practice generating and refining visuals using MidJourney or other tools.

1. Creating Product-Centric Visuals

- Generating relevant and visually appealing outputs.

2. Exploring Variations and Styles

- Experimenting with prompts to achieve diverse results.

3. Refining Outputs

- Tweaking prompts for better accuracy and alignment with requirements.