

# Course : Generative AI by example

Master generative AI tools and create impactful content.

Practical course - 2d - 14h00 - Ref. XIA

Price : 1430 € E.T.

NEW

Learn about generative AI without the technical jargon. Explore the best tools (text, image, audio, video), learn how to formulate effective prompts, test over 50 no-code solutions and leave with concrete use cases for your business.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understand how generative AI works and the main language models (LLM).
- ✓ Identify the opportunities, limits and challenges of corporate use.
- ✓ Use different generative AI tools (text, image, audio, video) in concrete cases.
- ✓ Formulate effective prompts to obtain relevant results according to the objectives targeted.
- ✓ Evaluate the relevance of the productions generated and anticipate their integration into professional practices.

## Intended audience

Decision-makers, department heads, professionals interested in artificial intelligence in business.

## Prerequisites

No technical knowledge, good digital culture.

## Course schedule

### PARTICIPANTS

Decision-makers, department heads, professionals interested in artificial intelligence in business.

### PREREQUISITES

No technical knowledge, good digital culture.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## 1 Opportunities created by generative AI

- Why now? For which professions?
- The main model families and their main use cases.
- The role of the prompt in interaction with generative AI tools.
- Understand the limits, biases and legal issues associated with generated content.
- France's geopolitical position on these issues.

### Hands-on work

Here's a look at some of the uses for companies.

## 2 AI for text generation and linguistic assistance

- An overview of existing tools (ChatGPT, Gemini, Mistral, Perplexity, Claude AI, etc.).
- Pitfalls to avoid if you want to get the hang of it.
- The rules for writing an effective, punchy prompt.
- Review of 15 prompts to boost productivity.
- Demonstration of a global tool (Make) to automate the entire process of creating a blog post using AI.
- An introduction to GPT's

### Hands-on work

Setting up an automatic watch with AI. Brainstorming session to develop a new service. Automatically analyze a document, detailed report.

## 3 AIs for generating graphic images and illustrations

- Structuring the IA artist agency market.
- Proprietary tools.
- An overview of existing tools (Midjourney, Dalle, Stable diffusion, etc.).
- Tools to automatically produce a graphic charter.
- The question of copyrights and intellectual property.
- A marketplace of prompts to know how to talk to these AIs.

### Hands-on work

Logo design, website mockup. Creation of a photo portrait. Computer graphics to illustrate a concept or project.

## 4 AIs to generate video and audio

- An overview of existing tools (synthesia, D-ID, beatoven.ia, Runway app, sora, etc.).
- A practical approach to understanding and analysis.
- Speech recognition and synthesis techniques.
- Using IAG for audio manipulation and editing.
- Virtual avatars (Heygen), the example of Michel Edouard Leclerc.

### Hands-on work

Create your first virtual avatar to present a commercial product or a new training course. Distribute content in several languages.

#### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

#### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

## 5 Conclusion and outlook

- The real benefits of generative AI in business environments.
- The promise vs. the practical limitations of today's generative tools.
- The emergence of AI agents and their potential professional uses.
- A selection of experts to follow to go further and set up projects in your company.