

Course : AI to create compelling content (text, visuals, video)

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

Price : 1530 CHF E.T.

★★★★☆ 4,5 / 5

NEW

Artificial intelligence (AI) is revolutionizing content creation. With this immersive training course, discover how to fully exploit AI tools to design impactful texts, visuals and videos, while respecting ethical issues and associated rights. Write effective prompts, automate your creative processes and optimize your productivity.

Teaching objectives

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

- ✓ Understand the ethical and legal principles related to the use of AI in content creation
- ✓ Master the art of writing appropriate prompts to generate relevant texts, images and videos
- ✓ Integrate AI tools into a structured, coherent content strategy
- ✓ Increase efficiency and creativity through AI content automation and optimization

Intended audience

Communications executives, marketing managers, journalists, community managers and all professionals wishing to explore AI tools to accelerate and enrich their content production

Prerequisites

No

Practical details

Alternating theoretical contributions, on-line demonstrations and practical exercises. Practical exercises using concrete tools.

Course schedule

PARTICIPANTS

Communications executives, marketing managers, journalists, community managers and all professionals wishing to explore AI tools to accelerate and enrich their content production

PREREQUISITES

No

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.

1 Understanding the ethical challenges of AI

- Societal issues and the impact of AI
- AI precautions, biases and hallucinations
- Ethics, copyright, intellectual property and regulations

Storyboarding workshops

Identifying and assessing risk situations

2 Mastering the prompt to create relevant content

- Efficiently structuring your prompt
- Defeating AI bias
- Humanizing your newsroom

Hands-on work

Creation of a prompt for an editorial need (post, e-mailing...), application of humanization techniques.

3 Preparing your editorial strategy with AI

- Overview of AI tools for writing
- Define your objectives: articles, newsletters, posts, e-mails, prospecting, reports, job offers...
- Key stages: research, structuring, angle, tone and style, constraints
- Overview of AI detectors for testing and reworking text

Hands-on work

Writing prompts for an objective and writing medium of your choice. Use an AI detector and optimize your text. Sharing results and best practices.

4 Master AI-assisted writing techniques

- Learn how to write with AI
- Challenging the AI: controlling length, generating titles, justifying choices
- SEO and inclusion: writing alternative text for visuals

Hands-on work

Final copywriting workshop: apply different copywriting methodologies to the same brief, humanize versions, generate several headlines and have choices justified, validate versions with detectors. Use AI to create SEO-optimized alternative text.

5 Creating visuals with AI

- Overview of AI tools for creating visuals
- Structure your prompt and guide AI: style, palette, framing, few-shot technique, formats...
- Create a recurring character and know how to reuse it
- Create a logo

Hands-on work

Create a prompt and compare the results of several AIs (business scene, character, logo, text).

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.

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.

6 Editing and optimizing visual prompts

- Modifying an existing visual
- Apply a specific style (pixel art, flat design, realistic, 3D, YouTube vignette)
- Optimizing visual prompts with AI

Hands-on work

Practice advanced visual editing functions

7 Creating videos with AI

- Overview of AI tools for video creation
- Text-to-Video: transforming a script into an animated sequence
- Visual-to-Video: animating a still visual
- Create an avatar/character and make it talk (Lip-Sync)
- Add AI-generated voice-over and auto-subtitles
- Optimizing video prompts with AI

Hands-on work

Create videos from a prompt, animate a visual, apply the Lip-Sync function, subtitle your videos. Create and edit a 30-second clip + voice-over + subtitles + music.

8 Creating AI agents on ChatGPT

- Introducing GPT
- Increase productivity by automating recurring prompts (copywriting, visuals and videos)

Hands-on work

Define and create a GPT for recurring use

Dates and locations

REMOTE CLASS

2026 : 23 June, 6 Oct., 15 Dec.