

DTG-OMT-102

AI in Creative Content and Video Production

Program Information



Nature of the Course
Theory + Practical



Total Hours per Day
2 hours



Course Duration
10 Days

Course Summary

This course, AI in Creative Content & Video Production, is designed to equip marketers, content creators, designers, storytellers, and young professionals with practical AI skills for storytelling and video creation. Participants will learn how to leverage AI tools to generate scripts, images, voiceovers, animations, and music, culminating in a complete AI-powered video project. The program blends theoretical understanding of AI's role in creative workflows with hands-on practice using leading AI platforms, empowering creators to innovate in digital content production.

Completion Criteria

After fulfilling all of the following criteria, the student will be deemed to have finished the Module:

- Has attended 90% of all classes held.
- Complete daily practice tasks and final project submission

Required Textbooks

- No textbooks are required

Prerequisites

- Basic familiarity with digital content creation or storytelling is helpful but not mandatory.
- No prior AI or programming experience is necessary.
- A keen interest in creative digital media and marketing.

Course Details

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

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
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Practice:

- Write a 30–60 sec script with ChatGPT
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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

Labs

Lab assignments will focus on the practice and mastery of contents covered in the lectures, and introduce critical and fundamental problem solving techniques to the students.

Learning Outcomes

- By the end of the course, participants will be able to:
 - Understand AI's role and workflow in content and video production.
 - Write effective AI prompts for script and idea generation using ChatGPT.
 - Generate AI-powered images and animations tailored to storytelling needs.
 - Create natural voiceovers and lip-synced animations with AI tools.
 - Produce and edit AI-generated videos, integrating voice, visuals, and AI-composed music.
 - Execute a full video production project from concept to final export optimized for social media.
 - Utilize advanced AI tools to enhance creative workflows and multimedia storytelling.
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