COURSE SYLLABUS

Generative AI Certificate

Master AI technologies for business, marketing, design, data analytics, and more in this hands-on certificate program.

Group classes in NYC and onsite training is available for this course. For more information, email corporate@nobledesktop.com or visit: https://training-nyc.com/certificates/generative-ai

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Course Outline

This package includes these courses

- Intro to Generative AI with ChatGPT (6 Hours)
- ChatGPT Level 2 (6 Hours)
- AI for Workplace Productivity with Microsoft Copilot (6 Hours)
- AI for Marketing (18 Hours)
- AI for Graphic Design (12 Hours)
- AI for Video & Motion Graphics (12 Hours)
- AI for Data Analytics (12 Hours)

Intro to Generative AI with ChatGPT

- Get an intro to generative AI and ChatGPT to know what's possible and how you can use it
- Learn how to write prompts that generate useful responses
- Explore real-world applications of ChatGPT

ChatGPT Level 2

Build on your foundational skills with advanced techniques to customize ChatGPT's behavior, enhance its research abilities, and explore voice, image, and project-based tools. This hands-on course is ideal for users looking to work more efficiently and creatively with the latest features in ChatGPT.

- Compare different ChatGPT models to understand their strengths, limitations, and ideal use cases
- Use reasoning and research models effectively, including how to leverage deep research features and connected apps
- Train ChatGPT to reflect your unique writing style or tone using targeted prompts and style adjustments
- Customize ChatGPT with saved preferences and learn how to create and manage personalized instructions
- Work with Projects and Custom GPTs to organize tasks, files, and workflows tailored to your specific goals
- Explore ChatGPT's voice and image generation capabilities, including hands-on practice using Sora for visual outputs

AI for Workplace Productivity with Microsoft Copilot

- Explore how Microsoft Copilot can expand your capabilities, save time, and make you more creative/professional
- Learn how to use Copilot's integration in Office apps (365 apps) such as Excel, Word, PowerPoint, Outlook, Teams, and OneDrive
- Get to know the capabilities and limitations of AI and how you can best utilize it to enhance your work

AI for Marketing

- Leverage AI-driven strategy in your marketing campaigns
- Integrate AI into SEO, SEM, content, advertising, and analytics
- Measure the real-world impact of your AI marketing efforts
- Complete a capstone project to showcase your work

AI for Graphic Design

- Learn how to use AI to improve your designs & workflow
- Create images with Adobe Firefly, Adobe's generative AI tool
- Leverage AI in Photoshop, Illustrator, InDesign, Acrobat, & more

AI for Video & Motion Graphics

- Use generative AI to create assets for your video & motion projects
- Incorporate AI into your creative workflow
- Learn best practices for prompt engineering
- Review the legal implications of making AI content

AI for Data Analytics

- Overview of popular AI tools and platforms like IBM Watson, Google AI, Tableau, and Microsoft Azure AI
- Learn automated data cleaning methods and how to handle missing data and outliers using AI tools
- Use AI tools to generate summary statistics, visualize data distributions, and detect patterns
- Understand regression, classification, and clustering, and use AI tools to build and evaluate predictive models
- Explore applications of NLP for text analysis and automated time series forecasting with AI tools