COURSE SYLLABUS

Generative AI Certificate

Master AI technologies for business, marketing, design, data analytics, and more in this cutting-edge certificate program. In this program, you'll learn how to optimize Excel workflows, create stunning video content, create captivating graphics, analyze data efficiently, boost workplace productivity, and more with the power of generative AI.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://sdfm.graduateschool.edu/certificates/generative-ai



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Course Outline

This package includes these courses

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

Generative AI with ChatGPT

- Explore generative AI and ChatGPT to understand what's possible and how you can use it
- Learn how to write prompts that generate useful responses
- Discover 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 modelså 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

Discover how to boost efficiency and creativity with Microsoft Copilot, the AI assistant integrated into Microsoft 365. This course provides practical, hands-on training to help you apply Copilot across workplace tools and tasks.

- Understand the fundamentals of artificial intelligence and how large language models (LLMs) like Copilot work
- Learn how to write effective prompts and refine Copilot responses across different workplace scenarios
- Explore how to use Copilot in Microsoft 365 apps, including Word, Excel, PowerPoint, Outlook, Teams, and OneDrive
- Automate and enhance everyday tasks such as email writing, meeting notes, data analysis, and document summarization
- Create AI-generated images and graphics, and understand the limitations and best practices of generative AI
- Compare Copilot with ChatGPT and GitHub Copilot, and identify when to use each for maximum productivity
- Stay up-to-date with the latest AI tools and mobile apps to extend your workflow beyond the desktop

AI for Marketing Bootcamp

Learn how to incorporate AI in your marketing strategy with this in-depth course. Explore how to use AI-driven tools to help your SEO, SEM, social media marketing, analytics tracking, paid advertising, and more.

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

AI for Graphic Design

Explore how artificial intelligence is transforming graphic design with hands-on projects that integrate tools like Adobe Firefly, MidJourney, and ChatGPT. Learn to streamline creative workflows, enhance visual assets, and build cohesive brand packages using cutting-edge AI platforms.

- Generate vector illustrations, photo edits, and layouts using AI tools in Illustrator, Photoshop, and InDesign.
- Create original visuals through prompt-based image generation with MidJourney, Leonardo AI, and DALL·E 3.
- Enhance and restore images with AI-powered sharpening, upscaling, and de-noising techniques.
- Use ChatGPT and Notion AI to develop creative briefs, brand names, and design directions.
- Build moodboards, style guides, and concept sets with free and paid AI design tools.
- Assemble a complete brand identity using multiple AI platforms in a simulated design workflow

AI for Video & Motion Graphics

Learn how to integrate generative AI into your video and motion graphics projects. This course covers AI-powered asset creation, workflow development, and the legal implications of AI-generated content.

- Understand how generative AI tools work and how they apply to creative production
- Use AI to support each stage of a motion design/video project: research, scripting, design, animation, audio, and delivery
- Prompt effectively across different AI tools (text, image, audio, video) for usable results
- Create AI-enhanced visual assets, scripts, voiceovers, and animatics
- Generate and run basic JavaScript/ExtendScript code using ChatGPT to automate repetitive tasks in Adobe Creative Cloud apps

- Deliver a short motion graphics or video piece enhanced by AI tools from start to finish

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