

# ***AI in Creative Content & Video Production***

***Imagine. Prompt. Produce. — AI Tools for Content Creators / Marketers***

*Title options:*

***AI-Powered Storytelling & Video Creation***

***AI for Creators: From Concepts to Video Production***

***Intelligent Storytelling: AI in Visual Content Production***

**10-Day Course Plan: (15 hours)**  
**1.5 hours a day | 10:30 AM - 12 PM**

## **MENTORS:**

ANANDA K. MAHARJAN, Creative Head, Hamro Patro

PRAKRITI BASNET, Senior Graphic Designer, Hamro Patro

## **TARGET GROUP:**

- Marketers & Brand Strategists (Digital marketers / social media manager)
  - Content Creators & Influencers
  - Designers & Multimedia Artists
  - Storytellers
  - Students & Young Professionals
  - Educators & Trainers
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## **Day 1: Intro to AI in Content Creation**

### **Topics:**

- What is AI and why it matters in video/content production
- Demo: watch some Real-world examples (ads, reels, storytelling)
- Quick overview of the tools we'll use
- Workflow overview: Script → Image → Voice → Sync → Music → Edit  
from ideas to final video

### **Practice:**

- Group brainstorm: What would you like to create with AI?

**Handout:**

- Docs: "AI Tools in Content Creation: Overview & Workflow" Various ai tools and links
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## **Day 2: Prompting with ChatGPT – Script & Idea Generation**

**Topics:**

- Structuring prompts for scriptwriting, visual description, and scene generation
- ChatGPT roles: writer, narrator, director
- scene breakdown using AI for image or videos

**Practice:**

- Write a 30–60 sec script with ChatGPT

**Handout:**

- “Prompt Engineering Cheatsheet”
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## **Day 3: AI Image Generation – Google ImageFX & Whisk**

**Topics:**

- Visual storytelling through AI images
- Prompting styles: cinematic, character, surreal, background
- Differences: Google ImageFX vs Whisk
- Define Character, background scenes and the action character performs

**Practice:**

- Generate required images for script: character, scene, prop, action

**Handout:**

- “AI Image Prompt Guide”
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## ☐ **Day 4: Lip Sync Voiceover Generation – Google AI Studio**

### **Topics:**

- Turning script into narration using AI
- Choosing emotion, language, tone
- Common issues with pauses, clarity

### **Practice:**

- Create voiceover for Day 2 script
  - Export and prepare for sync
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## ☐ **Day 5: Lip Sync Animation – Pippit AI + Google NotebookLM**

### **Topics:**

- Pippit AI: Creating talking-head lip sync from image + voice
- Google NotebookLM: Generate audio podcasts

### **Practice:**

- Create animated talking-head character using Day 3 image + Day 4 audio
  - Use NotebookLM to create podcast deepdive
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## ☐ **Day 6: AI Video Generation – Google Whisk and Veo 2**

### **Topics:**

- Prompt-based video generation (scene vs storyboard)
- Understanding motion, perspective, cuts
- Explore other video generation AI tools

### **Practice:**

- Generate short video clips for one part of your script
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## ☐ **Day 7: Cinematic Creation with Veo3 (PAID subscription)**

### **Topics:**

- Veo3 features (camera movement, realism, storytelling)
- Creating multiple linked scenes
- Veo3 videos with animation, bg sound and voice

### **Practice:**

- Explore Create some video clips with your ideas
  - Match voiceover and video style
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## ☐ **Day 8: AI Music with Suno + Editing in CapCut and other editing software**

### **Topics:**

- Using Suno AI for background music: tone, genre, beat syncing
- Importing voice, visuals, and audio to CapCut
- Final compiling and editing in Capcut and exporting videos

### **Practice:**

- Generate a music track for your video
- Begin editing in CapCut

### **Handout:**

- “Suno Prompt & Genre Guide”
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## **Day 9: Final Project Production**

### **Topics:**

- Combining all elements: visuals, audio, music
- Export settings and optimization for social media

### **Practice:**

- Students build their full project (15–40 sec)
- Feedback on work in progress

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## ☐ **Day 10: Final Project Showcase**

### **Topics:**

- Final project presentation
- Behind-the-scenes: What AI tools helped the most?
- Bonus tools: Hailuo AI, Recraft, HeyGen, ElevenLabs, Midjourney and others

### **Practice:**

- Screening + peer feedback