

# Hands-On with Artificial Intelligence: ChatGPT & Dall-E for Business Use



Course Fee: HK\$4,500 (May apply up to HK\$3,000 subsidy)

\*Maximum saving, with the final grant subjects to approval.



The development of Artificial Intelligence (AI) has reached an explosive critical point, where it's so powerful that it threatens to replace human being in the labour market. OpenAI's latest AI ChatGPT and Dall-E is capable of making legal contracts, medical diagnosis, business copywriting, customer service, story writing, or even academic papers, computer programs that invade computers, art generation, just to name a few. In fact, ChatGPT is a set of "text generation" technology, letting AI make judgments through the text you input, and produce corresponding responses. As ChatGPT becomes more mature, the search engine giant Google may be subversively affected too, and it is bound to affect the global entrepreneurial environment.

In this hands-on master course, you will learn how to harness the power of ChatGPT and Dall-E, a cutting-edge AI tool, to produce high-quality content for various occasions. Whatever industry you're from, these new technologies will bring impacts that you've never imagined.

Upon completion of the course, you will have a fundamental understanding of how to use ChatGPT and Dall-E to produce high-quality content for business, automating your workload and saving you time and effort.

Programme code	10014511-01
Date & Time	16 · 21 · 23 · 28 JUNE 2023 Total 12 hours
Venue	HKPC Building, 78 Tat Chee Avenue, Kowloon Tong
Medium	Cantonese
Course fee	HK\$4,500* <i>(May apply up to HK\$3,000 subsidy after RTTP approved; Group discount will be offered to enrolment of 2 people or above, please contact us for details)</i>

## Course Highlight

- One of the very few local courses conducted in Cantonese
- and hands-on activities
- Suitable for Live ChatGPT & Dall-E demo professionals of all levels, from beginners to advanced users. We will cover the basics of ChatGPT & Dall-E and how it works, as well as more advanced techniques for maximizing its potential in your work.
- Taught by industry veteran with 20 years of IT experience

## Course Outline

Session	Agenda
Session 1-2 (6 hrs) <b>Artificial Intelligence, ChatGPT &amp; Dall-E</b>	<ul style="list-style-type: none"> <li>• Introduction to Artificial Intelligence: definition, history, current state, and future outlook</li> <li>• What is AI, ChatGPT &amp; Dall-E?</li> <li>• Artificial Intelligence vs Human Intelligence - complimentary or competing?</li> <li>• Technologies enabling AI, ChatGPT &amp; Dall-E</li> <li>• Limitations &amp; opportunities</li> <li>• Influence brought by ChatGPT &amp; Dall-E</li> <li>• How to make use of ChatGPT in your business?</li> <li>• Ethic and legal issues</li> <li>• <i>Hands-on activity: Download &amp; interact with ChatGPT (eg. research, art creation, translation, report writing, creative work, etc)</i></li> </ul>
Session 3 & 4 (6 hrs) <b>Art Generation with Dall-E, other popular AI Tools &amp; Advanced ChatGPT Prompts</b>	<p><u>Dall-E</u></p> <ul style="list-style-type: none"> <li>• <i>Hands-on activity: Dall-E for art generation</i> <ul style="list-style-type: none"> <li>○ Run custom prompts on Dall E tailored to different art styles, modify existing images using inpainting to create larger canvases and variations</li> <li>○ Edit images</li> </ul> </li> </ul> <p><u>Advanced ChatGPT Prompts</u></p> <ul style="list-style-type: none"> <li>• <u>ChatGPT for Building Websites</u></li> <li>• <u>ChatGPT for SEO</u></li> <li>• <u>ChatGPT for Programmers</u> <ul style="list-style-type: none"> <li>○ Code generation</li> <li>○ Code debugging</li> <li>○ UX writing</li> <li>○ Test PlansDocumentation</li> </ul> </li> </ul> <p>Introduction to OpenAI API and OpenAI Playground</p>

## Mr Keith Li

Keith is the Co-Founder and Chief Executive Officer of Innopage Limited, a company specializing in Mobile Apps and Blockchain / Web3 projects development. Since 2010, under Keith's leadership, Innopage has received numerous local and international awards for its innovative products. In addition to his professional pursuits, Keith serves as a part-time lecturer at local universities. Currently, he also holds the position of Vice-Chairman of the Hong Kong Wireless Technology Industry Association (WTIA).



## Enrolment method

- Scan the QR code to complete the enrolment and payment online; or
- Mail the crossed cheque with payee name "Hong Kong Productivity Council" in HK dollar) and the application form should be mailed to Hong Kong Productivity Council, 3/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (ATTN to Ms KU, DTD). Please indicate the course name and course code on the envelope. Enrolment form can be downloaded at <https://www.hkpcacademy.org>

**RTTP Training Grant Application** Companies should submit their RTTP training grant application for their employee(s) via <https://rttp.vtc.edu.hk/rttp/login> at least two weeks before course commencement. Alternatively, application form could be submitted by email to [rttp@vtc.edu.hk](mailto:rttp@vtc.edu.hk) along with supporting documents.

